



## Sole Source Justification

June 26, 2015

Eddie Olivarez, System Analyst  
Webb County – Office of the District Attorney  
1110 Victoria St., Ste 401  
Laredo, TX 78041

Re: Sole Source Vendor

Mr. Olivarez:

Snap Trends, Inc. is the sole and exclusive software developer for the Snap Trends Social Intelligence System. Snap Trends developed its software intelligence system to serve public safety organization and national intelligence agencies in the United States. Snap Trends' patented geocentric social media listening software system aggregates a significantly higher volume of open social network post for any fixed geo-fenced location, making it the leader in the geo-fenced social listening market worldwide. The Snap Trends system uses advance algorithms and processes to procure this high-density social data footprint.

Snap Trends is offered as a Software-as-a-Service ("SAAS") subscription based product. Because Snap Trends is a cloud-based solution hosted by Snap Trends computer servers, Webb County – Office of the District Attorney can access our product without integration into any other software or hardware systems. There is no other software company that currently offers a solution that provides capabilities like those contained in the Snap Trends system. There are no authorized dealers or resellers of Snap Trends to the local law enforcement industry. Because the Snap Trends system contains proprietary technology and trade secrets embodied in the source code, Snap Trends sells direct to law enforcement organizations.

Should you have questions regarding the Snap Trends system or this letter, please feel free to contact me directly at 512.716.8410 or via email at [jcroson@snaprends.com](mailto:jcroson@snaprends.com). We look forward to working with Webb County – Office of the District Attorney

Kind regards,

A handwritten signature in black ink, appearing to read "Jeff B. Croson", with a long horizontal flourish extending to the right.

Jeff Croson  
SVP Sales & Marketing

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