



CITY OF DETROIT
Human Resources
Office of Talent Development and Performance Management

Contract 3064871 – LinkedIn Learning Answers

Q1. Please explain why this is considered sole source, when not only LinkedIn offers online trainings, but other platforms do such as Coursera.

LinkedIn is considered a sole source because its learning content and system are proprietary; it is a relatively new technology based on its integrations, capability, and capacity; it is subscription-based; and offers unique course offerings. Additionally, LinkedIn Learning is the only system that links to the LinkedIn Professional platform which enables employees to instantly share their accomplishments to their professional profile. Other providers were considered including Coursera, Skillsoft, Udemy, Pluralsight, and EdX.

While there are many online training providers, LinkedIn can be differentiated for a number of reasons, including:

- expansive Course Catalog
- more than 17,000 courses
- micro-learning
- re-assignable licenses
- ability to create personalized department learning collections
- ability to create personalized learning paths
- ability to create individual learning plans
- course development is not required
- supports hybrid learning methodologies
- instructors are experienced practitioners
- real-life work-relating training and coursework
- Continuing Education Units (CEU) can be earned by employees
- internally managed and administered by the City of Detroit
- multiple languages -
- Pricing - \$7.33 per employee, per capita annually based on our implementation strategy.

Q2. Please explain why this contract is with a government technology consulting firm rather than LinkedIn itself, as the LinkedIn Learning platform is available directly from LinkedIn.

LinkedIn uses Carahsoft for a significant portion of its government partnerships. Carahsoft helps navigate and manage the procurement process and systems. This option was successfully used for our previous LinkedIn Learning partnership.

Direct contracting with LinkedIn for LinkedIn Learning is available. However, direct contracting requires a multi-year contract agreement. Contracting for less than a multi-year contract requires contracting through Carahsoft.

Q3. Please explain if the previous legal action taken by the US Department of Justice against the vendor, Carahsoft, was taken into consideration for the award of this contract. The case was



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settled in 2015 for \$75 million, settling claims that the company and its partner VMWare overcharged government users (sourced from articles such as <https://www.govexec.com/technology/2015/07/white-house-cios-former-software-firm-violated-false-claims-act/117004/>)

Prior to our March 29th meeting, I was not aware of any Carahsoft legal issues. Upon learning of this action, reading the article to the link that was provided, and conducting research it is my understanding that this action occurred 13 years ago.

In 2010 a lawsuit was filed against Carahsoft and VMware by a former VMware Vice-President for allegedly overcharging government customers. The firms denied the allegations. To avoid protracted litigation, they settled the case with the United States Department of Justice for \$75.5m in 2015.

Since then, the U.S. Government has awarded billions of dollars in contracts to Carahsoft including a renewal of the existing VMware software maintenance and new VMware software licenses, whose pricing was at the center of the Lawsuit.

Currently, the U.S. Department of Defense is one of Carahsoft's largest customers. Subsequent U.S. Government awards to Carahsoft include:

- 2016 – Carahsoft was awarded an estimated \$14,175,093 to provide the renewal of existing VMware software maintenance and new VMware software licenses.
- 2017 – The DoD awarded an estimated \$270,475,338 in contracts to Carahsoft in 2017.
- 2018 – Carahsoft was one of two teams selected by the U.S. GSA as part of a 10-year, \$2.5 billion blanket purchase agreement to provide Software-as-a-Service (SaaS) applications for payroll, work schedule and leave management.
- 2019 – The U.S. Navy included Carahsoft on a 10-year, \$975 million blanket purchase agreement to provide SAP software products, a five-year \$69.1 million BPA to provide Symantec software licenses, and a four-year \$440 million BPA to provide McAfee hardware, software and services.
- 2020 – The U.S. Air Force awarded Carahsoft an \$81 million contract to help the Space Command and Control Division within Space & Missile Systems Center create and implement software development and information technology operations.

As I consider the Carahsoft issues that occurred almost 13 years ago, in 2010, and the city's successful experience with LinkedIn and Carahsoft, I would like to continue to proceed with the LinkedIn Learning Sole-Source Agreement for \$66,000. Based on our implementation strategy our final cost is approximately \$7.33 per employee, per capita annually.