

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

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: GSAAdvantage.gov.

**Federal Supply Schedule 70 – General Purpose Commercial Information
Technology Equipment, Software, and Services**

Special Item Number 511210 Software Licenses

Special Item Number 54151S Information Technology Professional
Services

CONTRACT NUMBER: GS35F335GA

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

CONTRACT PERIOD: March 31, 2017 through March 30, 2022



1364 BEVERLY ROAD, SUITE 101
McLean, VA. 22101
PHONE: 703-903-4972
TOLL FREE: 1-800-247-IDEA
FAX: 703-903-8949
POC: Dr. David L. Danner
dldanner@ideamatics.net

Veteran-Owned Small Business (VOSB)

CUSTOMER INFORMATION:**1a. AWARDED SPECIAL ITEM NUMBERS (SINs):**

- 511210 Term Software Licenses
- 54151S Information Technology Professional Services

1b. SIN 511210 SOFTWARE PRICING

REACHTOPIA™ SOFTWARE PRICING				
License Type/Service Level	R01 Basic	R02 Professional	R03 Enterprise	R04 Media Monitoring & Daily News clips
Non-Discounted Commercial Price (per month)	\$399	\$2,499	\$7,499	\$1,599
GSA rate (includes Industrial Funding Fee (IFF))	\$301. 11	\$1,888.41	\$5,666.75	\$1,208.3 1
Discount % from commercial rate	25.1%	25.0%	25.0%	25.0%










































- **DESCRIPTIONS AND EQUIPMENT COMPATIBILITY** Below is a description of each software product offered, including brief explanations of modules and documentation offered; followed by a list of equipment on which the software can be used.



SIN 511210 REACHTOPIA™ TERM SOFTWARE DESCRIPTIONS:				
Service Level		Description	# Campaigns	# Users
1	R01	Basic	25	1
<p>Basic plan provides access to the REACHTOPIA™ SpyWire, Comparison, Heat Map, Demographics Export and Settings Modules. This access level provides the ability to monitor up to 25 unique campaigns by a single user. SpyWire™ offers daily summaries of news stories, listing them by positive/negative, ranking or date-time-group. SpyWire 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 SpyWire to parse media mentions by category, clicking rank allows users gage the number of fans or followers amongst Twitter or Facebook social media feeds. SpyWire also provides convenient hotlinks to the original story or post. Includes User Guide.</p>				

2	R02	Professional	<p>Professional plan provides <i>all</i> the functionality of the basic plan and adds the Trackwire module, Reports module and the Management consoles for 5 users comparing up to 99 unique campaigns.</p> <p>TrackWire™ 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 SpyWire users can compare the graphs by positive or negative mentions. Trackwire also allows the user to see the tracking of news and social media day-by-day. Includes User Guide.</p>	99	5
3	R03	Enterprise	<p>Enterprise plan 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 Enterprise plan also provides Press Distro – providing outbound press release and media advisory services to all forms of media, including social media and online services; as well as Document Wiki – providing a secure and robust document and information exchange using the user-friendly Wikipedia format and software. Includes User Guide.</p>	Unlimited	Unlimited
4	R04*	Media Monitoring & Daily News Clips	<p>Specialized information technology services are provided to augment the use of REACHTOPIA™ through customized reporting. This Media Monitoring & Daily Media Clips reporting is provided to fully complement the use of the REACHTOPIA™ tools. Includes User Guide.</p> <p>Medial Monitoring Services includes unlimited internal user accounts, which can provide:</p> <ul style="list-style-type: none"> ● Focused campaigns (folders/topics) ● Comprehensive Data reporting - including: <ul style="list-style-type: none"> ○ Timeline ○ Source ○ Tonality ○ Gender ○ Geolocation ○ Influential individuals ● List Creation ● On Demand Reports Preparation and Consultation ● Telephone and e-mail support 9-5 M-F <p>Daily News/Media Clips is a tailored service which includes the following characteristics:</p> <ul style="list-style-type: none"> ● Summary of cites in a specific campaign <ul style="list-style-type: none"> ○ Delivery M-F excluding holidays ○ Identification of topicality, key personnel, programs and events ● Ability to change folders and topics monthly ● Executive Summary 	*Note: Requires R02 or R03 EULA	Unlimited Internal Use

REACHTOPIA™ Equipment compatibility/requirements:

- **Computer processor:** 1 gigahertz (GHz) or faster x86 or x64-bit
- **Memory:** 1 GB RAM (32-bit); 2 GB RAM (64-bit)
- **Hard disk:** 3.0 GB available disk space
- **Display:** 1024 x 768 1024 by 768 screen resolution
- **Graphics:** Graphics hardware acceleration requires a DirectX 10 graphics card.
- **Operating system:** Windows 10, Windows 8.1, Windows 8, Windows 7 Service Pack 1, Windows Server 2016, Windows Server 2012 R2, Windows Server 2012, or Windows Server 2008 R2. For the best experience, use the latest version of any operating system.

REACHTOPIA™	R01	R02	R03
Features	Basic	Professional	Enterprise
• Users (number of users)	1	5	Unlimited
• Campaigns (number of campaigns)	25	99	Unlimited
SpyWire™ Module			
• User-friendly dashboard			
• Customizable keyword tracking			
• TRACKWIRE™ (MEDIA METRICS)			
• Storage and archiving			
Reports Module			
• Links to individual cites			
• Number of followers			
• Positive & negative trends			
Comparisons Module			
• Brand & Competitor ranking			
Heat Map Module			
• USA w/drill down			
• Global w/drill down			
Demographics Module			
• Customizable demographics			
Export Module			
• Tailored Exports			
Press Release & Distro Module			
Document Wiki			
Settings Module			
• Campaign management			
• Folder management			
• Semantic keyword management			
Management Console			

• User Management & Logs				
R04*	MEDIA MONITORING & DAILY NEWS CLIPS (M-F)	Unlimited Internal Use *Note: Requires R02 or R03 EULA	In addition to the selected R02 or R03 solution, includes specialized services for reporting as outlined further below.	

- **RIGHT-TO-COPY PRICING:** Right-to-copy licenses are not offered.

1c. SIN 54151S IT PROFESSIONAL SERVICES & HOURLY RATES:

LABOR CATEGORY	DESCRIPTION	2018 PRICE
Consultant Engineer	Has published articles and books in field of endeavor. Is recognized by at least one professional organization as an expert. Has a professional license in field of endeavor. Is called upon due to expertise in a particular field. Has varied project experience and demonstrated contributions to more than one field of endeavor. Has served as a systems architect for at least two years.	\$208.27
Systems Architect	Has a professional license or certification in field of endeavor. Has varied project experience (preferably multidisciplinary) and demonstrated contributions to more than one field of endeavor. Can cite sources for data and recommend techniques. Has served as a senior systems analyst for at least three years.	\$176.83
Senior Systems Analyst	Performs as principal investigator responsible for problem definition, data collection, methodology, and conclusions on multiple analyst studies and evaluations. Must have demonstrated expertise in simulation modeling, and/or statistical applications. Can work independently at remote locations. Manages large project efforts. Provides technical and administrative direction for personnel performing software development tasks, including the review of work products for correctness, adherence to the design concept and to user standards, and for progress in accordance with schedules. Has served as a senior computer systems analyst for at least four years	\$155.17
Systems Engineer	Works independently or under only general direction to resolve application problems including multiple application systems and associated interfaces involving all phases of system analysis and design. Coordinates with the management to ensure problem solution and user satisfaction. Makes recommendations, if needed, for approval of major systems installations. Prepares milestones status reports and delivers presentations on the system concept to colleagues, subordinates, and user representatives. Supervises and provides technical direction to lower-level analysts who are assigned to assist. Maintains small to large scale IS's which may be implemented on mainframe(s), minicomputer(s), or microcomputer(s). Evaluates existing IS's. Interfaces with the user. Participates in and conducts structured walkthroughs. Manages and directs a small team composed of analysts, programmers, users, and specialists.	\$145.03

Senior Programmer Analyst	Under general supervision, analyzes systems requirements and design specifications. Develops diagrams and logic charts as required. Translates detailed design into computer programs. Tests, debugs, and refines the computer program to produce the required product. Prepares required documentation to include both program and user level documentation. Enhances programs to reduce operating time or improve efficiency. Supervises and provides technical direction to less experienced programmers. Maintains IS's which may be implemented on mainframe(s), minicomputer(s), or microcomputer(s) and interfaces with other IS's. Analyzes specifications and designs prepared by analysts. Interfaces with the user. Participates in and conducts structured walkthroughs. Conceives and develops new testing and programming techniques.	\$130.72
Information Specialist	Supervises personnel concerned with data preparation, processing and distribution of input and output. Establishes and maintains quality control procedures for the production environment. Establishes schedules for the production environment to obtain maximum usage of ADP equipment. Conducts periodic inventory of hardware.	\$113.08
Programmer	Under general supervision, analyzes systems requirements and design specifications. Develops diagrams and logic charts as required. Translates detailed design into computer programs. Tests, debugs, and refines the computer program to produce the required product. Prepares required documentation to include both program and user level documentation. Enhances programs to reduce operating time or improve efficiency. Supervises and provides technical direction to less experienced programmers. Maintains IS's which may be implemented on mainframe(s), Minicomputer, or microcomputer(s) and interfaces with other IS's. Analyzes specifications and designs prepared by analysts. Interfaces with the user. Participates in and conducts structured walkthroughs. Conceives and develops new testing and programming techniques.	\$90.78
Junior Programmer	Codes and tests computer programs. Knows at least one computer programming language and one specialized software package. Does microflowcharting and other documentation tasks. Desirable to know data reduction and presentation methods.	\$72.04

Consultant Engineer

Minimum/General Experience: Ten or more years of experience in the information technology field in increasingly responsible positions.

Functional Responsibility: Has published articles and books in field of endeavor. Is recognized by at least one professional organization as an expert. Has a professional license in field of endeavor. Is called upon due to expertise in a particular field. Has varied project experience and demonstrated contributions to more than one field of endeavor. Can cite sources for data and recommend techniques. Has served as a professional engineer for at least two years.

Minimum Education: Requires Doctorate degree.

Systems Architect

Minimum/General Experience: Eight or more years of experience. A minimum of seven years' experience in the information technology field in increasingly

responsible positions.

Functional Responsibility: Has a professional license or certification in field of endeavor. Has varied project experience (preferably multi-disciplinary) and demonstrated contributions to more than one field of endeavor. Can cite sources for data and recommend techniques. Has served as a senior systems analyst or senior engineer for at least three years.

Minimum Education: Requires a Master's degree in Computer Science or related studies. Doctorate degree is desirable.

Senior Systems Analyst

Minimum/General Experience: Seven or more years of experience. A minimum of four years' experience in the information technology field in increasingly responsible positions.

Functional Responsibility: Performs as principal investigator responsible for problem definition, data collection, methodology, and conclusions on multiple analyst studies and evaluations. Must have demonstrated expertise in simulation modeling, and/or statistical applications. Can work independently at remote locations. Manages large project efforts. Provides technical and administrative direction for personnel performing software development tasks, including the review of work products for correctness, adherence to the design concept and to user standards, and for progress in accordance with schedules. Has served as a systems engineer or senior programmer analyst for at least four years.

Minimum Education: Requires a Master's degree in Computer Science or related studies.

Systems Engineer

Minimum/General Experience: Six years or more of demonstrated experience. Four years must be as a computer programmer and/or computer systems analyst. Demonstrated experience in analysis and programming of applications on mini, micro and mainframe computers. Experience in the design and programming of complex IS's.

Functional Responsibility: Works independently or under only general direction to resolve application problems including multiple application systems and associated interfaces involving all phases of system analysis and design. Coordinates with the management to ensure problem solution and user satisfaction. Makes recommendations, if needed, for approval of major systems installations. Prepares milestones status reports and delivers presentations on the system concept to colleagues, subordinates, and user representatives. Supervises and provides technical direction to lower-level systems analysts who are assigned to assist. Maintains small to large scale IS's which may be implemented on mainframe(s), minicomputer(s), or microcomputer(s). Evaluates existing IS's. Interfaces with the user.

Participates in and conduct structured walkthroughs. Manages and directs a small team composed of analysts, programmers, users, and specialists.

Minimum Education: Requires a Master's degree in Computer Science or related studies.

Senior Programmer Analyst

Minimum/General Experience: Five years or more of demonstrated experience.

Three years must be as an analyst or programmer. Responsibility for software development projects, team leadership /supervision three or more programmers on mainframe, micro and minicomputer systems for software development and maintenance projects.

Functional Responsibility: Under general supervision, analyzes systems requirements and design specifications. Develops diagrams and logic charts as required. Translates detailed design into computer programs. Tests, debugs, and refines the computer program to produce the required product. Prepares required documentation to include both program and user level documentation. Enhances programs to reduce operating time or improve efficiency. Supervises and provides technical direction to less experienced programmers. Maintains IS's which may be implemented on mainframe(s), minicomputer(s), or microcomputer(s) and interfaces with other IS's. Analyzes specifications and designs prepared by analysts. Interfaces with the user.

Participates in and conducts structured walkthroughs. Conceives and develops new testing and programming techniques.

Minimum Education: Requires a Bachelor's degree in Computer Science or related study. Master's degree in Computer Science or related study is desirable.

Information Specialist

Minimum/General Experience: Four or more years of demonstrated experience in the operation of production AIS's and providing ADP services such as on-line and

batch capability. Must demonstrate operator experience in the day-to-day operation of a production and development ADP environment.

Functional Responsibility: Supervises personnel concern with data preparation, processing and distribution of input and output. Establishes and maintains quality control procedures for the production environment. Establishes schedules for the production environment to obtain maximum usage of ADP equipment. Conducts periodic inventory of hardware.

Minimum Education: Requires Bachelor's degree in Computer Science or related study.

Programmer

Minimum/General Experience: Three or more years of demonstrated experience.

Responsibility for software development projects, team leadership/supervision over three or more programmers on mainframe, micro and minicomputer systems for software development and maintenance projects. The Programmer shall have specialized experience in one or more programming languages.

Functional Responsibility: Under general supervision, analyzes systems requirements and design specifications. Develops diagrams and logic charts as required. Translates detailed design into computer programs. Tests, debugs, and refines the computer program to produce the required product. Prepares required documentation to include both program and user level

documentation. Enhances programs to reduce operating time or improve efficiency. Supervises and provides technical direction to less experienced programmers. Follows guidance established in DoD IT standards. Maintains IS's which may be implemented on mainframe(s), minicomputer(s), or microcomputer(s) and interfaces with other IS's. Analyzes specifications and designs prepared by analysts. Interfaces with the user. Participates in and conducts structured walkthroughs. Conceives and develops new testing and programming techniques.

Minimum Education: Requires a Bachelor's degree in Computer Science or related study.

Junior Programmer

Minimum/General Experience: One or more years of demonstrated experience. Has basic knowledge of one or more programming languages. Can generate straightforward code from detailed specifications.

Functional Responsibility: Under general supervision, codes and tests computer programs. Knows at least one computer programming language and one specialized software package. Does micro flowcharting and other documentation tasks. Desirable to know data reduction and presentation methods.

Minimum Education: None. Bachelor's degree in Computer Science or related study is desirable

2. Maximum order.

The maximum dollar value per order for all IT Professional services will be \$500,000. All 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(s) of production (city, county, and State or foreign country).

McLean, VA and Broomfield, CO

6. Discount from list prices or statement of net price.

Prices shown are NET Prices; Basic Discounts have been deducted.

7. Quantity discounts.

NONE

8. Prompt payment terms.

Prices shown are NET Prices; Basic Discounts have been deducted.

9a. Notification that Government purchase cards are accepted at or below the micro- purchase threshold.

Government purchase cards are accepted for purchases equal to or less than the micro purchase threshold for oral or written delivery orders.

9b. Notification whether Government purchase cards are accepted or not accepted above the micro- purchase threshold.

Government purchase cards are not accepted for payment above the micro- purchase threshold.

10. Foreign items (list items by country of origin).

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. Contact Contractor for more information.

11c. Overnight and 2-day delivery.

11b applies. Contact Contractor for more information.

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(s).

FOB 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, if applicable.

N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).

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. Terms and conditions of rental, maintenance, and repair.

N/A

19. Terms and conditions of installation.

N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices.

N/A

20a. Terms and conditions for any other services

N/A

21. List of service and distribution points

N/A

22. List of participating dealers

N/A

23. Preventive maintenance

N/A

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).

N/A

24b. Section 508 compliance.

Information available at www.ideamatics.com.

25. Data Universal Number System (DUNS) number.

861067700

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

IDEAMATICS Inc. is a registered CCR participant.