



U.S. General Services Administration

# Federal Acquisition Service

# GSA Overview

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# Agenda

U.S. General Services Administration

## Federal Acquisition Service

- Introduction and review of GSA services
- Doing Business with GSA
- Tying it all together
- Wrap-up



# GSA is federal resource!

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## Federal Acquisition Service

### Local Level -- the value add of customer support

The Customer Service Director is a resource.

- Training
- Bringing SMEs and advanced training to staff
- Channel SOWs to proper market category for review
- Market research assistance (expiring contracts, etc.)
- Finding a solution among vast GSA offerings

### Enterprise-wide

- SOW reviews
- Collaborative sessions with SME's
- Leveraging work our contracting staff has already performed
- PALT *Procurement Acquisition Lead Time* = time/administrative savings
- Open Market procurements are driven by profitability, whereas...

**GSA's mission is to help you meet your mission!**



# A Consultative Approach

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## Federal Acquisition Service

- GSA strives to add value to customer interface
  - Scope Compatibility Reviews (SOWs & Mods)
  - Sample SOWs or SOW routing to Subject Matter Experts (SME's)
  - Expert contractor knowledge
  - SIN determination for easier eBuy RFI/RFQs
  - Teaming arrangements guidance
  - **Socio-economic credit advice, small business credit**
  - Contract features and differences
  - Compliance with federal cybersecurity guidelines



GSA

# DOING BUSINESS WITH GSA



Accessing GSA Schedule

## Purpose

This training is designed to assist the small business community with the process of pursuing a GSA Schedule Contract. We will follow the following topics:



## Readiness Assessment: Using the Vendor Toolbox


- The Vendor Toolbox contains the Readiness Assessment, a mandatory self-evaluation tool, aimed to help potential contractors decide whether their offerings meet the needs of the federal government.
- The Vendor Toolbox contains training materials that will help you learn more about the Federal market, tools that will help you uncover opportunities, and links to resources that can assist you in being a successful MAS contractor.
- You can access the Vendor Toolbox through our Vendor Support Center at <https://vsc.gsa.gov/>.





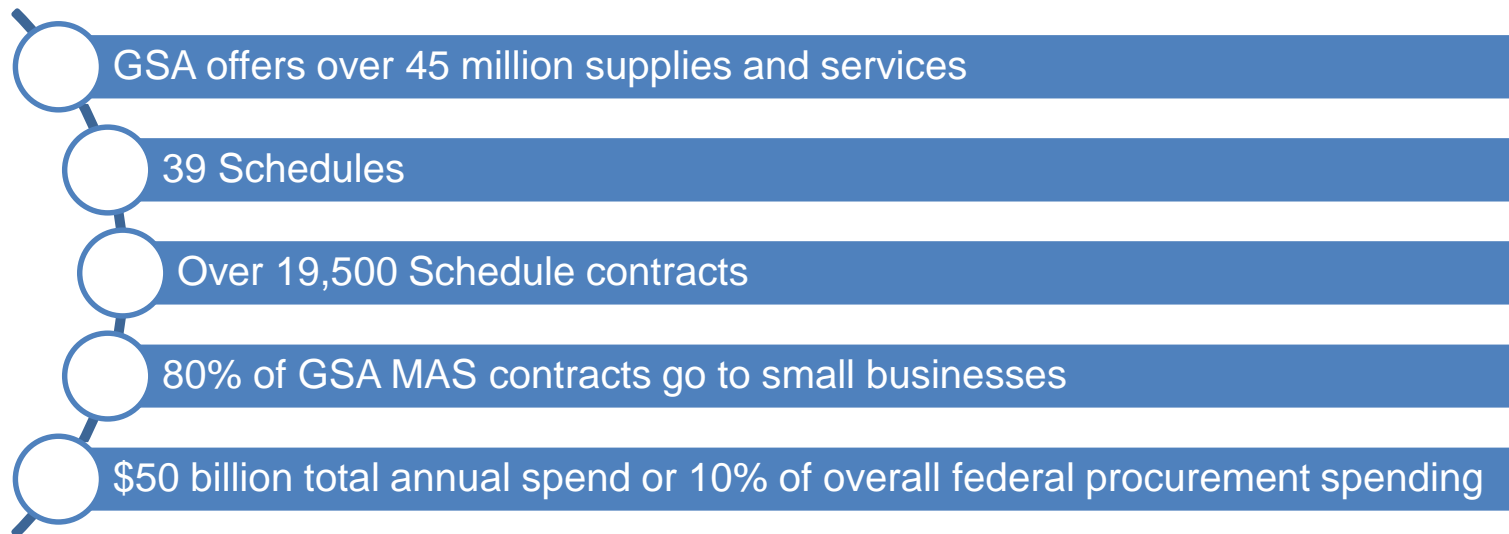
## What is a GSA Schedule?

GSA Schedule Contracts, also known as GSA Schedules or Federal Supply Schedules, are indefinite delivery, indefinite quantity (IDIQ), long-term contracts under the General Services Administration's Multiple Award Schedule (MAS) Program.



GSA establishes long-term government wide contracts with commercial companies to provide access to government agencies to millions of commercial products and services at volume discount pricing.

## About GSA Schedules



**The GSA Schedules program is the premier acquisition vehicle in government, with approximately \$50 billion a year in spending or 10 percent (10%) of overall federal procurement spending.**

## Why Pursue a GSA Schedules Contract

- GSA Schedules are fast, easy, and effective vehicles for both customer agencies and vendors.
- Acquisitions through GSA Schedules are issued using full and open competition.
- Prices have already been deemed fair and reasonable, and schedule contracts are in compliance with all applicable laws and regulations, reducing evaluation cycles.
- Purchases can be made directly from a contractor via their GSA Schedule Contract which eliminates the time-consuming process of responses to complex RFP's and lengthy negotiations.

## Examples of Products and Services Available on GSA Schedules

- Office Supplies and Equipment
- Information Technology
- Professional Services
- Vehicles and Support Equipment
- Furniture
- Tools and Hardware
- Scientific Equipment
- Law Enforcement, Fire, and Security Products
- Travel and Transportation
- Lodging



## Determine Eligibility: Who qualifies?

- Financial stability
- Minimum two (2) years in business
- Demonstrate past performance
- Products commercially available
- Products compliant with the Trade Agreements Act (TAA)
  - End product must be manufactured or substantially altered within the U.S. or a “designated country” as defined by the Trade Agreements Act.



## Things to Consider: Maintaining Your Schedule

- Minimum Qualifying Sales
  - \$25,000 in sales for the first two years combined;
  - \$25,000 each year after
- Industrial Funding Fee (IFF) (0.75% of each Schedule sale)
- Auditing and Set-Up Requirements
- Varied Demand
- Paperwork
- Award process time
- Success Not Guaranteed
- Contract can be cancelled for lack of sales before contract end date
- Modifications are not automatic
- GSA Advantage (required to maintain a GSA price list of authorized products and services on Schedule)



## Application Process

- Register with the System for Award Management (SAM)
- Must have the following to register in SAM.gov:
  - North American Industry Classification System (NAICS)
  - Data Universal Numbering System (DUNS)
- Create/update business plan
- **Find the appropriate solicitation (via GSA eLibrary)**
- Apply for Digital Certificate
- Download applicable solicitation package from FedBizOpps
- Complete Pathways to Success training
- Respond to the solicitation in its entirety
- Submit your offer



## Registration and Certifications

- SAM – The System for Award Management (SAM) is the Official U.S. Government system that is a mandatory registration to do business with the federal government. There is NO fee to register for this site.
- DUNS – The nine-digit Data Universal Numbering System (DUNS), managed by Dun & Bradstreet, is a widely accepted, unique identifier for companies around the world. [Note: Link goes to a non-government site]
- NAICS – is the standard used by Federal statistical agencies in classifying business establishments for the purpose of analyzing, and publishing statistical data related to the U.S. business economy.
- Past Performance Evaluation – Open Ratings, a Dun & Bradstreet company, surveys past customers in order to assess a company's work performance. [Note: Link goes to a non-government site]
  - Your company must register and provide the names and email addresses of six to 20 of your customers.
  - Open Ratings is a fee-based service.



## Small Business Administration Programs

### 8(a) SDB Development Certification Program Application-

<http://www.sba.gov/aboutsba/sbaprograms/8abd/application/index.html>

### HUBZone Program Application -

<https://www.sba.gov/category/navigation-structure/how-apply>

### Woman-Owned Business – Self Certify

**Veteran Owned Business** – Self Certify except for Veterans Administration (VA) Schedules which must be verified through [www.VetBiz.com](http://www.VetBiz.com). Non-VA Contracting Officers have the option of checking a box.

### Service Disabled Veteran Owned Business – Self Certify



## Find the Right Solicitation

Review the complete listing below to determine the appropriate GSA Schedule number for your product or service. Selecting the Schedule number will take you to [GSA eLibrary](#). It has an updated category guide designed to facilitate searches for specific groups of items, and a hyperlink to each Schedule's current solicitation on [Federal Business Opportunities](#) (FedBizOpps).



- [Professional Services Schedule \(PSS\)](#)
- [Center for IT Schedule Programs](#)
- [Greater Southwest Acquisition Center](#)
- [Facilities Maintenance and Hardware Acquisition Center](#)
- [Northeast and Caribbean Supply and Acquisition Center](#)
- [Integrated Workplace Acquisition Center](#)
- [Office of Travel, Motor Vehicle, and Card Services](#)

## Responding to a Solicitation

Generally, each solicitation will require corporate and financial information, past performance, commercial practices and a proposed GSA price list. However, the exact information required will vary depending on your Schedule.



If your small business chooses to pursue a GSA Schedule, this can be the most time-consuming step of the process.



## Responding to a Solicitation

### Proposal Review

- Your GSA Schedule Contract proposal must be submitted electronically through GSA's eOffer system <http://eoffer.gsa.gov>, which requires a [digital certificate](#).
- Once submitted, it will be assigned to a Contracting Officer who will conduct an intense and thorough review.
- During this review the Contracting Officer will request additional information and/or clarifications.

### GSA Contract Negotiation

- The purpose of the GSA Schedules Program is to leverage the government's vast buying power to pre-negotiate discounted pricing.
- Once your Contracting Officer has completed a satisfactory review of your proposal, a conference call will be scheduled to negotiate pricing.
- It is crucial that you plan a negotiation strategy in advance to ensure the agreed upon discount is favorable to both potential government buyers and your company/organization.



## Responding to a Solicitation

### Final Proposal Revision

- After negotiations are complete, you will prepare and submit a Final Proposal Revision (FPR) that synthesizes your entire proposal and includes finalized pricing, as negotiated with GSA.

### GSA Contract Award

- Contractors will receive a Contract Award and GSA Schedule Contract Number approximately a week after submitting the Final Proposal Revision. Once awarded, you may begin selling from your Schedule immediately.



## Top 10 Schedule Sales in FY15

<b>70 - IT</b>	<b>\$14,745,025,043</b>
<b>00CORP- Consolidated*</b>	<b>\$5,782,425,812</b>
<b>874 – Mission Oriented Business Integrated Services (MOBIS)*</b>	<b>\$2,380,840,547</b>
<b>871 – Professional Engineering Services*</b>	<b>\$1,530,159,917</b>
<b>84 – Total Solutions Law Enforcement</b>	<b>\$1,397,766,278</b>
<b>71 – Furniture</b>	<b>\$913,752,554</b>
<b>520 – Financial and Business Solutions (FABS)*</b>	<b>\$698,779,183</b>
<b>66 - Scientific Equipment &amp; Services</b>	<b>\$659,686,980</b>
<b>36 – The Office, Imaging &amp; Documenting Solution</b>	<b>\$649,675,489</b>
<b>51V - Hardware Superstore</b>	<b>\$585,770,314</b>

\*Now part of the Professional Services Schedule



# Tying it all together...

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**GSA Advantage!**®  
[www.gsaAdvantage.gov](http://www.gsaAdvantage.gov)

[www.gsaeLibrary.gsa.gov](http://www.gsaeLibrary.gsa.gov)  
**GSA Schedules e-Library**

[www.ReverseAuctions.gsa.gov](http://www.ReverseAuctions.gsa.gov)  
**GSA ReverseAuctions**™

[www.eBuy.gsa.gov](http://www.eBuy.gsa.gov)  
**GSA e-Buy**  
...Your RFQ Resource



# ACQUISITION GATEWAY

Act as One for smarter acquisition

Our vision is to provide a workspace with accurate, useful, and unbiased advice. Check back often to see the latest progress.

LEARN

CONNECT

ACT

Federal Employees Sign-in

Non-Government Sign-in

## [Common Acquisition Platform \(CAP\) Rules of Behavior for the Acquisition Marketplace and Hallways](#)

Acquisition gateway Terms and Conditions of Use: This computer system is property of the United States Government. It is intended for authorized Government use only. Close your browser immediately if you do not consent to the conditions stated in the following notice. Otherwise click "sign in" to accept the terms and proceed.

## Need Help?

The Acquisition Gateway (AG) authenticates users via OMB MAX

1. **Register** an account with [OMB MAX](#).
2. **Insert** your PIV /CAC card (card reader required).
3. **Select Sign in** (You may be prompted to enter a PIN in a pop-up window).
4. **Enter PIN and select OK** to login and enter the AG.



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# eTools live demonstration

[GSA Advantage](#)

# Contractor Reference Guide

Steps to Success

Make the Most of Your GSA Contract

**Electronic copy of the Contractor Reference Guide is available upon request.**



## WE WANT TO HEAR FROM YOU

Please share your success stories, comments, questions and concerns.

[www.gsa.gov/askosbu](http://www.gsa.gov/askosbu)

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