

**JUSTIFICATION FOR
SOLE SOURCE PROCUREMENT**

Agency: Horry-Georgetown Technical College #SS-0212

Sole Source Vendor: Ellucian Company L.P.

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the Vendor named above per S.C. Code Ann. §11-35-1560 and S.C. Regulation 19-445.2105, Sole Source Procurement.

Description of the Agency need that this procurement meets: Horry-Georgetown Technical College requires an advanced data analytics and reporting platform that integrates natively with the Ellucian Banner ERP system. The solution must provide real-time, customizable dashboards for enrollment management, student performance, retention tracking, and institutional planning, while maintaining compliance with higher education reporting standards.

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs: The College reviewed several business intelligence and reporting tools, including Power BI, Tableau, and SAS. While these platforms offer strong standalone reporting capabilities, none provide the out-of-the-box integration, data models, or contextual understanding of higher education-specific metrics that Ellucian Insights does. Additionally, the implementation and maintenance of third-party tools would require extensive custom development and data mapping, leading to increased cost and risk.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract: Ellucian Company L.P. will provide Ellucian Insights, a cloud-based analytics platform designed specifically for higher education institutions.

This includes:

- Pre-built, role-based dashboards for faculty, staff, and administrators.
- Seamless integration with Ellucian Banner and Ethos.
- Data warehouse services optimized for institutional performance data.
- Ongoing support and product updates aligned with Ellucian's product roadmap.

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency: Ellucian Insights is the only analytics platform designed specifically for and fully integrated with Ellucian Banner and the Ellucian Ethos data platform. It leverages native data models and APIs to deliver real-time insights without requiring custom integrations or middleware. No other vendor provides a comparable solution that is purpose-built for higher education and aligned directly with our existing ERP ecosystem. Choosing a third-party solution would result in significant additional cost, longer implementation timelines, and a risk of data misalignment and security concerns due to custom data synchronization methods.



Authorized Signature

Printed Name: Harold Hawley

Title: VP Finance and Administration

Date: 4/8/2025

Notes:

- Authorized signature is the agency head unless the agency head has delegated that authority. Delegation of authority must be submitted to the Materials Management Officer in writing.

The Agency must obtain a Drug-free Workplace certification from the Vendor if the sole source procurement is \$50,000 or greater.

Cecala, Dianna

From: noreply@mmo.sc.gov
Sent: Tuesday, April 8, 2025 4:06 PM
To: Cecala, Dianna
Subject: SCBO Advertisement Submission

WARNING: This message was sent from outside Horry-Georgetown Technical College. Please **DO NOT** click links or open attachments unless you recognize the source of this email and know the content is safe.

Your SCBO advertisement (**AD# 56832**) has been submitted and will be reviewed by a member of our staff prior to publication. Please retain a copy of this email to serve as a receipt of your ad submission.

Please note that ads submitted after 12:00 pm may not be reviewed/published until the next business day.

The information you submitted for the advertisement is included below:

Category: Sole Source / Emergency Notice

Start Date: 2025-04-08 00:00:00

End Date: 2025-04-16 16:00:00

Vendor Name: Ellucian Company L.P.

Contract Amount: 64043

Procurement Manager: Dianna Cecala

Procurement Manager Email: dianna.cecala@hgtc.edu

Procurement Manager Telephone: 8433495207

Purpose Of The Procurement:

HGTC plans to purchase a cloud-based analytics platform called Insights from Ellucian to be used for our Workforce Development program. Details of this product can be found on our website.

Contact For Justification For This Procurement: Agency Procurement Manager (Listed Above)

Some of the following fields may be populated based on the selection above:

Contact Name:

Contact Address:

URL To View Justification:

Any Notice Of Intent To Protest And Protest Must Be Addressed To: Information Technology Management Officer

Some of the following fields may be populated based on the selection above:

Enter Procurement/Project Name:

Enter Procurement/Project Number:

Enter Contact Name:

Enter Contact Email Address:

Enter Contact Mailing Address:



2003 Edmund Halley Drive
Suite 500
Reston, VA 20191

Horry-Georgetown Technical College

Quote Date: Tuesday, March 18, 2025

This price quote is provided for budgeting purposes only and provides informational line detail on this proposed package of products and services for your use internally; the price quote though not a binding offer, is based upon limited information presently available to Ellucian regarding your particular needs. The following tailored solution is conditioned upon full execution and delivery of a separate written contract following mutual discovery of options, needs, and capabilities.

All pricing contained in this price quote is valid for 30 days from the Quote Date listed above.

Investment Summary - Overview of Pricing Schedule

	Partial Contract Yr 1	Year 2	Year 3	Year 4	Total
Ellucian Software	\$0	\$0	\$0	\$0	\$0
Third Party Software	\$0	\$0	\$0	\$0	\$0
Ellucian Subscriptions	\$51,450	\$123,480	\$130,889	\$138,742	\$444,561
Ellucian Subscription Credit	\$0	\$0	\$0	\$0	\$0
Software & Subscriptions Subtotal	\$51,450	\$123,480	\$130,889	\$138,742	\$444,561
Time & Materials Services	\$0	\$0	\$0	\$0	\$0
Fixed Fee Services	\$12,593	\$0	\$0	\$0	\$12,593
Proposed Services Subtotal	\$12,593	\$0	\$0	\$0	\$12,593
Additional Optional Services	\$0	\$0	\$0	\$0	\$0
Total	\$64,043	\$123,480	\$130,889	\$138,742	\$457,154

Subscriptions	Beginning Date	Expiration Date
Ellucian Insights Premium	5/1/2025	9/30/2028
Ellucian Insights Enterprise Extensibility	5/1/2025	9/30/2028
Total (May 01, 2025 through Sep 30, 2025)		\$51,450
Total (Oct 01, 2025 through Sep 30, 2026)		\$123,480
Total (Oct 01, 2026 through Sep 30, 2027)		\$130,889
Total (Oct 01, 2027 through Sep 30, 2028)		\$138,742

Ellucian Professional Services	Hours	Rate	Fee
Insights Premium ERP Implementation	Fixed Fee	Fixed Fee	\$12,593
Total Services Fees			\$12,593

Ellucian Proprietary and Confidential Information

Prices quoted in USD. Quote valid for 30 days from Tuesday, March 18, 2025.

257425



February 7, 2025

Terry L. Quaresimo
Associate Vice President of Technology Solutions
Horry-Georgetown Technical College
2050 Highway 501 East
Conway, SC 29526

Dear Mr. Quaresimo:

We at Ellucian appreciate the opportunity to serve the technology requirements of Horry-Georgetown Technical College and look forward to continuing and strengthening our technology relationship in the coming years.

Ellucian does not currently maintain a service provider certification program. Further, Ellucian is the sole and exclusive owner/licensor of numerous software products for the higher education marketplace. These products, collectively referred to as the "Ellucian Software," include the Company's Insights solution. The Ellucian Software is fully developed, is integrated, and is licensed and maintained by Ellucian. Ellucian protects its intellectual property interests by carefully safeguarding distribution of the Ellucian Software, in whole or in part. Licensees are required to execute a license agreement pursuant to which the users, at an institution level, agree to use Ellucian Software only for the purpose of conducting in-house, non-commercial computing operations and further agree to limit use of Ellucian Software to those employees with a need to know.

The Ellucian Software is protected under the copyright laws of the United States and the trade secret laws of the several states. Ellucian employs industry-standard measures, both legal and technical in nature, to protect the investment that licensees make in the Ellucian Software. Accordingly, Ellucian is also the only authorized provider of installation, customization, training and educational services for the Ellucian Software. We have no authorized services providers or distributors that provide the Ellucian-approved installation, customization, training and educational services in the United States.

We hope that this information assists Horry-Georgetown Technical College as it considers its purchase of Ellucian software. If I can be of further assistance, please do not hesitate to call. Many thanks for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Anna Hendricks".

box SIGN 1VV995W6-193KVXWV

Anna Hendricks
Account Executive



AFFIDAVIT

I certify that we will comply with Section 44-107-10, ET Seg., relating to the South Carolina Drug-Free Workplace Act to provide a drug-free workplace. (Note: this clause applies to any resultant contract of \$50,000.00 or more). The State of South Carolina has amended Title 44, Code of Laws of South Carolina, 1976, relating to health, by adding chapter 107, so as to enact the Drug-Free Workplace Act. (See, Act no. 593, 1990 Acts and Joint Resolutions.)

Vendor: Ellucian Company LLC

2003 Edmund Halley Drive, Suite 500, Reston, VA 20191
Street or P. O. Box City State Zip

Telephone: 800-223-7036 Fax N/A

Printed Name: Matthew Fell Email matt.fell@ellucian.com

By:  Sr. Director and Assistant Treasurer
box SIGN 469RKVV1-4WQ3P7KZ Signature Title

Date: 4/4/2025

F.E.I.N: FEIN# 45-3767548 or S.S. # _____

**FAILURE TO FURNISH THIS AFFIDAVIT WILL RESULT IN THE DELAY OF
PAYMENT/CONTRACT**

THIS PAGE MUST BE SIGNED & RETURNED

Please return to: Horry Georgetown Technical College
 PO Box 261966
 Conway, SC 29528-6066
 Attn: Dianna Cecala, Procurement Manager

Fax: 843/349-5270
Tel: 843/349-5207
Email: Dianna.cecala@hgtc.edu


OPEN TRADE REPRESENTATION

(S.C. Code Ann. §§ 11-35-5300)

The following representation, which is required by Section 11-35-5300(A), is a material inducement for the State to award a contract to you.

Ellucian Company LLC

I, the official named below, certify I am duly authorized to execute this certification on behalf of the vendor identified below, and, as of the date of my signature, the vendor identified below is not currently engaged in the boycott of a person or an entity based in or doing business with a jurisdiction with whom South Carolina can enjoy open trade, as defined in SC Code Section 11-35-5300.

Vendor Name (Printed)		State Vendor No.
Ellucian Company LLC		XXXXXXXX
By (Authorized Signature)		FEIN# 45-3767548
 box SIGN 469RKVW1-4WQ3P7KZ		Date Executed
Printed Name and Title of Person Signing		April 4, 2025
Matthew Fell, Sr. Director and Assistant Treasurer		[Not used]