

**GENERAL SERVICES ADMINISTRATION  
Federal Supply Service  
Authorized FSC Price List**

On-line access to contract ordering information, terms & conditions, up-to-date pricing, and option to create electronic delivery orders is available through [GSA Advantage.gov](http://GSA Advantage.gov).

**ADP SCHEDULE PRICE LIST**

**GENERAL PURPOSE COMMERCIAL INFORMATION TECHNOLOGY EQUIPMENT,  
SOFTWARE AND SERVICES**

**Term Software License  
Special Item No. 132-32**

Contract Number GS-35F-5187H

For more information on ordering from Federal Supply Schedules - click FSS Schedules button @ [fss.gsa.gov](http://fss.gsa.gov)

June 2, 1998 through June 1, 2018

**IDEAMATICS, INCORPORATED**

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Veteran-Owned Small Business (VOSB)

# CONTENTS

**CUSTOMER INFORMATION:** ..... 1

1a. Table of Awarded 132-32 SINs: ..... 1

1b. Identification of lowest pricing: ..... 4

1c. Hourly Rates: N/A ..... 4

2. Maximum order: ..... 4

3: Minimum order ..... 4

4. Geographic coverage (delivery area): ..... 4

5. Point of production: ..... 4

6. Discount from list prices: ..... 4

7. Quantity discount: ..... 4

8. Prompt payment terms: ..... 4

9. Government purchase cards: ..... 4

10. Foreign items: ..... 4

11a. Time of delivery: ..... 5

11b. Expedited Delivery: ..... 5

11c. Overnight & 2-day delivery ..... 5

11d. Urgent Requirements: ..... 5

12. F.O.B. point ..... 5

13a. Ordering address: ..... 5

13b. Ordering procedures: ..... 5

14. Payment address: ..... 5

15. Warranty provision: ..... 5

16. Export packing charges: ..... 6

17. Government Purchase Card Acceptance Terms & Conditions: ..... 6

18. Rental, Maintenance, & Repair Terms & Conditions ..... 6

19. Installation Terms & Conditions: ..... 6

20. Repair Parts: ..... 6

20a. Other Services Terms & Conditions: ..... 6

21. Service & distribution points: ..... 6

22. Participating dealers ..... 6

23. Preventive maintenance: ..... 6

24a. Special Attributes: ..... 6

24b. Section 508 compliance: ..... 6

25. DUNS number: ..... 6

26. Notification regarding registration in Central Contractor Registration (CCR) database: ..... 6

**REACHTOPIA™ GSA SCHEDULE END USER LICENSE AGREEMENT** ..... 7

**IMPORTANT INFORMATION** ..... 7

LICENSE GRANT .....7

LICENSE CATEGORIES .....7

TERMINATION.....7

COPYRIGHT.....7

RESTRICTIONS ON USE.....7

UPDATES .....8

DISCLAIMER OF WARRANTY .....8

LIMITATION OF LIABILITY AND REMEDIES .....8

EXPORT CONTROLS .....8

U.S. GOVERNMENT END USERS .....8










































MISCELLANEOUS .....8

CONTACT INFORMATION.....9

ACKNOWLEDGEMENT AND ACCEPTANCE.....9

# CUSTOMER INFORMATION:

## 1a. Table of Awarded 132-32 SINs:

REACHTOPIA™		R01	R02	R03
Features		Basic	Professional	Enterprise
• Users (number of users)		1	5	Unlimited
• Campaigns (number of campaigns)		25	99	Unlimited
<b>SpyWire™ Module</b>				
• User-friendly dashboard				
• Customizable keyword tracking				
• <b>TRACKWIRE™ (MEDIA METRICS)</b>				
• Storage and archiving				
<b>Reports Module</b>				
• Links to individual cites				
• Number of followers				
• Positive & negative trends				
<b>Comparisons Module</b>				
• Brand & Competitor ranking				
<b>Heat Map Module</b>				
• USA w/drill down				
• Global w/drill down				
<b>Demographics Module</b>				
• Customizable demographics				
<b>Export Module</b>				
• Tailored Exports				
<b>Press Release &amp; Distro Module</b>				
<b>Document Wiki</b>				
<b>Settings Module</b>				
• Campaign management				
• Folder management				
• Semantic keyword management				
<b>Management Console</b>				
• User Management & Logs				
R04*	<b>MEDIA MONITORING &amp; DAILY NEWS CLIPS (M-F)</b>	<b>Unlimited Internal Use</b> *Note: Requires R02 or R03 EULA		In addition to the selected R02 or R03 solution, includes specialized services for <b>reporting</b> as outlined further below.

Service Level	Description	# Campaigns	# Users
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1	R01	Basic	<p><b>Basic plan</b> provides access to the REACHTOPIA™ <b>SpyWire, Comparison, Heat Map, Demographics Export</b> and <b>Settings</b> Modules. This access level provides the ability to monitor up to <b>25</b> unique campaigns by a single user.</p> <p><b>SpyWire™</b> offers daily summaries of news stories, listing them by positive/negative, ranking or date-time-group. <b>SpyWire</b> links to original sources. Convenient semantic ranking for each linked sourced indicate positive/negative trending on a scale of +10 to -10. Clicking the positive, negative, or date links allows <b>SpyWire</b> to parse media mentions by category, clicking rank allows users gage the number of fans or followers amongst Twitter or Facebook social media feeds. <b>SpyWire</b> also provides convenient hotlinks to the original story or post.</p>	25	1
2	R02	Professional	<p><b>Professional plan</b> provides <i>all</i> the functionality of the basic plan and adds the <b>Trackwire</b> module, <b>Reports</b> module and the <b>Management</b> consoles for 5 users comparing up to <b>99</b> unique campaigns.</p> <p><b>TrackWire™</b> tracks daily the number of media mentions for each category: Facebook, Blogs, News Feeds (includes print, radio and TV) and YouTube.</p> <p>Users can easily group by topic or by the type of media mentions. In coordination with <b>SpyWire</b> users can compare the graphs by positive or negative mentions. <b>Trackwire</b> also allows the user to see the tracking of news and social media day-by-day.</p>	99	5
3	R03	Enterprise	<p><b>Enterprise plan</b> provides <i>all</i> the functionality of the professional plan but for an <i>unlimited</i> number of users and an <i>unlimited</i> number of campaigns. This functionality offers comprehensive monitoring – including robust reports and statistics for traditional and social media sources.</p> <p>The <b>Enterprise plan</b> also provides <b>Press Distro</b> – providing outbound press release and media advisory services to all forms of media, including social media and online services; as well as <b>Document Wiki</b> – providing a secure and robust document and information exchange using the user-friendly Wikipedia format and software.</p>	Unlimited	Unlimited

<p><b>4</b></p>	<p><b>R04</b> *</p>	<p style="text-align: center;"><b>Media Monitoring &amp; Daily News Clips</b></p> <p>Specialized information technology services are provided to augment the use of REACHTOPIA™ through customized reporting. This <b>Media Monitoring &amp; Daily Media Clips</b> reporting is provided to fully complement the use of the REACHTOPIA™ tools.</p> <p><b>Medial Monitoring Services</b> includes unlimited internal user accounts, which can provide:</p> <ul style="list-style-type: none"> <li>● <b>Focused campaigns</b> (folders/topics)</li> <li>● <b>Comprehensive Data reporting</b> - including:             <ul style="list-style-type: none"> <li>○ Timeline</li> <li>○ Source</li> <li>○ Tonality</li> <li>○ Gender</li> <li>○ Geolocation</li> <li>○ Influential individuals</li> </ul> </li> <li>● <b>List Creation</b></li> <li>● <b>On Demand Reports</b> Preparation and Consultation</li> <li>● <b>Telephone and e-mail support</b> 9-5 M-F</li> </ul> <p><b>Daily News/Media Clips</b> is a tailored service which includes the following characteristics:</p> <ul style="list-style-type: none"> <li>● <b>Summary of cites in a specific campaign</b> <ul style="list-style-type: none"> <li>○ Delivery M-F excluding holidays</li> <li>○ Identification of topicality, key personnel, programs and events</li> </ul> </li> <li>● <b>Ability to change</b> folders and topics monthly</li> <li>● <b>Executive Summary</b></li> </ul>	<p><b>*Note: Requires R02 or R03 EULA</b></p>	<p style="text-align: center;"><b>Unlimited Internal Use</b></p>
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## 1b. Identification of lowest pricing:

REACHTOPIA™ PRICING MATRIX				
License Type:	R01 Basic	R02 Professional	R03 Enterprise	R04 Media Monitoring & Daily News clips
<b>Non-Discounted Commercial Price</b>	<b>per month</b>	<b>per month</b>	<b>per month</b>	<b>per month</b>
Commercial Base Rate	\$399	\$2,499	\$7,499	\$1,599
<b>Proposed GSA Rates</b>	<b>Service Level 1</b>	<b>Service Level 2</b>	<b>Service Level 3</b>	<b>Service Level 4</b>
	<b>per month</b>	<b>per month</b>	<b>per month</b>	<b>per month</b>
Base rate (per month)	\$301.11	\$1,888.41	\$5,666.75	\$1,208,31
Discount from commercial rate	25.1%	25.0%	25.0%	25.0%

## 1c. Hourly Rates: N/A

2. Maximum order: The maximum dollar value of orders to be issued is \$500,000. Dollar amounts are exclusive of any discount for prompt payment.
3. Minimum order: The minimum dollar value of orders to be issued is \$100.00.
4. Geographic coverage (delivery area): The geographic scope of this contract is the 48 contiguous states and the District of Columbia.
5. Point of production: Arlington, VA.
6. Discount from list prices: Prices shown are NET Prices; Basic Discounts have been deducted.
7. Quantity discount: None.
8. Prompt payment terms: NET - 30 days from receipt of invoice or date of acceptance, whichever is later. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9. Government purchase cards:
  - 9a. Government purchase cards are accepted for purchases equal to or less than the micro purchase threshold for oral or written delivery orders.
  - 9b. Government purchase cards are not accepted for payment above the micro-purchase threshold.
10. Foreign items: N/A

11a. Time of delivery: As negotiated with ordering agencies.

11b. Expedited Delivery: All items in this price list are available for expedited delivery.

11c. Overnight & 2-day delivery. 11b above applies.

11d. Urgent Requirements: When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

12. F.O.B. point: Destination

13a. Ordering address: IDEAMATICS, INC. 1364 Beverly RD Suite 101 McLean VA. 22101

13b. Ordering procedures: Ordering procedures and information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

a. Contractor's Ordering Address:

IDEAMATICS, INC.  
1364 BEVERLY ROAD, SUITE 101  
McLean, VA. 22101

b. The following telephone number(s) can be used by ordering agencies to obtain technical and/or ordering assistance:

Voice: (703) 903-4972

Toll Free: (800) 247-4332

Fax: (703) 903-8949

c. GSA Advantage! is an on-line, interactive electronic information and ordering system that provides on-line access to vendors' schedule prices with ordering information. GSA Advantage! will allow the user to perform various searches across all contracts including, but not limited to: Manufacturer; Manufacturer's Part Number; and Product categories.

Agencies can browse GSA Advantage! by accessing the Internet World Wide Web utilizing a browser. (The Internet address is <http://www.fss.gsa.gov> )

14. Payment address: IDEAMATICS, INC. 1364 Beverly RD Suite 101 McLean VA. 22101

15. Warranty provision: With regard and with relationship to the maximum extent permitted by applicable law, IDEAMATICS, Inc., and, if applicable, related suppliers, shall provide the Product and any support services with a sixty day warranty that the Product will conform to the applicable technical specifications for the Product that is published in the documentation, if needed, related to the Product, and except for the foregoing hereunto disclaim all warranties and conditions, either express, implied or statutory, which may include, but are not limited to, any implied warranties or conditions of merchantability, of suitability for a specified purpose, that it contains absolute accuracy or completeness of



responses, of results, and of any lack of negligence or lack of workmanlike effort, all with respect to the Product, and the provision of or failure to provide Support Services. **FURTHERMORE, THERE IS NO WARRANTY OR CONDITION OF TITLE, QUIET ENJOYMENT, QUIET POSSESSION, OR NON-INFRINGEMENT WITH REGARDS TO THE HEREIN CONTAINED PRODUCT. THE ENTIRE RISK AS TO THE QUALITY OF OR PERFORMANCE OF THE PRODUCT AND SUPPORT SERVICES, IF ANY, REST WITH YOU.**

16. Export packing charges: N/A

17. Government Purchase Card Acceptance Terms & Conditions: Contractors are required to accept the Government purchase card for payments equal to or less than the micro purchase threshold for oral or written delivery orders. Government purchase cards will **not** be acceptable for payment above the micro-purchase threshold.

18. Rental, Maintenance, & Repair Terms & Conditions: N/A

19. Installation Terms & Conditions: N/A

20. Repair Parts: N/A

20a. Other Services Terms & Conditions: None

21. Service & distribution points: N/A

22. Participating dealers: N/A

23. Preventive maintenance: N/A

24a. Special Attributes: N/A

24b. Section 508 compliance: Information available at [www.reachtopia.com](http://www.reachtopia.com) .

25. DUNS number: 86-106-7700

26. Notification regarding registration in Central Contractor Registration (CCR) database: IDEAMATICS Inc. is a registered CCR participant.

# REACHTOPIA™ GSA SCHEDULE END USER LICENSE AGREEMENT

## IMPORTANT INFORMATION

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Category	Users/Computers	Campaigns
R01 – BASIC	1	25
R02 – PROFESSIONAL	5	99
R03 – ENTERPRISE	Unlimited	Unlimited
R04 – MEDIA MONITORING & DAILY NEWS CLIPS (Mon-Fri)	Unlimited Internal Use (Note: Requires R02 or R03 EULA)	

**TERMINATION** Recourse against the United States for any alleged breach of this agreement must be made under the terms of the Federal Tort Claims Act or as a dispute under the contract disputes clause (Contract Disputes Act) as applicable. The Contractor shall proceed diligently with performance of this contract, pending final resolution of any request for relief, claim, appeal, or action arising under the contract, and comply with any decision of the Contracting Officer.

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CONTACT INFORMATION

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Email: [mamoore@ideamatics.net](mailto:mamoore@ideamatics.net)

ACKNOWLEDGEMENT AND ACCEPTANCE

By: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_