

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of February 15, 2011

ITEM # 8

ITEM TITLE: Apple Computer Purchase

SPECIFIC BOARD ACTION REQUESTED: Approval to issue a Purchase Order to Apple Inc., for the purchase of desktop computers, servers and laptop computers, and various hardware for Berkeley City College's (BCC) multimedia program in the amount of \$308,288.12.

ITEM SUMMARY: BCC's Multimedia Arts Department would like to replace its outdated and defective computers for the computer lab in the Multimedia department. The current computers cannot run the latest software programs required for BCC's instructional programs. The computers are obsolete and only operate old versions of software licenses. The department would like to replace its obsolete computers with 99 new computers and one server as follows:

- 59 IMacs
- 34 Mac Pro
- 1 Mac Pro Server
- 1 Mac Mini Server
- 4 MacBook Pro
- AppleCare 4 year protection plan on all computes and server (99 copies)

Apple Inc. does provide reduced educational rates on their computers and does provide some additional volume discounts. Based on the District's volume, the PCCD discount is \$30,440.19 off the normal educational discounted price (or 15.2%) off their retail price.

BACKGROUND/ANALYSIS:

Apple Inc., is the sole provider of Apple computers and the District must directly buy these computers from Apple Inc. Apple does provide an educational discounted price for educational facilities. In this particular case (because of the large volume purchase), Apple already provided the District a larger discount above their normal educational discount. This discount equated to 8% off their normal educational price (or 14.2% off their retail price). The District was not satisfied with this discount and requested Apple Inc. to work with the District to provide an even larger discount. Apple's management has agreed to increase their already discounted educational price by another 1%, to 9% off their normal educational price (or 15.2% off their retail price) for a revised price quoted of \$308,288.12. The below table summarize the price negotiations between Apple Inc., and the District:

	Amount	Discount off Retail Price
Retail Price	\$363,429.74	0%
Normal Educational Discounted Price	\$338,728.31	6.8%
Discounted Price Offered to PCCD	\$311,822.72	14.2%
Negotiated PCCD Discounted Price	\$308,288.12	15.2%

The total discount off the retail price is \$55,141.62 or 15.2%.

ALTERNATIVES/OPTIONS: None.

EVALUATION AND RECOMMENDED ACTION:

Recommend approval to issue a purchase order to Apple Inc. for the purchase of 99 desktop computers, servers and laptop computers, and various hardware in the amount of \$308,288.12.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

Measure A, as approved by the voters in the Peralta's constituency and authorized under Resolution 05/06-45 Exhibit A- 1 Berkeley City College, Equipment, Technology upgrades, and facility and classroom improvements for the college's Multimedia Arts program,. (Measure A form number 868)

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES _____ No X

COMMENTS: NONE

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? VICE CHANCELLOR GERHARD

DID A BOARD STANDING COMMITTEE RECOMMEND THE ITEM? YES _____ No X

IF "YES", PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.

PLEASE ACQUIRE SIGNATURES IN THIS ORDER:

DOCUMENT PREPARED BY:

Prepared by: [Signature] Date: 2/3/11
RONALD GERHARD, Vice Chancellor for Finance and Administration

DOCUMENT PRESENTED BY:

Prepared by: [Signature] Date: 2/3/11
RONALD GERHARD, Vice Chancellor for Finance and Administration

FINANCE DEPARTMENT REVIEW

_____ Finance review required _____ Finance review not required

If Finance review is required, determination is: _____ Approved _____ Not Approved

If not approved, please give reason: _____

Signature: [Signature] Date: 2/3/11
RONALD GERHARD, Vice Chancellor for Finance and Administration

Vendor: Apple
 Vendor Number: 0000600594

Item	Description	Quantity	Extended	Education Extended	Peralta Extended	% off Retail	Quote W71281872
1	ZOLG, Mac Pro 8-Core, Intel Xeon 2.40GHz x2, 8GB (4x2GB) RAM, 1TB HD, ATI Radeon HD 5770 1GB Graphics; Quote # W71053616; SEA # 551743; Attn: Todd Woiwode / Henry Dos Santos; End User: Vincent Koo / Lee Marrs	34	\$ 124,066.00	\$	\$ 103,153.96		
2	ZOJM, iMac 21.5-inch, Intel Core i5 3.60GHz, 4GB (2x2GB) RAM, 1TB HD, ATI Radeon HD 5670 512MB Graphics	1	\$ 1,699.00	\$	\$ 1,436.89		
3	ZOJP, iMac 27-inch Quad-Core, Intel Core i7 2.93GHz, 8GB (4x2GB) RAM, 1TB HD, ATI Radeon HD 5750 1GB Graphics	58	\$ 139,142.00	\$	\$ 119,230.02		
4	MC438LL/A, Mac mini with server, Intel Core 2 Duo 2.66GHz, 4GB (2x2GB) RAM, 2x 500GB HD	1	\$ 999.00	\$	\$ 863.59		
5	Z0MC, MacPro Server, Intel Xeon 2.4GHz x2, 12GB (6x2GB) RAM, 1TB HD x4, Xserve RAID Card, Quad-Channel 4Gb Fibre Channel Card	1	\$ 6,074.00	\$	\$ 4,974.97		
6	MC372LL/A, MacBook Pro 15-inch, Intel Core i5 2.53GHz, 4GB (2x2GB) RAM, 500GB HD, Intel & NVIDIA Graphics	4	\$ 7,996.00	\$	\$ 6,730.36		
7	MC684ZM/A, Apple MacBook Air SuperDrive	1	\$ 79.00	\$	\$ 71.89		
8	MB572Z/A, Mini DisplayPort to VGA Adapter	3	\$ 87.00	\$	\$ 79.17		
9	MB570Z/A, Mini DisplayPort to DVI Adapter	3	\$ 87.00	\$	\$ 79.17		
10	MC172Z/A, Apple Remote Desktop 3.3 Unlimited Managed Systems	2	\$ 998.00	\$	\$ 544.18		
11	H1142VC/A, Promise VTrak E-Class 16x (2TB HDD) SATA RAID Subsystem	1	\$ 18,999.00	\$	\$ 15,560.09		
12	BG412LL/A, AELP Mac Software Collection - 100 Licenses	2	\$ 7,696.00	\$	\$ 7,003.36		

13	BF472LL/A, AELP OS X Server - 5 Unlimited Licenses	1	\$ 383.00	\$ 383.00	\$ 383.00	348.53
	Subtotal		\$ 308,305.00	\$ 285,798.00	\$ 260,076.18	
	Sales Tax (9.75%)		\$ 30,059.74	\$ 27,865.31	\$ 25,357.43	
14	S3044LL/A, 4-Year AppleCare Protection Plan for Mac Pro - Auto-Enroll	35	\$ 10,465.00	\$ 10,465.00	\$ 9,523.15	
15	S3043LL/A, 4-Year AppleCare Protection Plan for iMac - Auto-Enroll	59	\$ 11,741.00	\$ 11,741.00	\$ 10,684.31	
16	S3120LL/A, 4-Year AppleCare Protection Plan for Mac mini - Auto-Enroll	1	\$ 159.00	\$ 159.00	\$ 144.69	
17	S2941LL/A, 4-Year AppleCare Protection Plan for MacBook Pro - Auto-Enroll	4	\$ 2,196.00	\$ 2,196.00	\$ 1,998.36	
	CA Electronic Waste Recycling Fee	63	\$ 504.00	\$ 504.00	\$ 504.00	
	Shipping (Free)		\$ -	\$ -	\$ -	
	Total		363,429.74	338,728.31	308,288.12	15.2% off retail

Note: Hardware and software for 213 (33), 227 (33), 324 (24), IT 006 & 356 (9), PERSIST (1)

Department: BCC Office of Instruction / IT / MMART / PERSIST

Difference between Educational price and PCCD price

30,440.19 9%

Difference from retail

55,141.62

Percent off Retail

0.151725669

24,701.43