

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor’s Legislative Team

at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**. Contact the Mayor’s Legislative team with questions

Date of Request: 5/15/2020

Please mark one: Bill Request or Resolution Request

1. Type of Request:

- Contract/Grant Agreement Intergovernmental Agreement (IGA) Rezoning/Text Amendment
- Dedication/Vacation Appropriation/Supplemental DRMC Change
- Other:

2. Title: (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Amends a contract with Carahsoft Technology Corp. by adding \$15,814,860.38 for a new total of \$23,314,860.38 and five years for a new end date of 12/31/2024 for continual use and support of the Salesforce and Mulesoft platforms supporting agencies Citywide; citywide (TECHS-202053694)

3. Requesting Agency: Technology Services

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Kevin Anthony	Name: Joe Saporito
Email: kevin.anthony@denvergov.org	Email: joseph.saporito@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed:

The City conducted an RFP in 2014 for the purchase of a Customer Relationship Management software application. The Salesforce platform was the chosen product and a contract was established in 2015 with a Salesforce reseller, Carahsoft. At that time, Salesforce did not sell direct and therefore partnered with Carahsoft.

Salesforce is the industry-leading customer platform as well as the world's most extensive enterprise cloud ecosystem. The Salesforce platform and ecosystem offer access to thousands of applications and solution opportunities. Technology Services (TS) would like to continue to leverage Salesforce and its connected applications and technologies to assist our customer agencies in responding to the ever increasing demands from the citizens of Denver. These citizens are continually looking for their Government to adopt technologies, internally and externally, that are mobile, intuitive and make use of connected data. A further expansion of the existing Salesforce platform fits directly into Technology Services Strategic Plan.

Since its inception, the Salesforce platform has been used in a number of ways to solve an array of business problems and offer numerous process improvement opportunities. Here are some highlights of this over the past several years:

2015

- Mayor Event Tracking – tracks requests for Mayoral appearances
- OED - case management for applications
- Parks & Rec – contract management
- Peak Academy – tracks class registration and innovations
- Payroll: case management for benefits questions
- DIA Customer Relationship Management

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- DHS Customer Relationship Management
- 311 Customer Relationship Management

2016

- Computer Telephony Integration for 311: provides caller ID functionality to help agents pick contacts
- SurveyForce – sends surveys for 311 and PMO
- Boards & Commissions – Tracks all open slots for Mayor’s B&C
- Accounting: case management for agencies they support
- Golf – tracks all events all golf courses
- Board of Adjustments – case management to track all appeals and hearings
- Go Bond – CRM to track responses to the bond for infrastructure enhancements
- Elections
- Ballot Tracking
- Election Judge Tracking
- SMS to Case

2017

- 311: Case Intake 2.0 – streamlining of case intake process for 311, DIA, DHS
- CTI for DHS: provides caller ID functionality to help agents pick contacts
- Audit Remediation: ensure PII data is only viewable to designated resources
- Public Works: Street Maintenance: case and work order mgt system
- National Western – CRM to track interested parties and donators
- Office of Children’s Affairs – CRM to track after school programs
- Controller: case management for agencies they support (to be deployed in May)
- Hearings – tracks employee appeals and mediation cases (deployed (4/5) – users not included in the attached report
- Contact Solution – turn org from public to private and contact clean-up
- TS Contract Mgt – solution to manage contracts within TS

2018

- DHS Marcomm
- CCD Marketing Cloud
- DIA Split
- Public Works Field Service for Street Maintenance
- Real Estate Space Management
- Denver Police Department Contact Card
- Arts & Venues Kore
- Elections Ballot Tracking Enhancements
- Public Works Sidewalk Repair
- Department of Human Services Work Orders
- Continued Migration of Applications to the new Salesforce Lightning framework

2019

- DDPHE Contract Management
- DDPHE Media Request Management
- GS Contract Management
- DHS Safety and Security
- DoF Tax Seminar
- HOST Housing Management (phases 1 and 2)
- CFPD Complaint Management
- DEDO Contract Management
- HOST Contract Management
- DOS Contract Management
- Sustainability Commitment Management
- DPR RFP Intake

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2020

- HOST Housing Management (phase 3)
- Case Management Consolidation (Accounting, Payroll, DOF)

Future Opportunities/Projects in progress based upon known requests

- Department of Human Services Contracts Management
- Department of Human Services Case Management
- Public Works Field Service Lightning expansion
- P&R – CRM for Partner Management
- 311: Text to Case – allow users to submit cases via SMS
- City Council Boards and Commissions
- Mayor’s Office Feedback Survey
- 311 Chat
- DOTI SW Work Orders to support Pay as you Throw
- Zuora for Billing
- Field Service Lightning Implementations (DOTI SW, DOTI Street Sweeping, DPR)
- EQ Love My Air
- 811 Utility Locates

Other opportunities as discovered through the IFund, Peak Academy, Technology Services Customer Request Intake, etc.

- 311 AI - expanded use of AI to respond to and disposition tickets
- Citywide Implementation of the Salesforce Cloud

The opportunities to exploit this platform to meet our business needs is almost unlimited. The State of Colorado has more 70 different applications in their Salesforce footprint for agencies to handle issues from human services and wildlife management to adult protective services.

This program has been and continues to be focused toward the provisioning of technology to our city agencies in a quick and efficient way. TS strives to continue utilizing this technology and it's ever expanding capabilities to solve business problems and improve the delivery of services to citizens using modern, mobile and accessible means. This will come to fruition though leveraging new opportunities required to serve Denver's citizen as well as in modernizing, improving and replacing outdated and unsupported technology and applications.

The expansion of this platform will allow agencies to collect better analytics to drive better and more data driven business decisions. The annual cost of the Salesforce platform over a five-year period has an estimated average of \$2,000,000. TS has also included contingency for possible increases in licenses for growth over the next five years. For example, we have purchased an additional 30 licenses for the Housing and Stability (HOST) office in late 2019.

Also, as part of this amendment, TS was able to leverage our relationship with Carahsoft and Salesforce to add the Mulesoft AnyPoint software platform. The Mulesoft AnyPoint product is owned by Salesforce and provides integration software for connecting applications, data and devices. This software will be instrumental in TS’s Service-Oriented Architecture (SOA) Replacement Project. This project's core objectives further align TS with one of our strategic pillars; Reliability. Some of the ways we will be able to do this is to reduce the on-premise infrastructure and support integrations and optimize and streamline business processes. This transition from the Oracle SOA to MuleSoft will be ongoing for the next couple of years.

This project also aims to replace and decommission older technology and improve TS’s processes allowing TS to better serve city agencies by leveraging faster implementation cycles, improved integration documentation, and operational transaction monitoring. The project is structured with phase I supporting the migration within the government domain, and phase II supporting the migration of the Safety domain.

What Is Service-Oriented Architecture?

Service-Oriented Architecture (SOA) is a style of software design where services are provided to the other components by application components, through a communication protocol over a network. Its principles are independent of vendors and other technologies. In service oriented architecture, a number of services communicate with each other, in one of two ways: through passing data or through two or more services coordinating an activity.

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MuleSoft's Anypoint Platform is the world's leading integration platform for SOA, Software as a Service (SaaS), and Application Programming Interfaces (APIs). The use of the MuleSoft AnyPoint product will provide the City business agility by connecting applications, data, and devices, both on-premises and in the cloud with an API-led approach. By leveraging the Mulesoft Anypoint platform, the City can re-architect its SOA infrastructure from legacy systems, proprietary platforms, and custom integration code to create business agility. The City can migrate technology infrastructure to the public or private cloud and prioritize adoption of SaaS applications and other cloud technologies.

In addition to the annual Salesforce costs, the annual cost of the Mulesoft Anypoint platform is estimated at \$1,557,894.74. The annual cost of Salesforce, Mulesoft and contingency make up the requested \$15,814,860.38 increase. This increase will allow TS to use the Salesforce and Mulesoft software platforms for the next five years. The annual costs are paid from TS's operational funds.

Term exceeding more than 3 - 5 years per Executive Order 8.

Per Executive Order 8: "Agencies should limit the duration of contracts to three to five years at which time a new solicitation should be initiated absent special circumstances." For most software applications, they cannot be simply unplugged and replaced with a new application; therefore, there will be several special circumstances that would provide for a justification to deviate from this policy. For this request, the information below provides examples of special circumstances directly related to the Carahsoft contract amendment request.

The special circumstances that justify a contract term that exceeds three to five years for the purchase of Salesforce through Carahsoft are listed below:

- Situations where standardization of equipment or continuity of service is required;
- Situations where competition does not exist;
- Situations where economic factors make it unfavorable for the City to re-bid a contract.

Continuity of Service:

As detailed above, the Salesforce platform is used in a variety of different ways meeting the various needs of multiple City Agencies. Carahsoft, through the RFP process, was awarded as the designated Value Added Reseller for the Salesforce products, and the City would not benefit by engaging another reseller. Also, moving to a different platform would cause a disruption in the services identified above and some of the services would be terminated permanently. The Salesforce platform has been customized for the City, it integrates with multiple systems (listed below) and has been configured so it meets the specific needs of many Agencies. The Salesforce platform offers a robust set of end points for easy integration with other software applications. Approximately 23 City Agencies use the software and approximately 600 City employees have been trained and are efficient with this application so the continual use of this application will allow the City to provide continuity in its internal business functions as well external services available to citizens.

Integrations:

- Pocketgov
- Accela
- Workday
- PowerBI
- Twilio
- GIS

Competition does not exist:

As the City already has purchased, implemented, has been trained on and intends on using the Salesforce platform software application for the foreseeable future, continual support from Salesforce is needed to ensure the application is functioning at its maximum performance. This is a service that should come from Salesforce and their designated Value Added Reseller, so an opportunity for competition does not necessarily exist.

Economic factors make it unfavorable for the City to re-bid a contract:

The cost to fully implement this software application exceeds \$1,000,000. The City would incur these costs every time a new system is implemented. This is a substantial investment by the City and it would result in an unnecessary negative financial impact on the citizens of Denver if this type of system was replaced every three to five years. The City and the vendor underwent a very time consuming process which included multiple phases from the time of purchase to having a fully implemented system. These include conducting an RFP process, a Technology Services review of the vendor's security protocols as well as their technical architecture to ensure they align with Technology Services' requirements, negotiating a Statement of Work, negotiating a contract, analysis of the City's current state, planning for the new system, designing the new system to meet the City's objectives, implementing the new system, configuring (fine tuning) the new system, testing the new system and training employees on the new system. This process took approximately a year and

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half to complete. For the City to re-bid this every three to five years would mean the opportunity for any type of return on our investment would be minimalized and the City would be in a perpetual cycle of bidding, implementing, retraining and decommissioning of previous applications.

Expired Contract:

Technology Services started the amendment process with the vendor mid 2019 in an effort to have all documentation finalized for the contract amendment to be completed prior to its expiration date of 12/31/2020. Due to the increasing needs of our user base, additional licenses needed to be accounted for and quotes needed to be updated to ensure the amended contract keeps the City in a compliant state regarding the use of this platform.

With the Salesforce “Lightning” version upgrade (user interface upgrade), third party applications which the City previously paid for are now offered through Salesforce causing a needed revision of our user terms which were included on the revised quotes. The process to obtain final quotes was time consuming due to the coordination with various groups within Salesforce as well as Carahsoft. Minor negotiation of legal terms also caused a delay.

- 6. **City Attorney assigned to this request (if applicable):** Steve Hahn
- 7. **City Council District:** N/A - Citywide
- 8. ****For all contracts, fill out and submit accompanying Key Contract Terms worksheet****

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):

Standard Expenditure contract exceeding \$500,000

Vendor/Contractor Name: Carahsoft Technology Corp.

Contract control number: TECHS-202053694

Location: Citywide

Is this a new contract? Yes No **Is this an Amendment?** Yes No **If yes, how many?**

- Original contract: 1/1/2015 - 12/31/2019; Contract Amount: \$4,000,000
 - Signed by Mayor: 2/2/2015
- First Amendment: 1/1/2015 - 12/31/2019; Amendment Amount: \$3,500,000; New Contract Amount: \$7,500,000
 - Signed by Mayor: 11/15/2018
 - Increased amount

Contract Term/Duration (for amended contracts, include existing term dates and amended dates):

Current term: 1/1/2015 - 12/31/2019 Proposed term: 1/1/2015 - 12/31/2024 Duration: 9 years

Contract Amount (indicate existing amount, amended amount and new contract total):

<i>Current Contract Amount</i>	<i>Additional Funds</i>	<i>Total Contract Amount</i>
(A)	(B)	(A+B)
\$7,500,000	\$15,814,860.38	\$23,314,860.38

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/1/2015 - 12/31/2019	Five Years	12/31/2024

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Scope of work: Carahsoft is the reseller that will provide licensing for the Salesforce and Mulesoft platforms.

Was this contractor selected by competitive process? Yes **If not, why not?**

Has this contractor provided these services to the City before? Yes (via this contract) No

Source of funds: Cost Center 3074300 Technology Services Applications - Applications Planning Analysis

Is this contract subject to: W/MBE DBE SBE XO101 ACDBE N/A

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): N/A

Who are the subcontractors to this contract? N/A

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