



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES  
OFFICE OF STATE PROCUREMENT SERVICES  
STATE OF MAINE

## PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$10,000 submitted to the Office of State Procurement Services.

*INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Procurement Services intranet site (Forms page) for additional instructions.*

### PART I: OVERVIEW

Department Office/Division/Program:		Secretary of State, Finance and Administrative Services	
Department Contract Administrator or Grant Coordinator:		Bruno Inacio	
(If applicable) Department Reference #:			
Agency Department Code:	29B	Advantage CT / RQS #:	20250915000000000422
Amount: (Contract/Amendment/Grant)	\$348,085.25		
CONTRACT	Proposed/Original Start Date:	9/29/2025	Proposed/Most Recent End Date: 9/29/2028
AMENDMENT	New Effective Date:		New End Date (if Applicable):
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		Insight Public Sector, INC. 6820 S Harl Ave, Tempe, AZ 85283	
Brief Description of Goods/Services/Grant:		Zendesk Enterprise Licenses, Assist + Support	

### PART II: JUSTIFICATION FOR VENDOR SELECTION

Check the box below for the justification(s) that applies to this request. (Check all that apply.)

<input type="checkbox"/>	A. Competitive Process	<input type="checkbox"/>	G. Grant
<input type="checkbox"/>	B. Amendment	<input type="checkbox"/>	H. State Statute/Agency Directed
<input checked="" type="checkbox"/>	C. Single Source/Unique Vendor	<input type="checkbox"/>	I. Federal Agency Directed
<input type="checkbox"/>	D. Proprietary/Copyright/Patents	<input type="checkbox"/>	J. Willing and Qualified
<input type="checkbox"/>	E. Emergency	<input type="checkbox"/>	K. Client Choice
<input type="checkbox"/>	F. Higher Education Cooperative Project	<input type="checkbox"/>	L. Other Authorization

Please respond to ALL of the questions in the following sections.

### PART III: SUPPLEMENTAL INFORMATION

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

Zendesk is a customer relationship management (CRM) platform that we will implement to create an Employee Services portal for the Department of the Secretary of State. This tool will serve as a centralized hub where employees can access internal services, policies, procedures, and a knowledge management database. This will not involve any personal information and will not be connected to any state systems. This is a tracking tool and knowledge management tool.

The portal will streamline employee support by consolidating multiple processes and requests into one system, reducing duplication, improving efficiency, and ensuring consistent service delivery. It will allow staff to submit requests (e.g., facilities, procurement, accounting) in a standardized way, track the progress of those requests, and access resources without having to rely on multiple email inboxes or manual processes.

The need for this tool is driven by our goal to improve the employee experience across all bureaus of the Department. By giving staff a single, reliable location to access information and services, we will reduce confusion, improve transparency, and create efficiencies that allow employees to focus on their core responsibilities.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the solicitation (RFP/RFA/RFQ) number if applicable.

We considered a few alternative approaches before selecting Zendesk:

1. SharePoint / Internal Share Drives
  - o While SharePoint can store documents and allow for some workflow, it does not provide a robust ticketing or case management system. Requests would continue to be managed through email, which lacks transparency, tracking, and reporting capabilities.
  - o SharePoint also does not offer the same level of automation, reporting, or knowledge management features that Zendesk provides.
2. Email Distribution Lists
  - o Currently, many employee service requests (e.g., facilities, procurement, accounting) come through shared email inboxes. This system is difficult to track, creates bottlenecks, and often leads to delays or duplication of effort.
  - o Email systems do not provide analytics, workflow automation, or service-level tracking, which are essential for improving efficiency and accountability.
3. Other CRM Vendors
  - o We considered other CRM and helpdesk solutions; however, Zendesk provides a more mature platform with a proven record in service management and knowledge base functionality. It also offers scalability, meaning we can start with Employee Services and expand to customer-facing services in the future without switching platforms.

Zendesk was chosen because it offers the right balance of functionality, ease of use, and scalability. It allows us to implement an Employee Services portal quickly, while giving us the flexibility to expand later. Zendesk is also a tool widely used in both public and private sectors, which gives us confidence in its stability and support.

**PART III: SUPPLEMENTAL INFORMATION**

**Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.**

Insight Public Sector, INC. State Master Agreement (MA 230705\*0001) allows for the purchase of this program. This Buyer Purchase Order is necessary due to the current expiration date of the Master Agreement ending prior to the expiration of the licenses + support. The cost is consistent with the Insight Public Sector, INC. State Master Agreement price list.

In reviewing CRM options, we found that the costs of other tools on the market were significantly higher. Zendesk's licensing rates are among the lowest available, while still providing a strong balance between quality, scalability, and functionality. The value proposition—high-quality service management at a competitive cost—meets our operational needs without exceeding budget constraints.

Additionally, this purchase was anticipated and approved as part of the Department's last biennial budget. The planned allocation ensures that funding is available and that the costs are aligned with the State's modernization initiatives.

**3. Describe the plan for future competition for the goods or services.**

The Department will continue to monitor the marketplace for CRM solutions to ensure the State is receiving competitive pricing and value for services provided. Each year, we will review Zendesk's costs, performance, and functionality against other available tools. If we determine that the vendor is no longer providing a cost-effective or competitive solution, we will initiate a competitive procurement process and go out to bid as required by State procurement policies.

This approach ensures that the State continues to receive both quality service and fair pricing while maintaining flexibility to adapt to changes in the market.

**PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)**

**Does this request utilize ARPA/MJRP funds?**

☐ Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).

☐ Yes, ARPA funds (025) – If Yes, please be aware of the requirements from awarding federal agencies.

☒ No – If No, proceed to Part V.

**PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE**

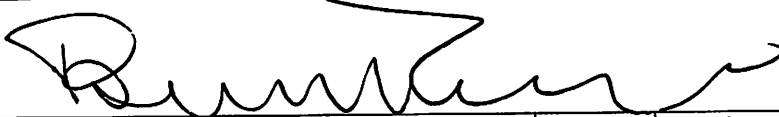
*Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS Title 5, §18 and §18-A, in harmony with MRS Title 17, §3104.*

☒ The requesting department's signatory affirms, understands, and acknowledges Maine's Conflict of Interest statutes and, in accordance with those statutes and to the best of their knowledge, has determined that no conflict of interest exists at the time of this contract, renewal, or amendment.

**PART VI: APPROVALS**

Governor/Department Commissioner or Designee

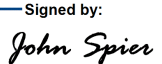
1. The signature below indicates approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Bruno Iurato	Date:	9/17/25

2. Additional signature required **ONLY** if box E (Emergency) is selected in PART II. The signature below indicates approval by the Department's Commissioner, or the designee specifically authorized to approve emergency procurement requests.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:		Date:	

**\*\*OSPS Section Only\*\***

Signature of DAFS Procurement Official:	Signed by: 		
Typed Name:	2A1D91BCA418470... John Spier	Date:	9/23/2025