

AM02 - Texas A&M University

P.O. Date: 12/16/2016

Purchase Order

Purchase Order Number

AM02-17-P041308

SHOW THIS NUMBER ON ALL
PACKAGES, INVOICES AND
SHIPPING PAPERS.

V E N D O R	Vendor Number: 00067274
	Spredfast Inc
	200 W Cesar Chavez St Ste 600
	Austin, TX 78701

INVOICING VENDOR SHALL SUBMIT AN ITEMIZED INVOICE SHOWING PURCHASE ORDER NUMBER. IF YOUR INVOICE IS NOT PROCESSED AS INSTRUCTED, PAYMENT MAY BE DELAYED.

S H I P T O	TEXAS A&M ATHLETICS
	Attn: Contact CRYSTAL PETRI at (979)862-5419
	KYLE FIELD STADIUM
	756 HOUSTON ST
B I L L T O	1228 TAMU
	COLLEGE STATION, TX 778431228
	US
	Email: cpetri2015@tamu.edu
S H I P T O	Phone: (979) 862-5419
B I L L T O	ATTN: FMO Accounts Payable
	750 Agronomy Road - Suite 3101
	6000 TAMU
	Attn: Email invoices to invoices@tamu.edu
S H I P T O	Attn: Do not mail invoice if sending via email
	College Station, TX 778436000
	USA
	Email: invoices@tamu.edu
B I L L T O	Phone: (979) 845-8362

Please login to Buy A&M to retrieve attachments associated with the Purchase Order. Solicitation (Bid) No.: AM02-17-B000691		Payment Terms: Net 30 Shipping Terms: Freight Terms: Delivery Calendar Day(s) A.R.O.: 5
Item # 1 Company: Prefer a vendor within 4 hours of College Station, TX for cost savings with on-site visits to/from College Station, TX.		
Item # 2 Class-Item 920-00 Texas A&M Athletics is seeking bids for Social Media Software that meets the following specifications: Bundle: Conversations SaaS Platform ? 1 Group ? Up to 5 Users ? Up to 10 Social Media Accounts ? All supported Social Media Networks ? Plan, monitor, engage, publish and report on Social Media content across Customer?s Social Media Network accounts Bundle: Intelligence SaaS Platform ? 1 Group ? Up to 5 users ? Search and analyze real-time and historical Twitter, Facebook, Instagram and Tumblr insights on Customer's campaigns, brands, followers and competitors. Conversations Enablement Services Enablement ? Named Implementation Advisor (IA) ? Conversations platform provisioning ? Use case discovery and success criteria to establish quick time to first value objectives ? Guidance on configuration and baseline review of platform ? Inbox configuration best practices: engagement, moderation, and listening		

? Configuration support to meet analytics objectives: labels, link-shortener, and link tagging

? Post-implementation education plan

? 30-day post-implementation check in

Post-Enablement Training

? Two (2) remote training sessions (30-minutes each)

? Access to live Q&A sessions

? Certification enrollment

Intelligence: Enablement Services

Consultation, configuration and training for Intelligence SaaS Platform:

Configuration and consultation:

? Named Implementation Advisor

Document Received by Crystal Petri on 10/03/2016

? SaaS Platform configuration

? Business use case analysis: (two 45 minute sessions)

? Guided configuration of Topics and Searches for up to 3 use cases

? Success and usage report

Training:

? Intelligence certification enrollment

? Tailored use case training (two 45 minute sessions)

Training: On-site Session(s)

? One on-site training session with one trainer for one day.

? Travel and expenses included.

Company:

? Prefer a vendor within 4 hours of College Station, TX for cost savings with on-site visits to/from College Station, TX.

Current Customers:

? Vendor shall have customer base for the publishing tool (Conversations) that includes four of the leading social media networks (Facebook, Twitter, LinkedIn, Pinterest)

? Vendor shall have customers that include leagues and governing bodies including the NFL, NBA, NCAA, PGA, LPGA, US Soccer

? Vendor shall have customers that include leading sports brands such as ESPN, Bleacher Report, NCAA Digital, WWE, Fox Sports

Social Relationship Platform (Publishing, Analytics, Community Management, Collaboration):

? Vendor shall be recognized as one of three leaders in the 2015 Forrester Wave for Social Relationship Platforms (Q2).

? Vendor shall offer campaign planning and distribution functionality that provides real-time insights for hashtag tracking.

? Vendor shall offer mobile app with publishing capabilities, content approval, and governance.

? Vendor shall offer collaborative chat functionality with colleagues to manage communities with alert capabilities.

? Vendor shall offer customized reporting dashboards.

Social Listening Tool:

? Vendor shall offer unlimited search within the tool with no additional charges based on data/volume/queries.

? Vendor shall offer direct "Firehose" API access from Twitter (some companies secure their access from a third-party group).

? Vendor shall offer Twitter search flexibility to include "real-time," searches as well as historic search capability for up to 13 months.

? Vendor shall offer audience identification that includes audience segmentation, audience demographics and the ability to export those audiences via CSV (you can export 50,000 accounts in a 24 hour period).

? Vendor shall competitive benchmarking and over performing content identification

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 59,200.10	EA	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 59,200.10

TAX:	\$ 0.00
FREIGHT:	\$ 0.00
TOTAL:	\$ 59,200.10

ANY EXCEPTIONS TO PRICING OR DESCRIPTION CONTAINED HEREIN MUST BE APPROVED BY THE TEXAS A&M UNIVERSITY AGENCY PROCUREMENT OFFICE PRIOR TO SHIPPING.

The State of Texas is Exempt from all Federal Excise Taxes.
State and City Sales Tax Exemption Certificate: The A&M System claims an exemption from taxes under Chapter 20, Title 122A Revised Civil Statutes of Texas for purchase of tangible personal property described in this order, purchased from Vendor listed above as this property is being secured for the exclusive use of the State of Texas.

FAILURE TO DELIVER: If the Vendor fails to deliver these supplies by the promised delivery date or a reasonable time thereafter, without giving acceptable reasons for delay, or if supplies are rejected for failure to meet specifications, the State reserves the right to purchase specified supplies and equipment elsewhere, and charge the increase in price and cost of handling to the Vendor. No substitution or cancellations permitted without prior approval of The Texas A&M University System.

THE TEXAS A&M UNIVERSITY SYSTEM TERMS AND CONDITIONS APPLY.

APPROVED

By:	STEPHEN WOLFE
Email:	swolfe3@tamu.edu
Phone#:	(979) 845-4570

BUYER