

Notice of Intent to Certify Sole Source

To: Interested Parties
From: Craig P. Orgeron, CPM, Ph.D.
CC: ITS Project Number 49494
Date: June 16, 2026
Re: Sole Source Certification Number 4751 to provide enhancements to the WIC data warehouse and renewal of support and maintenance for the Mississippi State Department of Health (MSDH)
Contact Name: Matthew Livingston
Contact Phone Number: 601-432-8244
Contact E-mail Address: Matthew.livingston@its.ms.gov

Sole Source Certification Award Details

Regarding Information Technology Services (ITS) Sole Source Certification Number 4751 for the Mississippi State Department of Health (MSDH), please be advised that ITS intends to award Custom Data Processing, Inc., as the sole source provider of enhancements to the WIC data warehouse and renewal of support and maintenance through July 31, 2029, in an amount not to exceed \$278,875.00. Please be advised that ITS will determine if additional products or services are within scope during the certification period and may increase the spending authority accordingly. Should Custom Data Processing, Inc. change their name during this certification period, then ITS will determine if a recertification is necessary. For an explanation regarding Mississippi state law, policy and procedures for sole source procurements, refer to Attachment B: Sole Source Procurement Overview.

Sole Source Criteria

1. The product or services being purchased must perform a function for which no other product or source of services exists:

Custom Data Processing, Inc. (CDP) provides unique custom data warehouse capabilities for the Women, Infants, and Children (WIC) program with a proprietary reporting tool called Data Direct. The Data Direct solution along with its pre-defined and custom reports is specifically designed and optimized for (WIC) program data and can only be used by CDP's WIC clients. CDP is the only company in the marketplace that serves as both a WIC Management Information System (MIS) and WIC Electronic Benefit Transfer (EBT) contractor, making it the sole provider capable of delivering a data warehouse that integrates WIC EBT data and WIC MIS

data into a single repository. By consolidating WIC program data into a centralized location, the Mississippi WIC program gains a more holistic and comprehensive approach to reporting. CDP is the only contractor who is contractually allowed to modify the source code to build the data extracts necessary to obtain the data and in-turn populate the data into Data Direct, this qualifies as a sole source procurement.

2. The purchaser must be able to show specific business objectives that can be met only through the unique product or services:

Per the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) H901 Handbook, “Enhancements to the State Agency Model system (SAM) are generated through the User Group Change Management process and will only be performed by the SAM maintenance and enhancement contractor. Details should indicate that code modifications will not be a requirement of the contract. Enhancements will only be made to the core code of the SAM system by the SAM maintenance and enhancement contractor.” CDP develops key performance indicators and dashboards that are used to assess clinic performance and monitor progress toward program goals. Historically, WIC MIS and WIC EBT data sources are siloed and provide fragmented reporting due to various contractors that control the systems. With CDP’s Data Direct product, the State will be able to merge data and see reports which combine data from the WIC MIS as well as the WIC EBT redemption data. CDP will provide report embedding services which will allow MSDH to publish Data Direct reports to a MS state-owned website for public viewing as well as add predictive analytics reporting using work done on prior projects.

3. The product or services must be available only from the manufacturer and not through resellers who could submit competitive pricing for the product or services:

CDP is the only company in the marketplace that is both a WIC MIS and WIC EBT contractor, thus the only company that can provide a data warehouse that combines both WIC EBT and WIC MIS data in one repository. Custom Data Processing, Inc. is the only contractor who is contractually allowed to modify the source code to build the data extracts necessary to obtain the data and in-turn populate the data into Data Direct. The proposed data extracts require information that resides exclusively in the WIC MIS system (SPIRIT). The Vendor’s sole source certification letter is included as Attachment A.

Schedule

Task	Date
First Advertisement Date	06/16/26
Second Advertisement Date	06/23/26
Response Deadline From Objectors	07/01/26 at 3:00 P.M. Central Time
Notice of Award/No Award Posted	Not before 07/02/26

Project Details

The Women, Infants, and Children (WIC) program is a 100% federally funded program administered under an agreement between the Mississippi State Department of Health (MSDH) and United States Department of Agriculture (USDA) Food and Nutrition Service (FNS). The program provides nutrition and nutrition information to qualified pregnant women, new mothers, infants and small children. In September 2022, the USDA FNS awarded the MSDH WIC Program the Technology for a Better WIC Experience – Communications, Data, and Metrics Grant. In February 2024, MSDH’s WIC program required the design and build of a new universal interface and Data Direct data mart for key MIS data sets, such as: appointment scheduling, vendor management and monitoring, and breastfeed peer counseling. Custom Data Processing, Inc. was identified as the sole source provider for the data warehouse (Data Direct) solution as enhancements to this system may only be made to the core code of the SAM system by the SAM maintenance and enhancement contractor. This contract provided maintenance and enhancements to this system through July 31, 2026.

MSDH with the current request seeks to enhance this Data Warehouse system to connect WIC data to 3rd party data sources for more enhanced reporting, allow CDP to provide report embedding services to allow MSDH to publish Data Direct reports to a MS state-owned website for public viewing, and to continue the maintenance of this system through July 31, 2029. Since February 21, 2024, MSDH has spent \$334,300.00 on this system.

Submission Instructions and Format of Response from Objecting Parties

Interested parties who have reason to believe that enhancements to the WIC data warehouse and renewal of support and maintenance should not be certified as a sole source should provide information in the following format for the state to use in determining whether or not to proceed with awarding the Sole Source contract to Custom Data Processing, Inc.

1.1 Interested Party Information

1.1.1 Contact Name, Phone Number and email address

1.1.2 Company Website URL, if applicable

1.2 Objection to Sole Source Certification

1.2.1 Interested parties must present specific objections to the Sole Source certification using the criteria listed above.

1.2.2 A statement regarding the Interested Party’s capabilities as related to this Sole Source Certification Request.

1.3 Comments will be accepted at any time prior to Wednesday, July 01, 2026, at 3:00 p.m. (Central Time) to Matthew Livingston at Matthew.Livingston@its.ms.gov or at the Mississippi Department of Information Technology Services, 3771 Eastwood Drive, Jackson, Mississippi 39211. Responses may be delivered by hand, via regular mail, overnight delivery, e-mail or by fax. Fax number is (601) 713-6380. ITS WILL NOT BE RESPONSIBLE FOR DELAYS IN THE DELIVERY OF RESPONSES. It is solely the responsibility of the Interested Parties that responses reach ITS on time. Interested Parties may contact Matthew Livingston to verify the receipt of their Responses. Responses received after the deadline will be rejected.

1.4 Interested Party responses should include the following information:

**SUBMITTED IN RESPONSE TO
Sole Source Certification No. 4751-49494
Accepted until July 01, 2026 @ 3:00 p.m.,
ATTENTION: Matthew Livingston**

If you have any questions concerning the information above or if we can be of further assistance, please contact Matthew Livingston at 601-432-8244 or via email at Matthew.Livingston@its.ms.gov.

Attachment A: Vendor Correspondence

Attachment B: Sole Source Procurement Overview



March 3, 2026

Ms. Brittney Draine
WIC Systems Director
MSDH WIC Program
805 S. Wheatley Street, Suite 150
Ridgeland, MS 39157

Dear Ms. Draine,

Custom Data Processing, Inc. (CDP, Inc.) is a company specializing in information technology solutions for the public health community. In particular, CDP provides unique custom data warehouse capabilities for the WIC program with a tool called *Data Direct*. CDP's proprietary reporting tool, *Data Direct*, is a business intelligence solution which can be provided to Mississippi exclusively by CDP. The product is obtained by WIC programs via a software as a service (SaaS) license.

CDP's data warehouse (Data Direct) solution and the accompanying pre-defined and custom reports are specifically designed and tuned for WIC data, and only utilized by CDP's WIC clients. CDP is the only company in the marketplace that is both a WIC MIS and WIC EBT contractor, thus the only company that can provide a data warehouse that combines both WIC EBT data and WIC MIS data in one repository. By having WIC program data in one central location, the Mississippi WIC program will benefit by having a holistic approach to reporting. Historically, WIC MIS and WIC EBT data sources are siloed and provide fragmented reporting due to various contractors that control the systems. With CDP's Data Direct product, the State will be able to merge data and see reports which combine data from the WIC MIS as well as the WIC EBT redemption data. CDP is the Maintenance and Enhancement contractor for the SPIRIT MIS which is utilized by Mississippi. With that in mind, CDP is the only contractor who is contractually allowed to modify the source code to build the data extracts necessary to obtain the data and in-turn populate the data into Data Direct. The data extracts and associated reporting being provided require data solely stored in the WIC MIS system (SPIRIT).

As public health, and WIC specifically, has changed, CDP has also evolved, developing unique and specialized approaches that are now proprietary to meet our technological challenges.

Sincerely,

DocuSigned by:

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Scott Pralle
Chief Operating Officer

Attachment B

The acquisition of information technology for all state agencies and institutions of higher learning (IHLs) is within the scope of the ITS law, found in Mississippi Code Section 25-53-1, et seq., and the policies and procedures established in accordance with this statute, found in the ITS Procurement Handbook posted on the ITS website (www.its.ms.gov).

ITS enabling legislation requires that information technology hardware, software and services be acquired in a manner that insures the maximum of competition among all manufacturers and suppliers of such equipment and services. Accordingly, ITS promotes full and open competition through the issuance of open specifications and the objective evaluation of Interested Party proposals to determine the lowest and best offering to meet an agency's or public university's business requirements. True competition protects the integrity and credibility of purchasing in the public sector and is essential in providing best value and adequate contractual protection for the purchasing entity. In certain limited situations, information technology acquisitions may be sole-sourced.

ITS utilizes the provisions of Public Purchasing Law for Sole Source and Emergency procurements of information technology. Mississippi Public Purchasing Law (Mississippi Code Section 31-7-13) specifies that noncompetitive items available from one source only be exempted from bid requirements (sole-sourced). ITS statute, in Section 25-53-5 (p), permits ITS to utilize provisions in Public Purchasing Law or regulations, when applicable.

Per Public Purchasing law, acquisitions must meet the following criteria to be authorized as sole source:

1. The product or services being purchased must perform a function for which no other product or source of services exists,
2. The purchaser must be able to show specific business objectives that can be met only through the unique product or services, AND
3. The product or services must be available only from the manufacturer and NOT through resellers who could submit competitive pricing for the product or services. The vendor's correspondence regarding this criterion for this project is included as Attachment A.

By policy as documented in the ITS Procurement Handbook, acquisitions of IT services must include the following information to be authorized as sole source:

1. An explanation about why the amount to be expended is reasonable, and
2. An explanation regarding the efforts by the purchaser to obtain the best possible price.

For state agencies, approval of all technology purchases with a lifecycle cost of \$5,000 or less, including sole source purchases, has been delegated to the agency. The ITS Procurement Limits Policies for Agencies (a section in the ITS Procurement Handbook) require a minimum of two competitive written bids or proposals for technology purchases with a lifecycle cost over \$5,000 but not over \$75,000 (not over \$25,000 for projects funded by the American Recovery and Reinvestment Act). Since, for single source items, the procuring agency will be unable to obtain two written bids, ITS must certify all sole source acquisitions of information technology with a lifecycle cost greater than \$5,000.

Institutions of Higher Learning (IHLs) or public universities have been delegated the authority to certify sole source procurements up to \$250,000 lifecycle cost under the ITS Procurement Limits Policies for IHLs (a section in the ITS Procurement Handbook). For the certification of sole source procurements delegated to the CIOs at public universities, the public university must follow ITS' Sole Source Procedure, including advertisement of the intent to award as sole source. Institutions certifying a sole source purchase must ensure the criteria listed above are met and documented in writing by the institution and the Interested Party prior to certifying a product or service as sole source. Sole source documentation must be reviewed and approved by the IHL's CIO for any sole-source certification above \$5,000. All sole source documentation should be retained in the public university's procurement file. Sole source requests above \$250,000 lifecycle cost require ITS approval.

Other than the delegations outlined above, all sole source technology procurements must be certified by ITS.

ITS thoroughly reviews Sole Source Certification Requests, determining if competing products and/or services exist. If so, ITS conducts a competitive procurement. If ITS' review confirms the sole source, then a Sole Source advertisement is issued, giving other Interested Parties an opportunity to identify competing products and/or services. Based upon the results of the Sole Source advertisement, ITS will either certify the request as a sole source or conduct a competitive procurement.