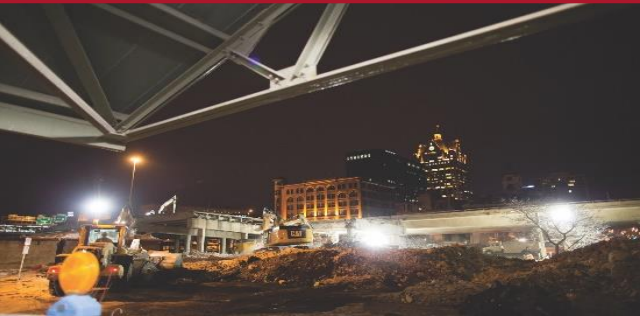




**MARKET SEGMENTATION FOR ENHANCED BUSINESS
DEVELOPMENT
ACQUISITION HOUR WEBINAR**

March 17, 2020



WEBINAR ETIQUETTE

PLEASE

- Log into the GoToMeeting session with the name that you registered with online
- Place your phone or computer on MUTE
- Use the CHAT option to ask your question(s).
 - We will share the questions with our guest speaker who will respond to the group

THANK YOU!

ABOUT WPI SUPPORTING THE MISSION

**Celebrating 32 Years of
serving Wisconsin Business!**



Assist businesses in creating, developing and growing their sales, revenue and jobs through Federal, state and local government contracts.

- **INDIVIDUAL CONSELING** – At our offices, at clients facility or via telephone/GoToMeeting
- **SMALL GROUP TRAINING** – Workshops and webinars
- **CONFERENCES** to include one on one or roundtable sessions

Last year WPI provided training at over 100 events and provided service to over 1,200 companies

WPI OFFICE LOCATIONS

▪ MILWAUKEE

- *Technology Innovation Center*

▪ MADISON

- *FEED Kitchens*
- *Dane County Latino Chamber of Commerce*
- *Wisconsin Manufacturing Extension Partnership (WMEP)*
- *Madison Area Technical College (MATC)*

▪ CAMP DOUGLAS

- *Juneau County Economic Development Corporation (JCEDC)*

▪ STEVENS POINT

- *IDEA Center*

▪ APPLETON

- *Fox Valley Technical College*

▪ OSHKOSH

- *Fox Valley Technical College*
- *Greater Oshkosh Economic Development Corporation*

▪ EAU CLAIRE

- *Western Dairyland*

▪ MENOMONIE

- *Dunn County Economic Development Corporation*

▪ LADYSMITH

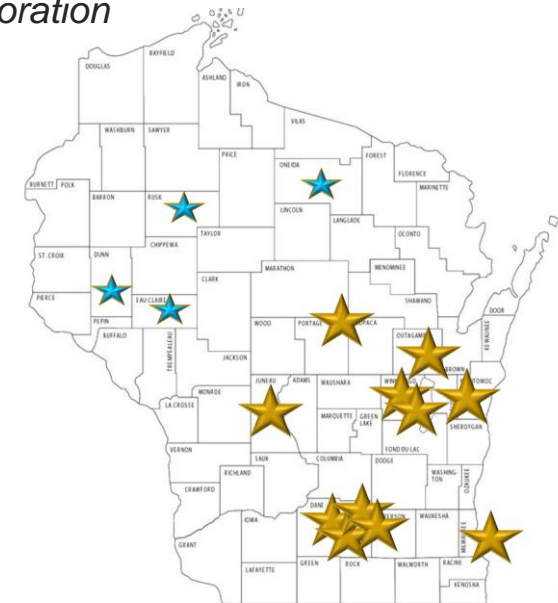
- *Indianhead Community Action Agency*

▪ RHINELANDER

- *Nicolet Area Technical College*

▪ GREEN BAY

- *Advance Business & Manufacturing Center*





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www.wispro.org

UPCOMING EVENTS

- WED 21** Acquisition Hour: Government Property Management for Federal Contractors and Subcontractors
August 21 @ 12:00 pm - 1:00 pm
- THU 22** Advancing Cybersecurity in the Industry, Energy, Water Nexus – Oshkosh, WI
August 22 @ 9:00 am - 3:00 pm
Oshkosh WI
- THU 22** NDIA Great Lakes Chapter 10th Anniversary – Milwaukee, WI
August 22 @ 12:30 pm - 7:30 pm
Brookfield Wisconsin
- SEP 11** Acquisition Hour: The End of the Fiscal Year is Here – What is Hot and What is Not
September 11 @ 12:00 pm - 1:00 pm

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CURRENT OPPORTUNITIES (1)

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

[GET STARTED](#)

SIGN-UP FOR OUR NEWSLETTER

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HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your questions.

[GET HELP](#)

Market Segmentation

Marc N. Violante

Wisconsin Procurement Institute

March 17, 2020




Market Segmentation

- Focus on marketing to the most important buying offices for your business.
- Identify key factors that are of interest and importance to your business and its success.
- Recognize opportunities that will consume time, effort and funds but are more flyers than true opportunities.
- Assess all factors and develop a Go/No-go strategy to be used for both customer and opportunity selection.

Market Segmentation

- Goal – to create segments/slices across a community to answer questions
- The segments/slices should have similar features which identify them as part of the same (larger) group
- Data (numbers) without perspective may not provide insight/answers

Mileage between Milwaukee & Minneapolis

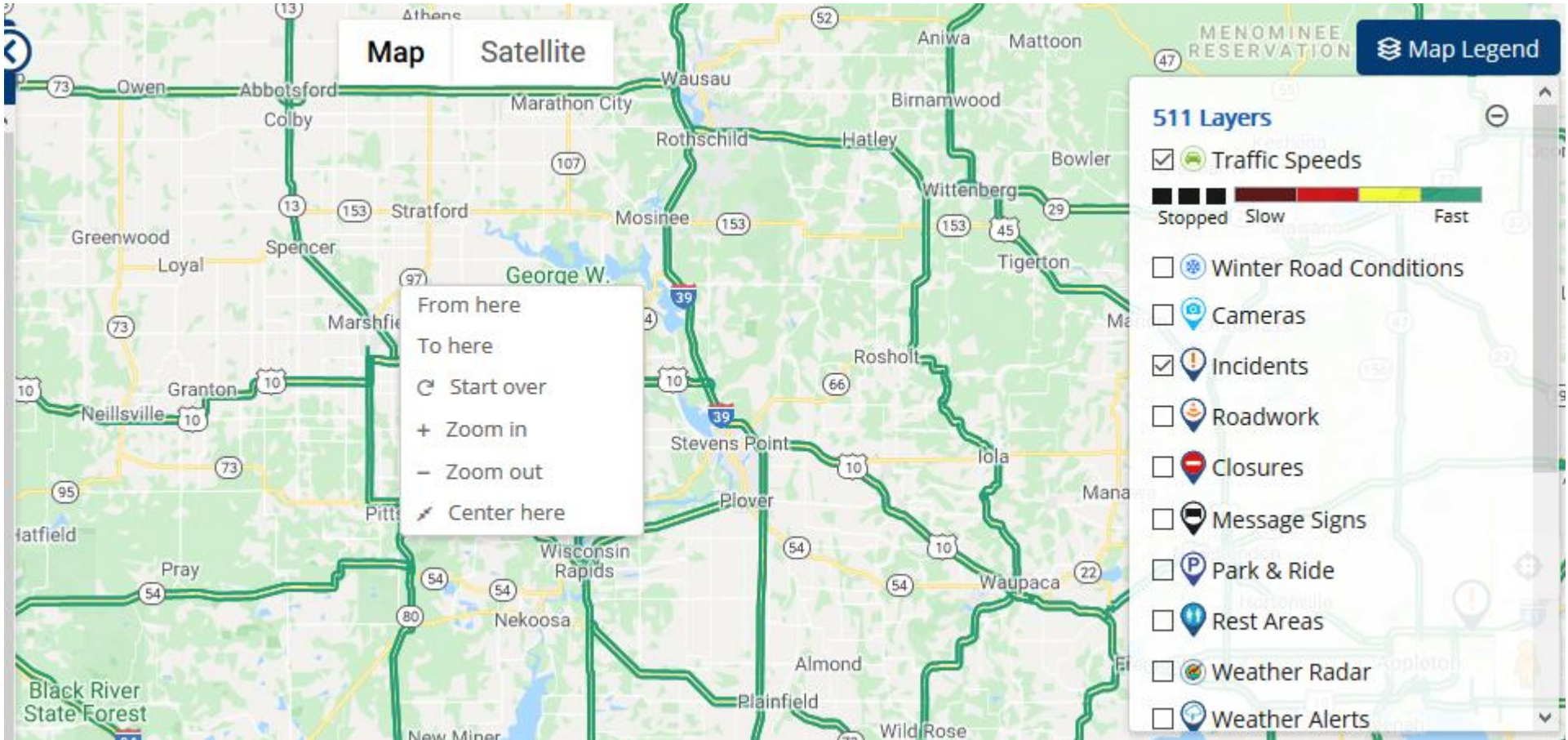
 DISTANCE 337 mi	 TIME 5 hours 1 min	 GAS COST \$23 - \$45
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What happens if we have additional questions?

- We might want to know about
 - Traffic speeds
 - Closures
 - Weather alerts
 - And if it is winter – Winter road conditions
- (these are all segments)

511wi.gov



Market Segmentation -considerations

- Market segments should be evaluated for
 - Various business factors including
 - Capabilities
 - Capacity
 - Financial considerations
 - Resources – suppliers/subcontractors
 - Special requirements – Export Control/Cyber

Why is this important?

- Not every customer is a good customer.
 - Requirements
 - Number of opportunities
 - Customer development cycle
 - Cost of developing response
 - Award amounts
 - Dollar value
 - Acquisition vehicle
 - Delivery Order
 - Indefinite Delivery Contract
 - Discrete Contract
 - Purchase Order

Preliminary questions – for example

- Bid to Win ratio
- General approach
 - Annual revenue - \$150,000.00
 - Average contract - \$5,000.00
 - Number of awards to meet revenue target – 30
 - Bid to win – 10::1
 - Number of opportunities – $30 \times 10 = 300$ (roughly 6 per week)
 - Q1: Id 300 customers or customers with multiple needs
 - Q2: Id characteristics of a biddable solicitation – page number other
 - Each 1 hour response time – ok
 - Each 5 hour response time – 1,500 hours – roughly $\frac{3}{4}$ work year – 1,500/2,000

Markets Segmentation – factors to consider

- Award amounts
- Business Size
- NAICS
- PSC
- Number of different contractors
- Accessibility
- Information sources
- Family members – Federal Agency members

Customers – Award Type

- Purchase Order
- IDC
- Delivery Order
- Discrete Contract

What are the goals?

- Use and develop tools to help
 - Identify
 - Isolate
 - Compare
- Define/select customer base
 - Develop understanding for research
 - Procurement history
 - Forecasts
 - Discussions – outreach and other meetings
- Develop Capture Strategy
 - Reduce bid to win ratio

What are the question?

- What is being purchased? – Product or Service
- Are there like “family members”?
 - Bases will have similar requirements
 - Squadrons will have similar needs – especially for the same airframe
 - Law enforcement will also have similarities
 - Others
- What defines Responsible?
- Who is the competition?

Data both friend and foe

- As an example
 - 2,716 Contracting Offices
 - 166 Agencies
 - 107 Contracting Offices > 3,000 actions
- What's the strategy?
 - Common items – paper/pens etc
 - Volume
 - Large number of customers
 - Relatively low barriers to entry
 - Competition
 - All factors drive – low price and low margins -→ requires large customer base

What information is needed? What tools should be used?

Contracting Office Name	Contracting Officers Business Size Selection	Action Obligation
DLA TROOP SUPPORT	SMALL BUSINESS	\$7,813,032,326.40
ACQUISITIONS - AQM MOMENTUM	SMALL BUSINESS	\$2,769,217,322.04
W6QK ACC-RSA	SMALL BUSINESS	\$2,496,671,296.38
DLA LAND AND MARITIME	SMALL BUSINESS	\$1,951,917,628.48
TECHNOLOGY ACQUISITION CENTER	SMALL BUSINESS	\$1,881,883,402.67
OFC OF ACQUISITION AND GRANTS MGMT	SMALL BUSINESS	\$1,714,622,291.07
DLA ENERGY	SMALL BUSINESS	\$1,684,048,684.01
DLA AVIATION	SMALL BUSINESS	\$1,637,255,187.73
W6QK ACC-APG	SMALL BUSINESS	\$1,597,697,997.23
USDA AMS 3J14	SMALL BUSINESS	\$1,547,744,492.78

What information is needed?

Contracting Officers Business Size Selection		SMALL BUSINESS		
Row Labels	Sum of Action Obligation	Sum of Actions	AVG	
DLA TROOP SUPPORT	\$ 7,813,032,326.40	922,962	\$ 8,465.17	
ACQUISITIONS - AQM MOMENTUM	\$ 2,769,217,322.04	13,028	\$ 212,558.90	
W6QK ACC-RSA	\$ 2,496,671,296.38	5,201	\$ 480,036.78	
DLA LAND AND MARITIME	\$ 1,951,917,628.48	226,774	\$ 8,607.33	
TECHNOLOGY ACQUISITION CENTER	\$ 1,881,883,402.67	2,293	\$ 820,707.98	
OFC OF ACQUISITION AND GRANTS MGMT	\$ 1,714,622,291.07	1,466	\$ 1,169,592.29	
DLA ENERGY	\$ 1,684,048,684.01	126,109	\$ 13,353.91	
DLA AVIATION	\$ 1,637,255,187.73	129,531	\$ 12,639.87	
W6QK ACC-APG	\$ 1,597,697,997.23	3,694	\$ 432,511.64	
USDA AMS 3J14	\$ 1,547,744,492.78	1,243	\$ 1,245,168.54	
W6QK ACC-PICA	\$ 1,294,352,185.66	3,212	\$ 402,973.91	
IT CONTRACTING DIVISION - PL83	\$ 1,188,500,221.58	2,680	\$ 443,470.23	
USTRANSCOM-AQ	\$ 1,118,119,944.49	45,310	\$ 24,677.11	
NAVAIR WARFARE CTR AIRCRAFT DIV LKE	\$ 1,078,314,168.35	4,905	\$ 219,839.79	

What information is needed?

Contracting Officers Business Size Selection	SMALL BUSINESS			
Contracting Office Name	Contracting Office ID	Sum of Action Obligation	Sum of Actions	Average
DLA TROOP SUPPORT	SPE1C1	\$ 1,008,254,315.09	9,432	\$ 106,897.19
	SPE2D0	\$ 3,273,556.53	97	\$ 33,748.01
	SPE2D1	\$ 11,150,012.63	145	\$ 76,896.64
	SPE2D2	\$ -	46	\$ -
	SPE2D3	\$ 6,709,512.50	6,392	\$ 1,049.67
	SPE2D4	\$ 122,461,113.06	9,945	\$ 12,313.84
	SPE2D5	\$ 41,854,161.96	3,605	\$ 11,610.03
	SPE2D6	\$ 153,302,263.44	85,706	\$ 1,788.70
	SPE2DE	\$ -	48	\$ -
	SPE2DH	\$ 8,215,633.74	7,008	\$ 1,172.32
	SPE2DP	\$ 37,510,953.37	6,107	\$ 6,142.29
	SPE2DS	\$ 14,114,774.04	10,378	\$ 1,360.07
	SPE2DX	\$ 120,902,882.62	22,553	\$ 5,360.83
	SPE300	\$ 241,552,962.19	91,656	\$ 2,635.43
	SPE3S1	\$ 175,789,297.82	794	\$ 221,397.10
	SPE3SE	\$ 34,655,734.46	4,659	\$ 7,438.45
	SPE3SU	\$ 238,670,754.24	441,796	\$ 540.23

Details provide perspective?

DLA Contracting Offices - SPE1C1 & SPE2D4 – selected because Sum of Actions about the same – 9k

	SPE1C1	SPE2D4	
☐ 339113 SURGICAL APPLIANCE AND SUPPLIES MANUFACTURING	\$7,579,175.10		\$7,579,175.10
☐ 339910 JEWELRY AND SILVERWARE MANUFACTURING	\$2,811,557.58		\$2,811,557.58
☐ 339920 SPORTING AND ATHLETIC GOODS MANUFACTURING	\$0.00		\$0.00
☐ 339991 GASKET, PACKING, AND SEALING DEVICE MANUFACTURING	\$6,075.00		\$6,075.00
☐ 339993 FASTENER, BUTTON, NEEDLE, AND PIN MANUFACTURING	\$621,284.60		\$621,284.60
☐ 339999 ALL OTHER MISCELLANEOUS MANUFACTURING	\$473,437.85		\$473,437.85
☐ 423450 MEDICAL, DENTAL, AND HOSPITAL EQUIPMENT AND SUPPLIES MERCHANT WHOLESALERS		\$122,461,113.06	\$122,461,113.06
☐ 423830 INDUSTRIAL MACHINERY AND EQUIPMENT MERCHANT WHOLESALERS	\$100.20		\$100.20
☐ 424310 PIECE GOODS, NOTIONS, AND OTHER DRY GOODS MERCHANT WHOLESALERS	-\$1,754.50		-\$1,754.50
☐ 424490 OTHER GROCERY AND RELATED PRODUCTS MERCHANT WHOLESALERS	\$405,585.00		\$405,585.00

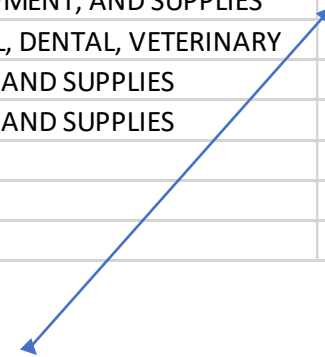


Details provide perspective -2

Contractir	Contractir	NAICS Coc	NAICS Des	Product or	Product or Service Description	Offers Received	Action Obligation	Actions
DLA TROO	SPE2D4	339112	SURGICAL	6515	MEDICAL AND SURGICAL INSTRUMENTS, EQUIPMENT, AND SUPPLIES		\$6,366.60	4
DLA TROO	SPE2D4	339112	SURGICAL	6530	HOSPITAL FURNITURE, EQUIPMENT, UTENSILS, AND SUPPLIES		\$2,628,222.61	189
DLA TROO	SPE2D4	339112	SURGICAL	6640	LABORATORY EQUIPMENT AND SUPPLIES		\$1,354,542.60	280
DLA TROO	SPE2D4	423450	MEDICAL,	6515	MEDICAL AND SURGICAL INSTRUMENTS, EQUIPMENT, AND SUPPLIES		\$9,081,857.29	3,401
DLA TROO	SPE2D4	423450	MEDICAL,	6515	MEDICAL AND SURGICAL INSTRUMENTS, EQUIPMENT, AND SUPPLIES	107	\$4,537.20	3
DLA TROO	SPE2D4	423450	MEDICAL,	6525	IMAGING EQUIPMENT AND SUPPLIES: MEDICAL, DENTAL, VETERINARY		\$834,368.87	63
DLA TROO	SPE2D4	423450	MEDICAL,	6530	HOSPITAL FURNITURE, EQUIPMENT, UTENSILS, AND SUPPLIES		\$230,501,062.06	34,041
DLA TROO	SPE2D4	423450	MEDICAL,	6530	HOSPITAL FURNITURE, EQUIPMENT, UTENSILS, AND SUPPLIES	107	\$186,500.16	26
DLA TROO	SPE2D4	423450	MEDICAL,	6640	LABORATORY EQUIPMENT AND SUPPLIES		\$7,130,668.07	1,122
DLA TROO	SPE2D4	423450	MEDICAL,	6640	LABORATORY EQUIPMENT AND SUPPLIES	2	\$45,275.00	7
DLA TROO	SPE2D4	423450	MEDICAL,	6640	LABORATORY EQUIPMENT AND SUPPLIES	81	\$323,144.17	29



Contracting Office ID = SPE2D4



No offers?

Award IDV Type



Contracting Office Name	Contracting Office ID	NAICS Code	NAICS Description	Product or Service Code	Product or Service Description	Number of Offers Received	Award or IDV Type	Action Obligation	Actions
DLA TROOP SUPPORT	SPE2D4	339112	SURGICAL AND MEDICAL INSTRUMENT MANUFACTURING	6515	MEDICAL AND SURGICAL INSTRUMENTS, EQUIPMENT, AND SUPPLIES		DELIVERY ORDER	\$6,366.60	4
DLA TROOP SUPPORT	SPE2D4	339112	SURGICAL AND MEDICAL INSTRUMENT MANUFACTURING	6530	HOSPITAL FURNITURE, EQUIPMENT, UTENSILS, AND SUPPLIES		DELIVERY ORDER	\$2,628,222.61	189
DLA TROOP SUPPORT	SPE2D4	339112	SURGICAL AND MEDICAL INSTRUMENT MANUFACTURING	6640	LABORATORY EQUIPMENT AND SUPPLIES		DELIVERY ORDER	\$1,354,542.60	280
DLA TROOP SUPPORT	SPE2D4	423450	MEDICAL, DENTAL, AND HOSPITAL EQUIPMENT AND SUPPLIES MERCHANT WHOLESALERS	6515	MEDICAL AND SURGICAL INSTRUMENTS, EQUIPMENT, AND SUPPLIES		DELIVERY ORDER	\$9,081,857.29	3,401
DLA TROOP SUPPORT	SPE2D4	423450	MEDICAL, DENTAL, AND HOSPITAL EQUIPMENT AND SUPPLIES MERCHANT WHOLESALERS	6515	MEDICAL AND SURGICAL INSTRUMENTS, EQUIPMENT, AND SUPPLIES	107	DELIVERY ORDER	\$4,537.20	3

Competitiveness

Row Labels	Sum of Action Obligation	Sum of Number of Offers Received	Sum of Actions	Competitiveness
314120	\$62,772.25	6	4	0.666667
314910	\$10,631,681.29	2	9	4.5
314999	\$0.00	3	2	0.666667
315110	-\$34,364.92	2997	17	0.005672
315234	\$2,520.81	1998	6	0.003003
315280	\$9,604.80	1	1	1
		1017	45	0.044248
		17	5	0.294118
		38	22	0.578947
		5	5	1
		2006	15	0.007478
316999	\$160,645.35	27	12	0.444444
321918	\$54,395.00	1	6	6



- If this ratio $\frac{\#Actions}{\Sigma Offers} > 1.0$ – *lower competition*
- If this ratio $\frac{\#Actions}{\Sigma Offers} < 1.0$ – *greater competition*

Success factors

- Key elements of success
 - What is known
 - What is required – being purchased
 - Value proposition
 - What if anything can change the curve?

Natural – segments

- Location
- Purpose/mission – flood control, training, aviation
- Categories
 - NAICS
 - PSC
 - Business size
 - Socio-economic
 - Award type
 - Award amount
 - Duration/time of year/periodicity

Methods of Market Segmentation

- Data
- Data – statistical measure
- Visualization – graph
- Feature Engineering

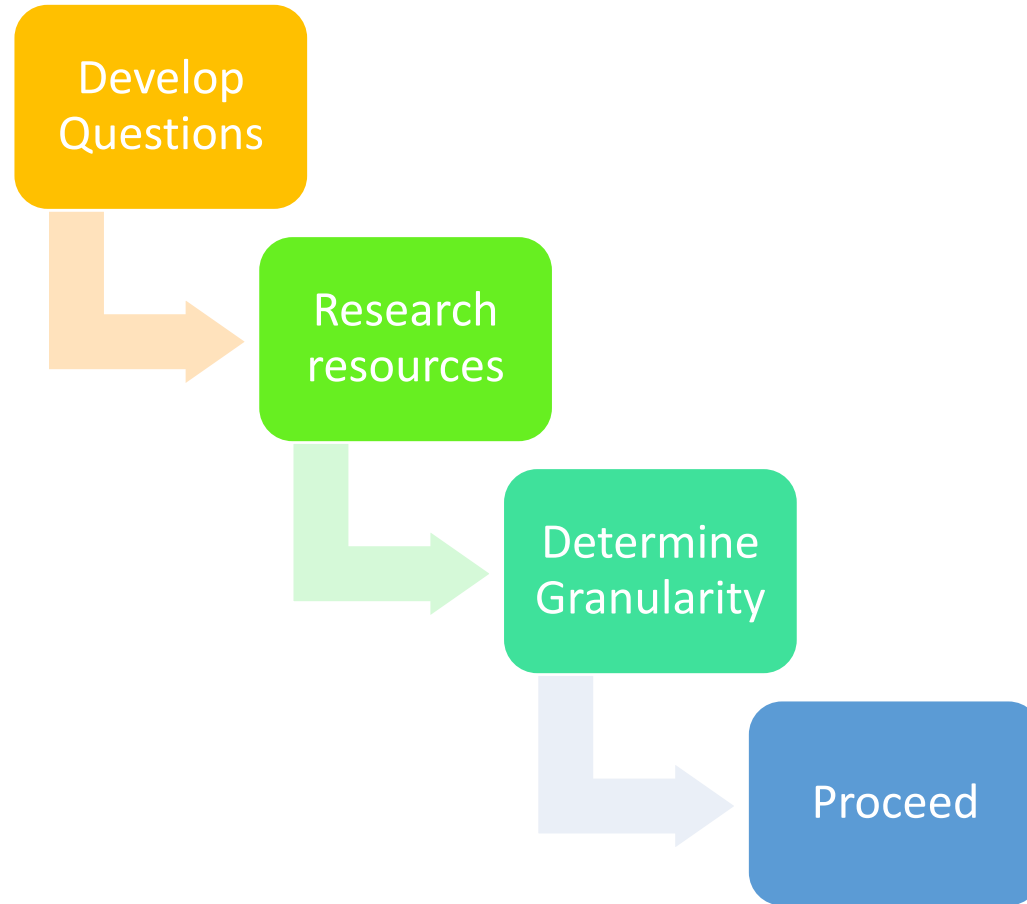
Static v. Dynamic

- Is there a difference?

Sources of information

- Data.gov
- FPDS (soon to be beta.sam.gov)
- USAspending
- News
- Articles
- Forecasts
- Strategic Plans
- Google – data site:.gov or data site:.mil
- Other data – NATO/UN data – other source

Process



March 17, 2020

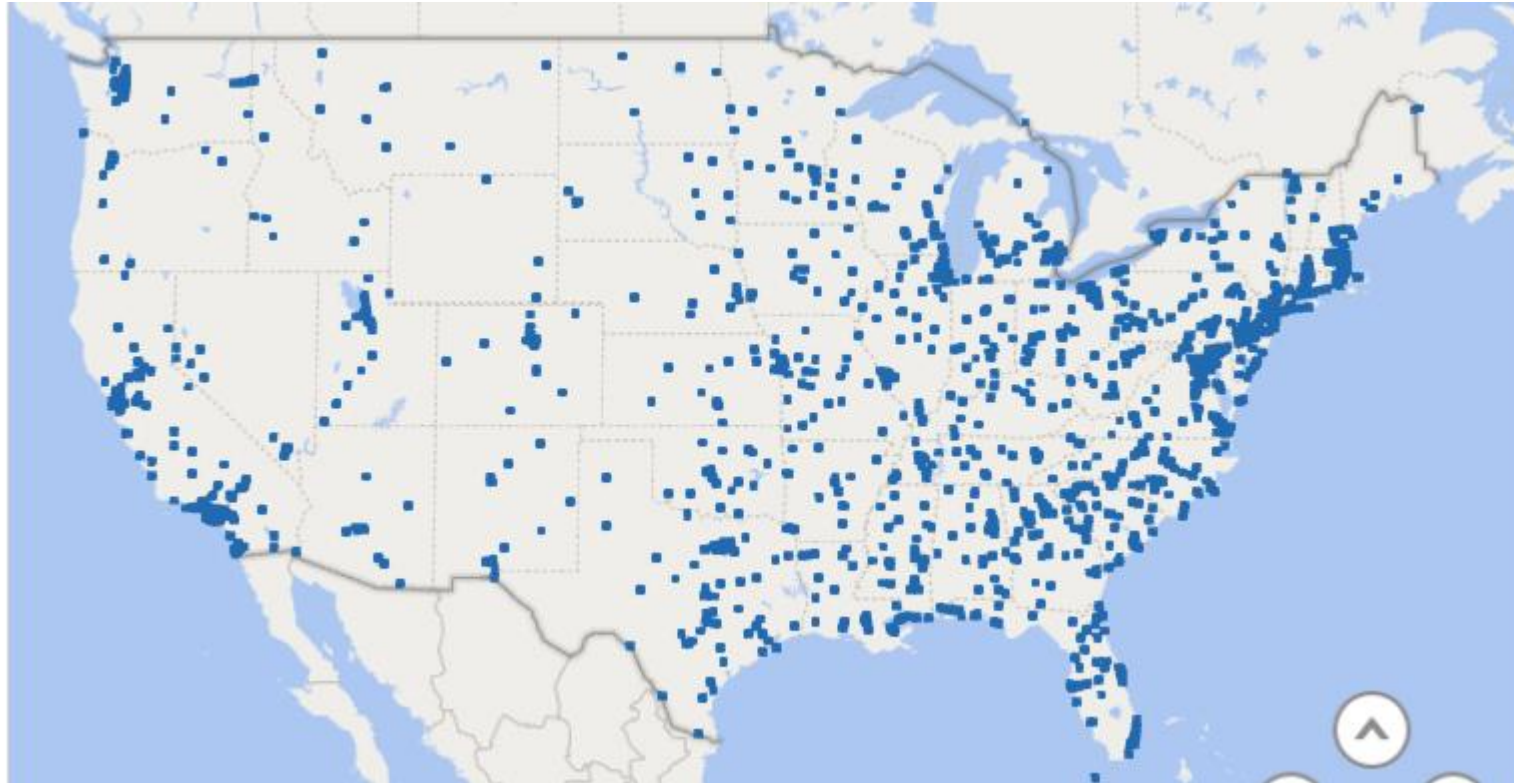
Developing Hypothesis

- How many _____
- Where are _____
- Who or what organizations is _____
- Do they purchase Products or Services?


Key approaches

- Quantitative
- Visual
- Referenced

Customer location



Customer location -



E	F	G	H	I	J	K	
Origin Customer Name	Origin City	Origin State	Origin Postal Code	Dest Customer Name	Dest City	Dest State	Dest
DLA DISTRIBUTION SUSQUEHANNA EAST	NEW CUMBERLAND	PA	170705001	0263 AD BN 02 BTY A MAMD AVEN	SENECA	SC	2967
AIR FILTERS INC	RICHMOND	VA	23234	NAVSUP FLC MPC LITTLE CREEK	VIRGINIA BEACH	VA	2345
DLA DISTRIBUTION SUSQUEHANNA WEST	MECHANICSBURG	PA	170550789	CRESTWOOD METALS	HOLBROOK	NY	1174
TRANSPORTATION OFFICER 559-998-0830	LEMOORE	CA	932465001	DELIVER PIER SIDE FOR USS NIMITZ	SAN DIEGO	CA	9213
DEFENSE DEPOT TRACY	TRACY	CA	95304	FY9150 60 APS TRK INTRANSIT CA	TRAVIS AFB	CA	9453
DEFENSE DEPOT TRACY	TRACY	CA	95304	W6KE BT COLLINS USAR CENTER	SACRAMENTO	CA	9582
DLA DISTRIBUTION WARNER ROBINS	ROBINS AFB	GA	310981887	LOCKHEED MARTIN AERO GFP EY9221	MARIETTA	GA	3006
ANNISTON ARMY DEPOT	ANNISTON	AL	36201	W7M3 USPFO ACITIVITY GA ARNG	ATLANTA	GA	3031
DRIVELINE INC	SUNRISE	FL	33351	W8T3 UT ARNG FMS 1	SOUTH OGDEN	UT	8440
DLA DISTRIBUTION NORFOLK VIRGINIA	NORFOLK	VA	235113340	GOVERNMENT LIQUIDATION GL	GROVEPORT	OH	4312
DEFENSE DEPOT TRACY	TRACY	CA	95304	USDA FS FEPP	GLENWOOD SPGS	CO	8160
DEFENSE DEPOT TRACY	TRACY	CA	95304	DLA DISTRIBUTION CORPUS CHRIST	CORPUS CHRISTI	TX	7841
DEFENSE DEPOT TRACY	TRACY	CA	95304	SUPO M21440	SAN DIEGO	CA	9213
DEFENSE DEPOT TRACY	TRACY	CA	95304	MILITARY SEALIFT COMMAND	SAN DIEGO	CA	9212
CHARLESTON ALUMINUM	GASTON	SC	29053	ROUND THE WORLD LOGISTICS CORP	LINDEN	NJ	0703
MENLO GOVT SVCS DTCI SHIPMENT	CORPUS CHRISTI	TX	784195208	W6YJ USALRCTR FT RUCKER	FORT RUCKER	AL	3636
DLA DISTRIBUTION SUSQUEHANNA EAST	NEW CUMBERLAND	PA	170705001	0150 AV BN 01 CO E DET 2	WHEELING	WV	2600
DEFENSE DEPOT TRACY	TRACY	CA	95304	W8A4 RSMS	LIMESTONE	ME	0475
DEFENSE DEPOT TRACY	TRACY	CA	95304	W8S6 KS ARNG FMS 7	KANSAS CITY	KS	6610
DLA DISTRIBUTION SUSQUEHANNA EAST	NEW CUMBERLAND	PA	170705001	UNITED STATES NAVAL ACADEMY	ANNAPOLIS	MD	2140
DLA DISTRIBUTION SUSQUEHANNA EAST	NEW CUMBERLAND	PA	170705001	0153 AR SQ 01 TRP C RECON TRP	TALLAHASSEE	FL	3231

Origin/Destination/Total Weight

Row Labels	Sum of Total Weight
ABERDEEN PROVING GROUND	37050
MECHANICSBURG	37050
ADAMSTOWN	5301
NEW CUMBERLAND	5301
AKRON	13755
NEW CUMBERLAND	7728
TEXARKANA	1496
TRACY	4531
ALBANY	4865543
ABERDEEN PROVING GRO	2754
ALTUS AFB	381
ANNISTON	41129
ANNVILLE	210
ARLINGTON	2576
ATLANTA	1033
AUGUSTA	819
BARLING	440

New feature

- Taking two or more cells of interest -> creating a new cell
- =F2&" - " &J2

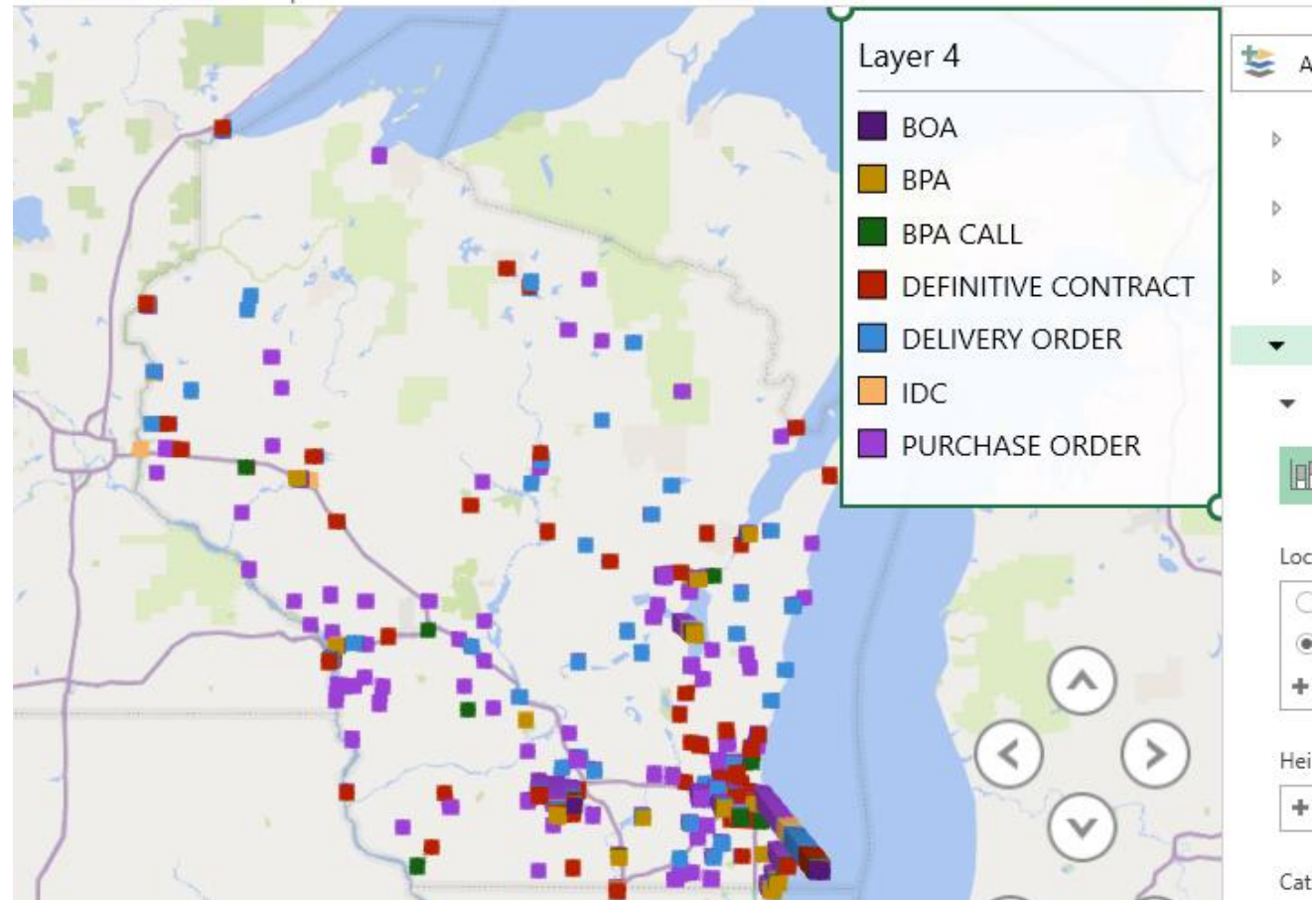
F	G	H	I	J
Origin City	Origin State	Origin Postal Code	Dest Customer Name	Dest City
NEW CUMBERLAND	PA	170705001	0263 AD BN 02 BTY A MAMD AVEN	SENECA
RICHMOND	VA	23234	NAVSUP FLC MPC LITTLE CREEK	VIRGINIA BEACH

- & = “text addition”
- New Cumberland “space – space” Seneca
- Becomes
- New Cumberland – Seneca – which is a unique text entry for sorting

Origin/Destination/Total Weight – new feature

Row Labels	Sum of Total Weight
BARSTOW - BEAUMONT	2,146,080
ALBANY - YERMO	1,909,276
MARENGO - ALBANY	1,584,000
CINCINNATI - MARENGO	1,380,000
MULLINS - MARENGO	1,301,762
MARENGO - TRACY	1,073,088
EVANSVILLE - HODGKINS	859,522
NEW CUMBERLAND - MCGUIRE AFB	801,801
TEXARKANA - MCALESTER	662,402
EVANSVILLE - MARENGO	656,892
MECHANICSBURG - ANNISTON	651,372
NEW CUMBERLAND - TRACY	630,788
NEW CUMBERLAND - TEXARKANA	620,854
KANSAS CITY - ALBANY	530,000
NEW CUMBERLAND - HOLBROOK	515,831
NEW CUMBERLAND - GROVEPORT	500,265

Another look at geographical award data



March 17, 2020

Analyzing Socio-economic programs

Is Vendor	Is Vendor	Is Vendor	Is Vendor	Is Vendor	Contracting Officers Business Size Selection	Action Obligation	Size	8a	HZ	W	SDV	SCSD	Multi
NO	NO	NO	NO	NO	OTHER THAN SMALL BUSINESS	\$654,391,405.32	LB	N	N	N	N	N	NNNNN
NO	NO	NO	NO	NO	SMALL BUSINESS	\$118,211,973.36	SB	N	N	N	N	N	NNNNN
NO	NO	NO	NO	YES	SMALL BUSINESS	\$57,138,895.19	SB	N	N	N	N	Y	NNNNY
NO	NO	NO	YES	NO	OTHER THAN SMALL BUSINESS	\$21,155,223.80	LB	N	N	N	Y	N	NNNYN

New Feature

Multi
NNNNN
NNNNN
NNNNY
NNNYN

Size	SB	
Row Labels	Sum of Action Obligation	
NNNNN	\$36,961,529,586.78	Small Business - no socio-economic
YNNNY	\$8,112,167,093.40	8(a) - Self certified SDB
NNNNY	\$6,524,478,515.71	Self certified SDB
NNNYN	\$5,576,621,787.21	SDVOSB
NNYNN	\$4,732,800,176.08	WOSB
NNYNY	\$2,123,462,236.28	WOSB - Self certified SDB
YNYNY	\$1,806,725,387.08	8(a) - WOSB - Self certified SDB
NNNYN	\$1,718,532,329.98	SDVOSB - Self certified SDB
NYNNN	\$1,637,930,178.36	HUBZone
YNNYY	\$1,194,368,596.35	
YYNNY	\$1,069,513,489.63	



Analyzing Socio-economic programs

Contracting Officers Business Size Selection	
Count of Multi	
Row Labels	Grand Total
DEFENSE ADVANCED RESEARCH PROJECTS AGENCY (DARPA)	11
DEFENSE COMMISSARY AGENCY (DECA)	23
DEFENSE CONTRACT MANAGEMENT AGENCY (DCMA)	27
DEFENSE COUNTERINTELLIGENCE AND SECURITY AGENCY	17
DEFENSE FINANCE AND ACCOUNTING SERVICE (DFAS)	14
DEFENSE HEALTH AGENCY (DHA)	24
DEFENSE HUMAN RESOURCES ACTIVITY	17
DEFENSE INFORMATION SYSTEMS AGENCY (DISA)	27
DEFENSE LOGISTICS AGENCY	31
DEFENSE MEDIA ACTIVITY (DMA)	15
DEFENSE MICROELECTRONICS ACTIVITY (DMEA)	11
DEFENSE SECURITY COOPERATION AGENCY	8
DEFENSE THREAT REDUCTION AGENCY (DTRA)	21
DEPT OF DEFENSE EDUCATION ACTIVITY (DODEA)	20
DEPT OF THE AIR FORCE	31
DEPT OF THE ARMY	32
DEPT OF THE NAVY	32
INSPECTOR GENERAL, OFFICE OF	1
MISSILE DEFENSE AGENCY (MDA)	20
U.S. CYBER COMMAND	8
U.S. SPECIAL OPERATIONS COMMAND (USSOCOM)	20
UNIFORMED SERVICES UNIVERSITY OF THE HEALTH SCIENCES (USUHS)	12
USTRANSCOM	18
WASHINGTON HEADQUARTERS SERVICES (WHS)	28
Grand Total	468

There are 32 combinations of the socio economic programs

March 17, 2020

Customers – acquisition vehicles

DEFENSE LOGISTICS AGENCY	\$44,129,967,707.17
BOA	\$0.00
BPA	\$0.00
BPA CALL	\$123,068,368.84
DEFINITIVE CONTRACT	\$3,403,884,527.17
DELIVERY ORDER	\$35,379,032,471.71
IDC	\$0.00
PURCHASE ORDER	\$5,223,982,339.45
DEPT OF THE ARMY	\$94,806,367,161.27
BOA	\$0.00
BPA	\$0.00
BPA CALL	\$1,343,494,741.57
DEFINITIVE CONTRACT	\$47,704,683,791.46
DELIVERY ORDER	\$43,773,284,659.80
IDC	\$0.00
PURCHASE ORDER	\$1,984,903,968.44
DEPT OF THE NAVY	\$120,107,463,242.86
BOA	\$0.00
BPA	\$0.00
BPA CALL	\$496,114,127.28
DEFINITIVE CONTRACT	\$77,449,217,367.25
DELIVERY ORDER	\$40,201,156,768.89
IDC	\$0.00
PURCHASE ORDER	\$1,960,974,979.44

UPCOMING TRAINING - EVENTS

ACQUISITION HOUR LIVE WEBINARS SERIES

▪ March 18, 2020

Creating Advanced Queries with the Federal Procurement Data System (FPDS)

[CLICK HERE](#) for additional information
Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

▪ March 20, 2020

How the CyberSecurity Maturity Model Certification (CMMC) Will Impact Your Business

[CLICK HERE](#) for additional information
Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

▪ April 8, 2020

Understanding & Protecting the DOD Supply Chain

[CLICK HERE](#) for additional information
Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

▪ April 24, 2020

How the CyberSecurity Maturity Model Certification (CMMC) Will Impact Your Business

[CLICK HERE](#) for additional information
Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

ACQUISITION HOUR LIVE WEBINARS SERIES

- April 29, 2020

Economic Espionage – Awareness of Threats & Resources for Gov't Contractors

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement
Institute (WPI)

14TH ANNUAL WISCONSIN GOVERNMENT BUSINESS OPPORTUNITIES CONFERENCE (GOBC)

June 24 - June 25

Details

Start:
June 24

End:
June 25

Event Categories:
Conference, WPI Events

Organizer

Hilary DeBlois

Phone:
(414) 688-3882

Email:
hilaryd@wispro.org

Save the Date for the 14th Annual Wisconsin Government Business Opportunities Conference (GOBC) in partnership with Volk Field ANG and Fort McCoy, June 24 and 25th, 2020.

Venue

Volk Field Air National Guard Base
100 Independence Drive, Building 475
Camp Douglas, WI 54618 United States + [Google Map](#)



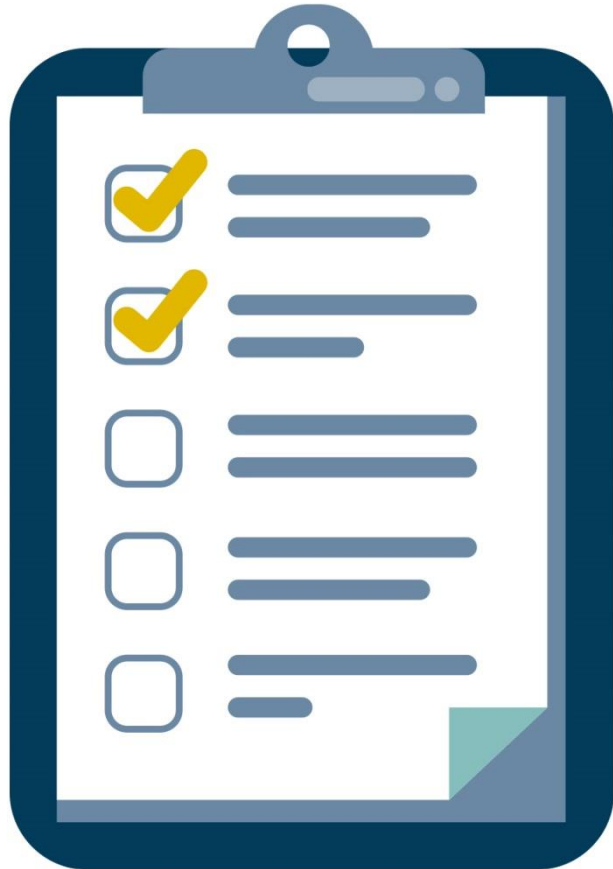
A CRITICAL NOTICE FROM WPI

- If you are a current **FEDERAL / DOD CONTRACTOR** or **SUBCONTRACTOR** – you may have **CYBER – DATA SECURITY REQUIREMENTS** in your contract.
- If you are responding to any **CURRENT FEDERAL SOLICITATIONS** - be aware of your obligations:
 - Key clauses are 52.204-21, 252.204-7008 and 252.204-7012
 - Review for other possible requirements
- If you are a **DOD CONTRACTOR** or **SUBCONTRACTOR** – you will have new **CYBER COMPLIANCE – CERTIFICATION REQUIREMENTS** that may impact your business as early as the end of this calendar year.
 - See: <https://www.acq.osd.mil/cmmc> and <https://www.cmmcab.org> for more up to date information.
 - *Contact Marc Violante at WPI - marcv@wispro.org or 920-456-9990*

QUESTIONS?



SURVEY



CONTINUING PROFESSIONAL EDUCATION



CPE Certificate available, please contact:

Benjamin Blanc

benjaminb@wispro.org

PRESENTED BY

Wisconsin Procurement Institute (WPI)

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