



MEMORANDUM

"SOLE SOURCE DECLARATION"

To: Hidalgo County Commissioners Court

From: Martha L. Salazar, CPPB
Hidalgo County Purchasing Agent *msalazar*

Date: September 2, 2014

Subject: "Sole Source Declaration" – Snap Trends Inc.

The Hidalgo County Sheriff's Department currently utilizes services from Snap Trends Inc. and is now being requested by the HIDTA Department.

The specific service needed by the Hidalgo County HIDTA Department is only available through one source – Snap Trends Inc. HIDTA has found it necessary to be more effective in preventing, identifying, responding to and investigating crimes, threats and emergencies; it must utilize Snap Trend's online, social media monitoring software. It will provide them with real-time intelligence within a specific geography.

Therefore, the purchase of access authorization from "Snap Trends Inc." is required so as to continue the efforts started by the Sheriff's Department and now by the HIDTA Department. The valuable online resource that Snap Trends represents, will assist both Hidalgo County's law enforcement departments with maintaining public safety.

This sole source declaration will remain in effect unless revoked by Hidalgo County Commissioners Court.

Requisition

Req # 00261475

PO #

Date: 08/06/14

Bill To: x
x

Vendor: 418978
SNAP TRENDS, INC.
8601 RANCH ROAD 2222
BUILDING 2, SUITE 150
AUSTIN TX 78730
FAX (512)233-0583

Ship To: HIDTA
3100 S. Closner
Foxtrot Bldg.
Edinburg TX 78539

Contact: DORA L. MUNOZ
956-381-0444

Contract No:

Special Instructions:
179

QUANTITY	UOM	DESCRIPTION	UNIT PRICE	AMOUNT
1.00	YEAR	DO NOT DUPLICATE ORDER "ANNUAL SINGLE-USER ACCESS AUTHORIZATION FOR ON-LINE SOCIAL MEDIA MONITORING SOLUTION, COMMENCING FROM DATE OF PURCHASE ORDER. Account No _____ 4-1252-412-00-270-012-0-342 REPORT ROAD HAZARDS 1-866-HCR-SAFE OR 1-866-427-7233	2,900.00 Encumbrance 2,900.00 Freight Total	2,900.00 0.00 2,900.00

Authorized By: _____

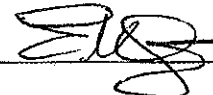
HIDALGO COUNTY PURCHASING DEPARTMENT
SOLE SOURCE AFFIDAVIT

THIS IS AN OFFICIAL PURCHASING DOCUMENT-RETAIN WITH PURCHASE ORDER

Before me, the undersigned official, on this day, personally appeared Erin Swider
a person known to me to be the person whose signature appears below, whom after being duly sworn
upon his/her oath deposed and said:

1. My name is Erin Swider. I am over the age of 18, have never been convicted of crime and am competent to make this affidavit.
2. I am an authorized representative of the following company or firm: Snap Trends.
3. The above named company or firm is the sole source for the following item(s), product(s) or service(s):
Location-based social intelligence software.
4. Competition in providing the above named item(s), product(s), service(s) is precluded by the existence of a patent, copyright, secret process or monopoly as stated under Section 262.024(a)(7)(A), of the Local Government Code. Also, attached hereto is a sole source letter, which sets forth the reasons why this Vendor is a sole source provider (dated and signed).
5. There is/are no other like item(s) or product(s) available for purchase that would serve the same purpose or function.
6. Note: This Vendor understands that by providing false information on this Sole Source Affidavit, it may be considered a non-responsible Vendor on this and future purchases and may result in discontinuations of any/all business with Hidalgo County.

Signature _____



SWORN AND SUBSCRIBED TO under oath before me on 14th day of August, 2014.



NOTARY PUBLIC

Preston Jones
PRINTED NAME

1-31-18
MY COMMISSION EXPIRES

COMPANY NAME: Snap Trends, Inc.

ADDRESS, CITY, STATE & ZIP CODE: 8601 Ranch Road 2222, Bldg. 2, Suite 150 Austin, TX
PHONE: 512-716-8411 NUMBER: 512-233-0583 78730

CONTACT NAME AND TITLE: Erin Swider, Controller

WEB ADDRESS: www.snaptrends.com EMAIL: eswider@snaptrends.com

FEDERAL TAX ID NUMBER: 45-5503991 TEXAS SALES TAX NUMBER: 3-20483-1387-1



06/20/2014

Chris Yates, Assistant Commander
Hidalgo County HIDTA
P.O. Box 5719
McAllen, TX 78502-5719

RE: Sole Source Vendor

Mr. Yates:

Snap Trends, Inc. is the sole and exclusive software developer for the Snap Trends Social Intelligence System. Snap Trends developed its software intelligence system to serve public safety organization and national intelligence agencies in the United States. Snap Trends' patent pending geocentric social media listening software system aggregates a significantly higher volume of open social network post for any fixed geo-fenced location, making it the leader in the geo-fenced social listening market worldwide. The Snap Trends system uses advance algorithms and processes to procure this high density social data footprint.

Snap Trends is offered as a Software-as-a-Service ("SAAS") subscription based product. Because Snap Trends is a cloud-based solution hosted by Snap Trends computer servers, Hidalgo County HIDTA can access our product without integration into any other software or hardware systems. There is no other software company that currently offers a solution that provides capabilities like those contained in the Snap Trends system. There are no authorized dealers or resellers of Snap Trends to the local law enforcement industry. Because the Snap Trends system contains proprietary patent pending technology and trade secrets embodied in the source code, Snap Trends sells direct to local law enforcement and ISD PD clients.

Should you have questions regarding the Snap Trends system or this letter, please feel free to contact me directly at 512.716.8410 or via email at rbeasley@snaptrends.com. We look forward to working with Hidalgo County HIDTA.

Kind regards,

A handwritten signature in black ink, appearing to read 'Robert Beasley', written over a horizontal line.

Robert Beasley
SVP Sales & Marketing

Zimbra

rudy.salinas1@co.hidalgo.tx.us

Re: Hidalgo City HIDTA

From : Martha Salazar <martha.salazar@co.hidalgo.tx.us>
Subject : Re: Hidalgo City HIDTA
To : Rudy Salinas <rudy.salinas1@co.hidalgo.tx.us>

Fri, Aug 22, 2014 05:07 PM

 1 attachment

Proceed with Sole Source Declaration.
Marty

From: "Rudy Salinas" <rudy.salinas1@co.hidalgo.tx.us>
To: "Martha Salazar" <martha.salazar@co.hidalgo.tx.us>
Sent: Friday, August 22, 2014 4:58:11 PM
Subject: Fwd: Hidalgo City HIDTA

Ms. Marti, sorry...I should have directed this to you.

Rudy Salinas
Purchase Order Specialist III
Phone: 292-7000 Ext: 4875

From: "Rudy Salinas" <rudy.salinas1@co.hidalgo.tx.us>
To: "Matilde Faz" <matilde.faz@co.hidalgo.tx.us>
Cc: "Sonya Lopez" <slopez@hidtaskforce.us>, "nelda olivarez" <nelda.olivarez@co.hidalgo.tx.us>
Sent: Friday, August 22, 2014 4:51:11 PM
Subject: Fwd: Hidalgo City HIDTA

Based on the research I conducted, I found only one other source (Geofeedia) that comes close to the software description of that from Snap Trends Inc. However, because of the following email from the CEO, Eric Klasson, regarding the unique features, capabilities, and patent information from Snap Trends...I recommend that we proceed with a Sole Source declaration pending C.C. approval.

Rudy Salinas
Purchase Order Specialist III
Phone: 292-7000 Ext: 4875

From: "Eric Klasson" <eklasson@snaptrends.com>
To: "rudy salinas1" <rudy.salinas1@co.hidalgo.tx.us>
Cc: "Erwin Almonte" <ealmonte@snaptrends.com>
Sent: Friday, August 22, 2014 4:02:48 PM
Subject: Hidalgo City HIDTA

Mr. Salinas:

Thank you for your time today. As agreed, I am providing you with the following information relating

to the Snap Trends Social Intelligence System:

The Snap Trends Difference: Snap Trends competitive advantage is two-fold. First, the Snap Trends system collects more open source social media content in a geo-fenced area than other social media listening technologies. Second, Snap Trends generates more automated intelligence / analytical reports and community insights than other competing technologies. This allows public safety agencies to quickly and effectively respond to threats to citizens and community interests and investigate crimes using Snap Trends forensic capabilities.

Snap Trends Patent Assets: Snap Trends has made 13 patent asset filings with the United States Patent and Trademark Office ("USPTO") and The Patent Cooperation Treaty ("PCT"). These patent applications are the driving force behind the many proprietary processes, techniques and algorithms used by the Snap Trends system to collect, analyze and visualize open source social media data. In August 2014, Snap Trends received written notification from the USPTO that the first of its patent applications had been allowed. The USPTO is now in the process of issuing a patent to Snap Trends relating to that patent application.

If you have questions regarding the above matters, please feel free to contact me at any time.

Kind regards,

Eric C. Klasson | Chairman & CEO
Snap Trends, Inc.
8601 RR 2222, Building II, Suite 150
Austin, Texas 78730
email: eklasson@snaptrends.com
mobile phone: 512-784-9649



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