



**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

**MISSION ORIENTED BUSINESS INTEGRATED SERVICES (MOBIS)
FSC GROUP 874, CLASS R499**

**CONTRACT NUMBER:
GS-23F-8039H**

**PERIOD COVERED BY CONTRACT:
October 1, 1997 through September 30, 2017**

**Synovate, Inc.
2020 K Street, NW
Suite 410
Washington, DC 20006-1806
Phone: (202) 420-2013; Fax: (202) 688-2793
Internet Address: www.synovate.com
Contract Administration: Jacob Gessel
E-mail: Jacob.Gessel@Ipsos.com**

BUSINESS SIZE: Large Business

DUNS NUMBER: 883914160

Pricelist current through Modification #PA-0020, dated December 17, 2013

**General Services Administration
Management Services Center Acquisition Division**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA *Advantage!*™, a menu-driven database system. The Internet address for GSA *Advantage!*™ is <http://www.gsaadvantage.gov> For more information on ordering from Federal Supply Schedules click on the FAS Schedules button at <http://www.gsa.gov/fas>

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ORDERING INFORMATION

- 1a. Authorized Special Item Numbers (SINs): *Pricing for begins on page 5.*
Special Item No. 874-1/874-1RC Integrated Consulting Services
- 1b. Lowest priced model number and lowest unit price for that model for each SIN awarded in the contract: *Not Applicable*
2. Maximum order: *\$1,000,000*
3. Minimum order: *\$100*
4. Geographic coverage (delivery area): *All domestic locations.*
5. Point(s) of production (city, county, and state or foreign country): *Not Applicable*
6. Discount from list prices or statement of net price: *Government prices are net.*
7. Quantity discounts: *None*
8. Prompt payment terms: *0%--Net 30 days*
- 9a. Government purchase cards are accepted below the micropurchase threshold.
- 9b. Government purchase cards are accepted above the micropurchase threshold.
10. Foreign items (list items by country of origin): *Not Applicable*
- 11a. Time of delivery: *As negotiated between Contractor and Ordering Agency*
- 11b. Items available for expedited delivery: *Contact Contractor*
- 11c. Overnight and 2-day delivery: *Contact Contractor*
- 11d. Urgent Requirements: *Contact Contractor*
12. F.O.B. Point: *Destination*
- 13a. Ordering address:

*Synovate, Inc.
2020 K Street, NW
Suite 410
Washington, DC 20006-1806*

- 13b. Ordering Procedures: *For supplies and services, the ordering procedures, and information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.*
14. Payment address:
- Synovate, Inc.
2020 K Street, NW
Suite 410
Washington, DC 20006-1806*
15. Warranty provision: *Not Applicable*
16. Export packing charges: *Not Applicable*
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micropurchase level): *None*
18. Terms and conditions of rental, maintenance, and repair: *Not Applicable*
19. Terms and conditions of installation: *Not Applicable*
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: *Not Applicable*
- 20a. Terms and conditions for any other services: *Not Applicable*
21. List of service and distribution points: *Not Applicable*
22. List of participating dealers: *Not Applicable*
23. Preventive maintenance: *Not Applicable*
24. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: *Not Applicable*
25. Data Universal Number System (DUNS) number: *883914160*
26. Synovate, Inc. is registered in the System for Award Management (SAM) database.
CAGE Code: IUPF6

SYNOVATE'S LABOR CATEGORY DESCRIPTIONS AND RATES

Job Title: Vice President

Minimum/General Experience: 20 or more years experience managing complex survey research projects. Additional education or highly specialized skills may substitute for years of experience. Requires competence in all phases of survey research techniques, concepts and methods; also requires knowledge of corporate resources, staff, automated systems for data collection, processing, and analysis, and management systems. Controls quality of projects in all phases.

Functional Responsibility: Manages large and/or complex survey research projects. Plans project schedules, arranges for needed staffing resources, provides guidance to project staff in study design and methodology, data collection, analytic approaches, and reporting. May serve as primary point of contact with clients.

Minimum Education: Masters or Ph.D. in social science, statistics, or marketing research.

Job Title: Statistician

Minimum/General Experience: One or more years designing survey samples and analyzing survey data. Requires specific technical knowledge of sample design, weighting, error estimation and data analysis techniques using SAS, SPSS, or other statistical analysis software.

Functional Responsibility: Contributes to survey design and methodology by designing samples to meet project objectives. Analyzes survey data, computing appropriate weights as needed and conducting univariate and multivariate statistical procedures.

Minimum Education: Masters or Ph.D. in statistics.

Job Title: Programmer

Minimum/General Experience: One or more years programming CATI systems, data imaging systems, internet applications, or database systems.

Functional Responsibility: Prepares and tests programs for computer assisted telephone interviewing, internet surveys, technical publication, or data capture from imaged paper questionnaires. Alternatively, may generate and manage samples for telephone interviewing or manage the merging of data files from multiple data collection systems.

Minimum Education: Associates degree or higher in computer science.

Job Title: Senior Survey Specialist

Minimum/General Experience: Ten or more years managing survey research projects. Additional education or specialized skills may substitute for years of experience. Requires competence in all aspects of survey research sufficient to design and manage a broad range of survey projects. Also requires knowledge of survey data processing, analysis and reporting. Alternatively, may have highly specialized skills in one or more aspects of survey research.

Functional Responsibility: Designs and manages a broad range of survey research projects or serves as task manager on large and complex research projects under the direction of the project director. May serve as primary point of contact with clients. Schedules project resources, directs and controls data collection, processing and analysis, and conducts data tabulations and analyses.

Minimum Education: Bachelors or masters degree in social science, statistics, or marketing research.

Job Title: Survey Specialist

Minimum/General Experience: One or more years conducting survey research projects or project tasks under the direction of senior colleagues. Additional education or specialized skills may substitute for years of experience. Requires competence in one or more aspects of survey research sufficient to contribute to the design and management of survey projects.

Functional Responsibility: Manages survey research projects with guidance from senior colleagues or contributes to task completion on large and complex research projects under the direction of the project director.

Minimum Education: Bachelors degree in social science, statistics, or marketing research.

Job Title: Interviewer

Minimum/General Experience: Successful completion of interviewer training program. May have previous call center experience. Most interviewers have successful experience conducting multiple surveys on a variety of topics. All interviewers are supported by supervisors, quality monitors, managers, and technicians whose contributions are included in the rate.

Functional Responsibility: Conducts telephone surveys following scripts presented by a computer-assisted telephone interviewing system. Achieves high response rates by using efficient techniques and a pleasant tone of voice and showing respect for the respondents. Enters data accurately in real time as the interview progresses, including verbatim responses to open-ended questions.

Minimum Education: High school diploma or higher.

Job Title: Data Processor

Minimum/General Experience: One or more years experience in coding, data cleaning, survey data table preparation, or related activities. Knowledge of specialized software programs used to collect, clean, and tabulate data from research studies.

Functional Responsibility: Prepares, processes, and analyzes data for multiple research projects. Tabulates data; codes responses to open-ended questions; reviews all data tables for completeness and accuracy.

Minimum Education: Bachelors or Associates degree in programming or a related field or equivalent in experience.

Job Title: Mail Center Operator

Minimum/General Experience: One or more years experience in operation of complex automated printing, mailing, or data imaging equipment. Operational knowledge of specialized software programs used to control mailing equipment or imaging systems.

Functional Responsibility: Operates automated printing and mailing equipment in order to print letters and questionnaires, stitch, fold, and insert mail pieces in envelopes, and prepare mail pieces for mailing. Receives, opens, processes, and digitally scans returned questionnaires. Maintains quality of all processes by adhering to standard operating procedures.

Minimum Education: High school diploma or equivalent.

<u>Labor Category</u>	<u>10/1/12- 9/30/13</u>	<u>10/1/13- 9/30/14</u>	<u>10/1/14- 9/30/15</u>	<u>10/1/15- 9/30/16</u>	<u>10/1/19- 9/30/17</u>
Vice President	\$205.64	\$211.60	\$217.74	\$224.05	\$230.55
Statistician	\$156.71	\$161.25	\$165.93	\$170.74	\$175.69
Programmer	\$98.13	\$100.97	\$103.90	\$106.91	\$110.01
Survey Specialist Senior	\$145.74	\$149.96	\$154.31	\$158.79	\$163.39
Survey Specialist	\$92.23	\$94.90	\$97.66	\$100.49	\$103.40
Interviewer	\$46.81	\$48.17	\$49.56	\$51.00	\$52.48
Data Processor	\$52.41	\$53.93	\$55.49	\$57.10	\$58.76
Mail Center Operator	\$39.06	\$40.19	\$41.36	\$42.56	\$43.79

The Service Contract (SCA) is applicable to this contract as it applies to the entire MOBIS Schedule and all services provided. While no specific labor categories have been identified as being subjected to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the contractor adds SCA labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category title and the applicable wage determination number. Failure to do so may result in cancellation of the contract.