

TOOLS AND RESOURCES TO USE FOR GAINING A BETTER UNDERSTANDING OF YOUR FEDERAL CUSTOMERS

Acquisition Hour Webinar

July 24, 2020



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 COUNSELING** – At our offices, at clients facility or via telephone/GoToWebinar
- **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

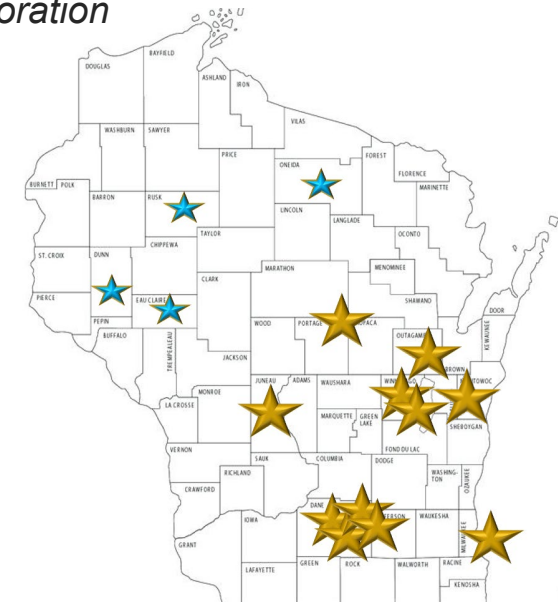
- *Indianhead Community Action Agency*

▪ RHINELANDER

- *Nicolet Area Technical College*

▪ GREEN BAY

- *Advance Business & Manufacturing Center*





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BLOG SERVICES ABOUT **CLIENT PORTAL** SPONSORSHIP CONTACT



- EVENT CALENDAR
- FEDERAL GOVERNMENT
- STATE & LOCAL GOVERNMENT
- GRANTS
- SUCCESS & AWARDS
- FAQS

CURRENT EDITION OF THE WPI NEWSLETTER

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](#)

UNDERSTANDING YOUR CUSTOMER

Marc N. Violante

Wisconsin Procurement Institute

July 24, 2020

“If you don’t know where your are going any road will get your there”

Lewis Carroll

BACKGROUND STATISTICS – FY19 - GENERAL

- 2,721 contracting offices
- 13,144 Funding offices
- Number of Actions – 76,982,077
 - Most, one contracting office – 66,414,268 (86%)
 - Top 15 contracting offices account for 97% of all actions
 - Offices with less than 365 (1 per day) account for only 1,903 actions
- Conclusion – The system is huge, complex and takes time and information/data to understand and maximize one's efforts

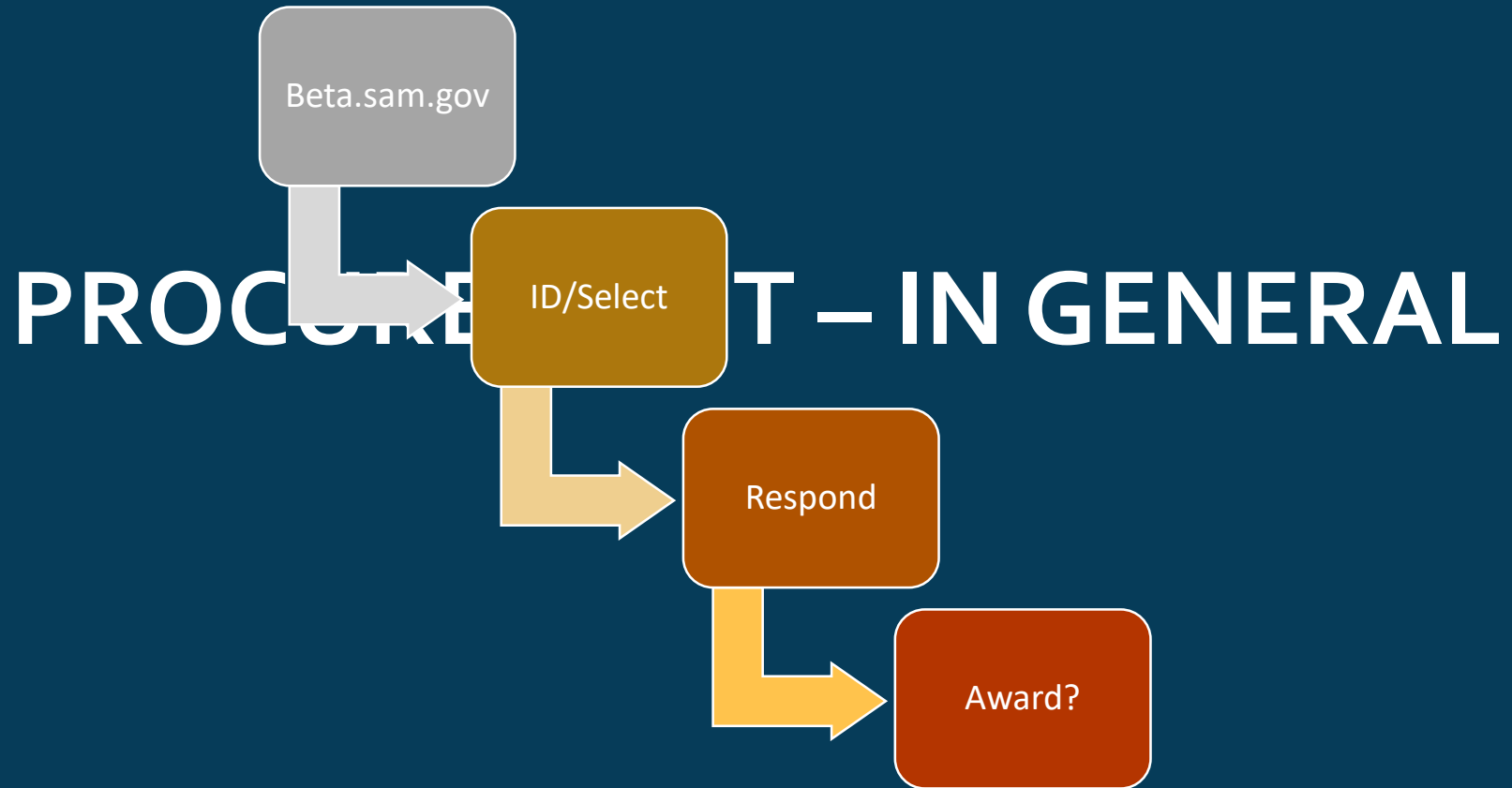
STATISTICS – MORE SPECIFIC

- NAICS 541330 – Engineering Services
 - 1,061 Contracting Offices
- Overall Small Business awarded – 25%

Contracting Offices with percentage of awards greater than -

Percentage	> 75%	> 80%	> 90%	> 95%
Number	334	318	289	266

- Number of Contracting Offices with percentage of awards to Small Businesses < 25% = 550



INFORMATION SOURCES

Strategic Plans

- GAP analysis
- Insight on what is important & directions

Agency Forecasts

- Annual & updates
- Public
- Overview of immediate horizon – value + set aside

Beta.sam.gov

- Current opportunities

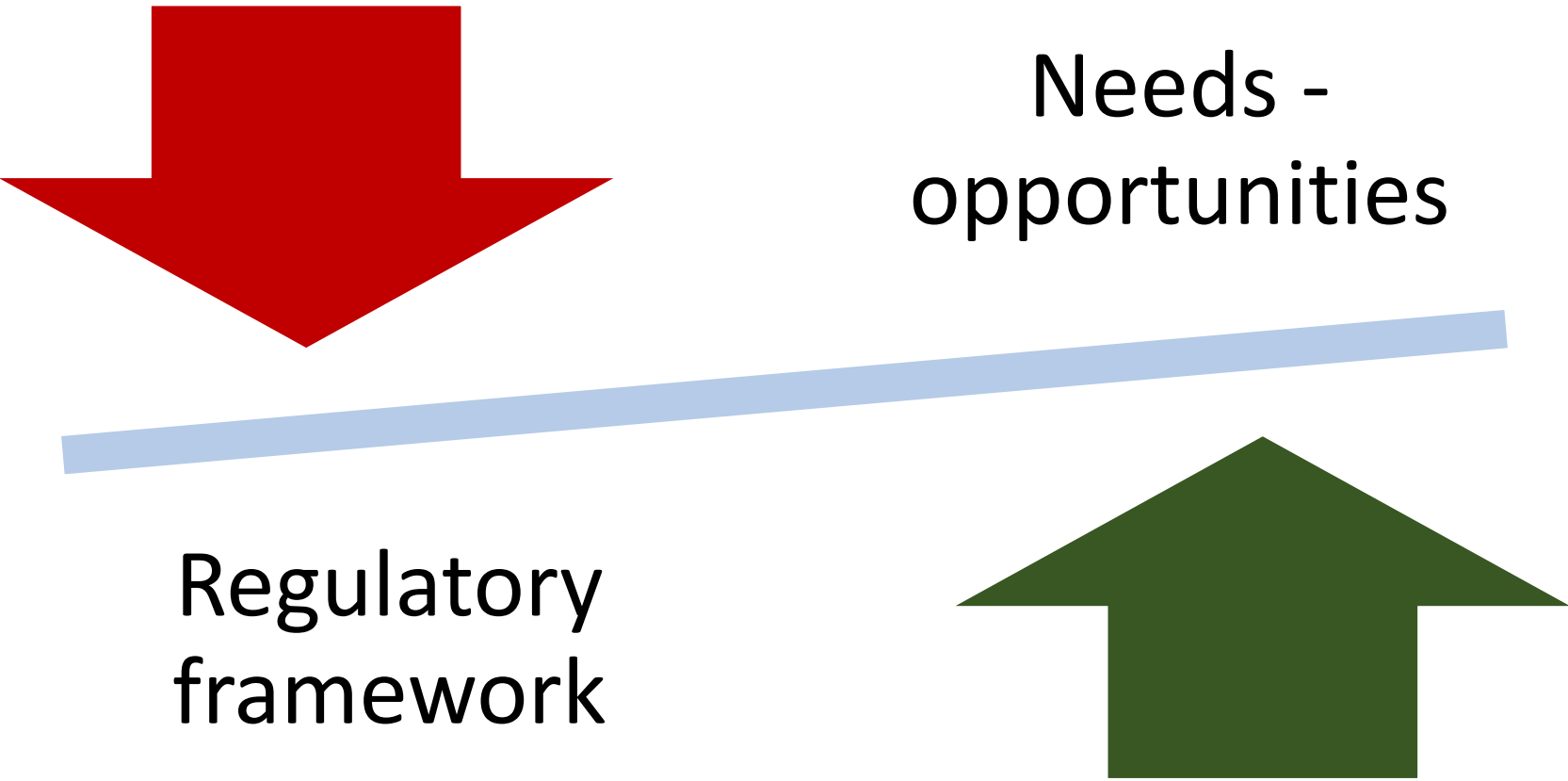
FPDS

- Awards
- Public / Searchable
- > 200 Data Elements

PROCUREMENT DRIVERS - EXAMPLES

- Seasonal – snow removal | window washing | landscaping
- MRO – maintenance | repair | operations
- Emergency – Pandemic | Hurricane | Tornado | Flood | Other
- New requirement – Space Force
- Innovation – re-engine B52 could be 100 year airframe
- New initiatives & capabilities – e.g. AI
- Training
- Support
- General consumables
- Travel

BASIC PROCUREMENT SYSTEM



1.102 STATEMENT OF GUIDING PRINCIPLES FOR THE FEDERAL ACQUISITION SYSTEM.

(a) The vision for the Federal Acquisition System is to deliver on a timely basis the best value product or service to the customer, while maintaining the public's trust and fulfilling public policy objectives. Participants in the acquisition process should work together as a team and should be empowered to make decisions within their area of responsibility.

(b) The Federal Acquisition System will-

(1) Satisfy the customer in terms of cost, quality, and timeliness of the delivered product or service by, for example-

(i) Maximizing the use of commercial products and services;

(ii) Using contractors who have a track record of successful past performance or who demonstrate a current superior ability to perform; and

(iii) Promoting competition;

(2) Minimize administrative operating costs;

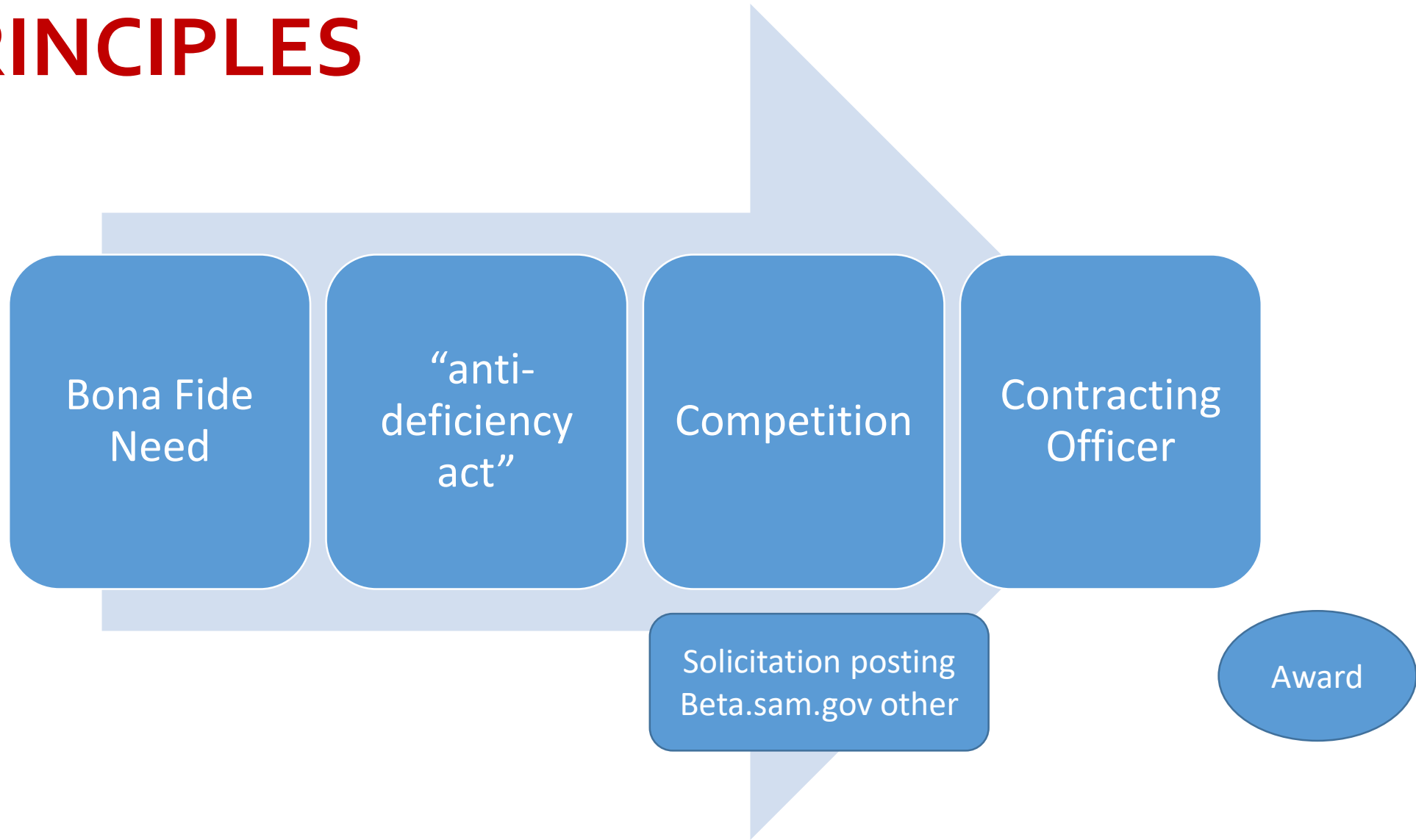
(3) Conduct business with integrity, fairness, and openness; and

(4) Fulfill public policy objectives.

(c) The Acquisition Team consists of all participants in Government acquisition including not only representatives of the technical, supply, and procurement communities but also the customers they serve, and the contractors who provide the products and services.

(d) The role of each member of the Acquisition Team is to exercise personal initiative and sound business judgment in providing the best value product or service to meet the customer's needs. In exercising initiative, Government members of the Acquisition Team may assume if a specific strategy, practice, policy or procedure is in the best interests of the Government and is not addressed in the FAR, nor prohibited by law (statute or case law), Executive order or other regulation, that the strategy, practice, policy or procedure is a permissible exercise of authority.

4 PRINCIPLES



BONA FIDE NEEDS RULE

- Over a century ago, the Comptroller of the Treasury stated, “An appropriation should not be used for the purchase of an article not necessary for the use of a fiscal year in which ordered merely in order to use up such an appropriation.” 8 Comp. Dec. 346, 348 (1901).
- The bona fide needs rule is one of the fundamental principles of appropriations law:
 - A fiscal year appropriation may be obligated only to meet a legitimate, or bona fide, need arising in, or in some cases arising prior to but continuing to exist in, the fiscal year for which the appropriation was made.

CONGRESSIONAL APPROPRIATIONS - REQUIRED

- Regardless of the nature of the payment—salaries, payments promised under a contract, payments ordered by a court, whatever—a federal agency may not make a payment from the United States Treasury unless Congress has made the funds available. As the Supreme Court stated well over a century more than 150 years ago:
 - “However much money may be in the Treasury at any one time, not a dollar of it can be used in the payment of any thing not... previously sanctioned [by a congressional appropriation].”

ANTIDEFICIENCY ACT

- “(a)(1) An officer or employee of the United States Government or of the District of Columbia government may not—
 - “(A) make or authorize an expenditure or obligation exceeding an amount available in an appropriation or fund for the expenditure or obligation; or
 - “(B) involve either government in a contract or obligation for the payment of money before an appropriation is made unless authorized by law.”

RED-TAPE CONSIDERATIONS

- Agencies may not spend, or commit themselves to spend, in advance of or in excess of appropriations. 31 U.S.C. § 1341 (Antideficiency Act).
- Appropriations may be used only for their intended purposes. 31 U.S.C. § 1301(a) (“purpose statute”).
- Appropriations made for a definite period of time may be used only for expenses properly incurred during that time. 31 U.S.C. § 1502(a) (“bona fide needs” statute).
- Unless authorized by law, an agency may not keep money it receives from sources other than congressional appropriations, but must deposit the money in the Treasury. 31 U.S.C. § 3302(b) (“miscellaneous receipts” statute)

1.602-1 AUTHORITY.

- (a) Contracting officers have authority to enter into, administer, or terminate contracts and make related determinations and findings. Contracting officers may bind the Government only to the extent of the authority delegated to them. Contracting officers shall receive from the appointing authority (see [1.603-1](#)) clear instructions in writing regarding the limits of their authority. Information on the limits of the contracting officers' authority shall be readily available to the public and agency personnel.
- (b) No contract shall be entered into unless the contracting officer ensures that all requirements of law, executive orders, regulations, and all other applicable procedures, including clearances and approvals, have been met.

13.104 PROMOTING COMPETITION.

- The contracting officer must promote competition to the maximum extent practicable to obtain supplies and services from the source whose offer is the most advantageous to the Government, considering the administrative cost of the purchase.
- (a) The contracting officer must not-
 - (1) Solicit quotations based on personal preference; or
 - (2) Restrict solicitation to suppliers of well-known and widely distributed makes or brands.
- (b) If using simplified acquisition procedures and not providing access to the notice of proposed contract action and solicitation information through the Governmentwide point of entry (GPE), maximum practicable competition ordinarily can be obtained by soliciting quotations or offers from sources within the local trade area. Unless the contract action requires synopsis pursuant to [5.101](#) and an exception under [5.202](#) is not applicable, consider solicitation of at least three sources to promote competition to the maximum extent practicable. Whenever practicable, request quotations or offers from two sources not included in the previous solicitation.

3 CRITERIA – CONTRACTING TRIANGLE



7/24/2020

CONSIDERATIONS – IS THERE A BETTER APPROACH?

24

- Field of vision (breadth of needs) is limited
- Time constrained –
 - Act now or lose out
- Reactionary v. Planned
- Resources
 - Identification, communication, selection
- Response - ability to plan
 - Understanding the need
 - Understanding the requirements

THE NEED FOR A BETTER STRATEGY

Activity around July 24, 2019

Date	Number of Actions	Action Obligation
07/17/2019	32,594	\$1,190,141,080.83
07/18/2019	23,817	\$2,417,325,400.08
07/19/2019	16,324	\$1,760,200,884.63
07/20/2019	3,349	\$38,885,035.66
07/21/2019	1,732	\$45,763,755.82
07/22/2019	21,254	\$1,299,235,979.29
07/23/2019	22,177	\$1,546,767,643.25
07/24/2019	22,773	\$1,678,485,929.07
07/25/2019	23,128	\$1,882,740,111.53
07/26/2019	18,955	\$2,008,608,142.58
07/27/2019	3,305	\$77,196,343.44
07/28/2019	1,771	\$38,157,640.89
07/29/2019	21,889	\$1,669,012,201.16
07/30/2019	24,007	\$2,500,461,558.47
07/31/2019	33,171	\$4,892,706,709.85
08/01/2019	48,257	\$2,167,685,658.13

Activity: largest FY-2019

Date Signed	Actions	Action Obligation
09/30/2019	26,222,498	\$12,306,772,855.36
06/25/2019	12,286,203	\$2,181,713,308.23
10/19/2018	6,800,283	\$1,425,315,550.34
05/10/2019	6,162,894	\$1,813,263,709.62
02/21/2019	4,327,350	\$2,096,358,503.12
10/16/2018	3,215,832	\$1,052,269,966.31
08/20/2019	2,402,187	\$1,814,774,197.73
09/27/2019	1,839,533	\$11,714,197,716.76
04/26/2019	1,705,571	\$2,133,959,740.10
10/15/2018	1,459,608	\$924,170,994.89
07/01/2019	1,292,901	\$4,267,900,250.98
06/30/2019	822,013	\$945,317,540.94

TOPICS TO CONSIDER

As a first step, companies should ask a variety of questions such as:

1. How do they buy – What procurement vehicles are used?
2. What do they buy? Products/Services – MRO?
3. How competitive is the market? – Number of offers
4. How many contracts are awarded during a time-frame

WHY ARE THESE QUESTIONS IMPORTANT?

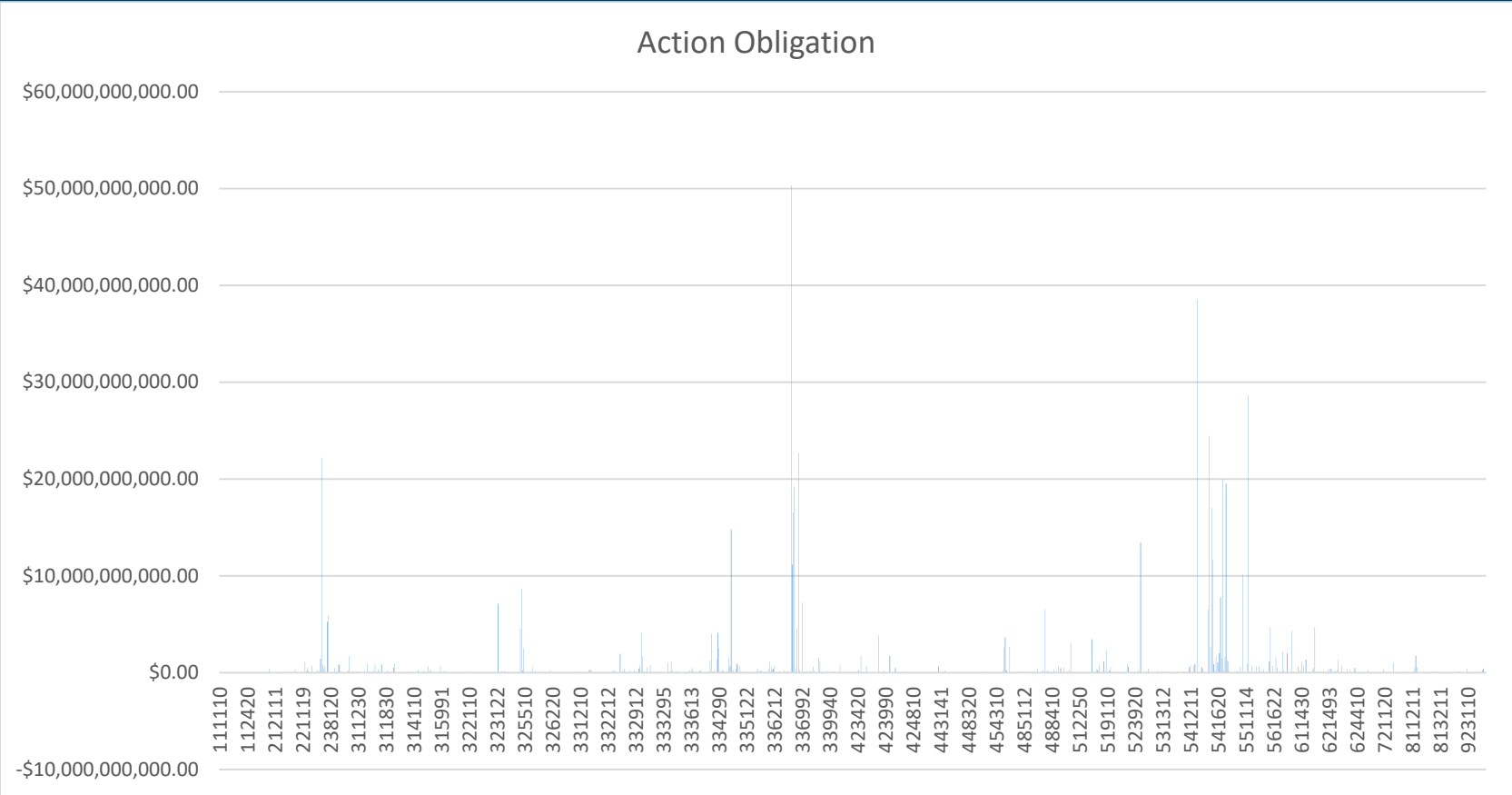
- A quick example –
 - Business: revenue goal - \$150,000
 - Average contract - \$5,000
 - Number of contracts needed for \$150,000 = 30
- Question: what other factors should be considered?

THE EXAMPLE CONTINUED

- What is the bid-to-win ratio?
 - Assume 10::1
 - Therefore if 30 contracts are needed to drive \$150,000 in revenue
 - The company will need to respond to 300 opportunities
 - 30 contracts X 10 responses per award
 - 300 is more than 1 opportunity per business day – excluding holidays!
 - $52 \times 5 = 260$

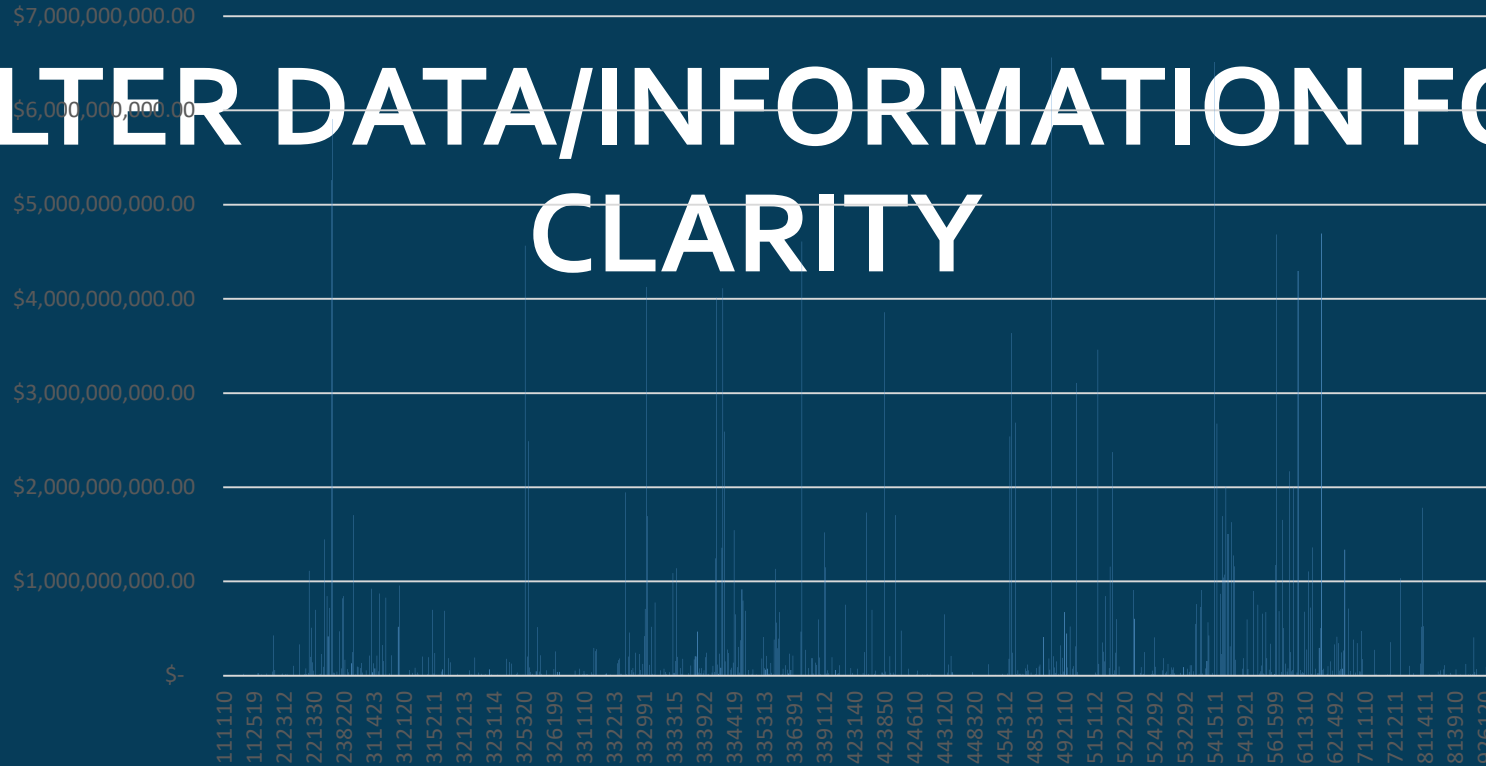
REALITY CHECK

- Given the cost of customer acquisition – what does this mean?
- Also, if a response only requires 5 hours to read, review and respond
 - $5 \times 300 = 1,500$ hours
 - In general, there are 2,080 hours in a normal work year
 - Now there are around 580 hours to perform all aspects of 30 contracts!



Action Obligation < \$7.5B

FILTER DATA/INFORMATION FOR CLARITY



WHAT DOES YOUR CUSTOMER LOOK LIKE?

- What do they buy?
- How much do they buy?
- What contract vehicles do they use?
- What is the frequency of their purchases?
- What is the nominal dollar amount of their purchases?
- What drives their business
- What is the competition like?
- Are there solidly in-place incumbents?

STRATEGIC PLANS

- Google – “strategic plans” site:.gov
- Google – “strategic plans” site:.mil
- Google – “strategic plans” site:usda.gov
 - Site:<agency>.gov

[www.pic.gov](#) › content › quick-guides › Agency-Strate... › PDF

[Agency Strategic Plans - Performance Improvement Council](#)

Agency Strategic Plans. Overview. The Agency Strategic Plan, aligned or realigned at the beginning of each Presidential term, defines the agency's mission ...

[www.performance.gov](#) › about › objectives_about ›

[Strategic Objectives | Performance.gov](#)

Agency Strategic Plans and strategic objectives can be found by navigating to each agency's homepage through the agency dropdown below and in the menu ...

[www.doa.la.gov](#) › opb › faf › Revising_Five_Year_Str... › PDF

[revising five-year strategic plans - Division of Administration](#)

As a practical management maneuver, strategic plans should be evaluated on an annual basis for progress toward accomplishment of goals and objectives.

[www.doi.gov](#) › performance › strategic-planning ›

[Strategic Planning | U.S. Department of the Interior - DOI.gov](#)

In accordance with the Government Performance and Results Act (GPRA), agency strategic plans cover a five year period and are updated at least every four ...

[aspe.hhs.gov](#) › strategic-planning ›

[Strategic Planning | ASPE](#)

The Division of Strategic Planning strengthens the capacity of HHS to develop strategic plans that accelerate impact, improve outcomes, and achieve the HHS ...

[home.treasury.gov](#) › about › strategic-plan ›

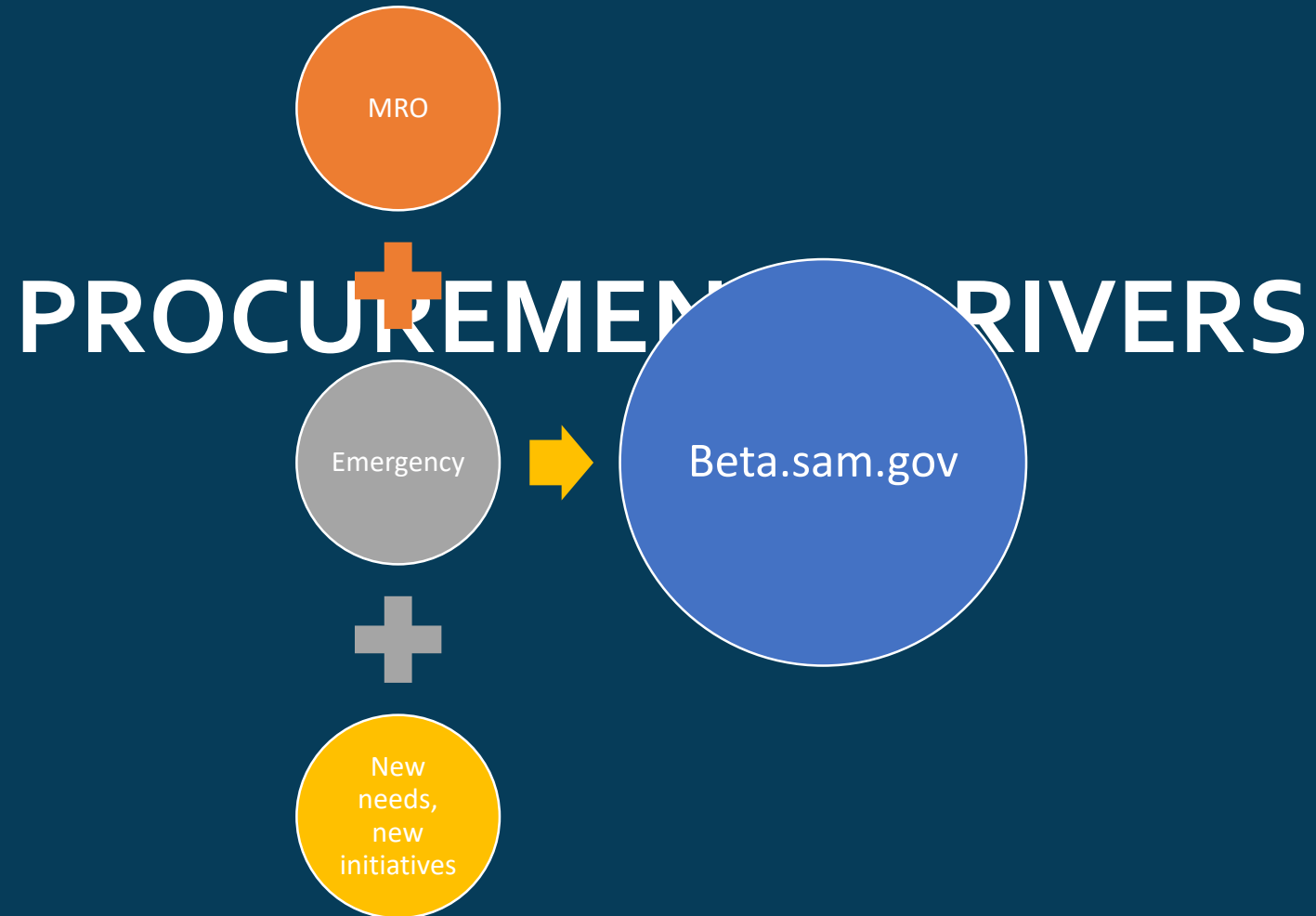
[Strategic Plan | U.S. Department of the Treasury](#)

Treasury Strategic Plan for Fiscal Years 2018–2022 (updated 2019): PDF Version | Reference Card · Previous Strategic Plans · Contact us to ask a question or ...

[www.waukeshacounty.gov](#) › StrategicPlanning ›

[Strategic Planning - Waukesha County](#)

Strategic Plans identify key issues facing the County through data collection and stakeholder involvement. Moving the County Forward through Strategic Planning?



WHAT DO THEY BUY?

- NAICS
- PSC
- Description of Requirement

STATISTICS ANOTHER PERSPECTIVE - 1

- PSC C = Architect Engineering Services
- There are 84 PSC in the "C" family
- See - <https://www.acquisition.gov/psc-manual> for PSC manual
- When PSC "C" is used – awards listed under 141 different NAICS
- Top 10 NAICS used

Count of NAICS Code	
NAICS Code	Total
541330	1483
541310	986
236220	195
541370	96
562910	79
541620	62
541990	33
541320	32
541350	29
541611	27
Grand Total	3022

7/24/2020

STATISTICS ANOTHER PERSPECTIVE (PSC'S)- 2

- FY-19 awards to SB – 76 PSC “C” codes
- 473 Contracting Offices – all NAICS
- 303 Contracting Offices – PSC “C” and NAICS - 541330

DIGGING DEEPER

Contracting Officers Business Size Selection		SMALL BUSINESS				
NAICS Code		541330				
				Data		
Contracting Office Name	Product or Service Code	Award or IDV Type	Sum of IDV Like	Sum of Action Obligation		
W2V6 USA ENG SPT CTR HUNTSVIL	C1BF	DELIVERY ORDER	1 \$	3,000.00		
	C211	DELIVERY ORDER	1 \$	(90,993.76)		
	C212	DELIVERY ORDER	1 \$	58,523,418.89		
	C214	DELIVERY ORDER	1 \$	37,340,680.25		
		IDC	1 \$	-		
C219	DELIVERY ORDER	1 \$	2,264,842.35			
	IDC	1 \$	-		\$ 98,040,947.73	
NAVFAC SOUTHWEST	C1AA	DELIVERY ORDER	1 \$	9,161,333.00		
	C1BA	DELIVERY ORDER	1 \$	-		
	C1BD	DELIVERY ORDER	1 \$	349,103.78		
	C1DB	DELIVERY ORDER	1 \$	10,870.55		
	C1EB	DELIVERY ORDER	1 \$	71,189.00		
	C1FD	DELIVERY ORDER	1 \$	95,969.02		
	C1LB	DELIVERY ORDER	1 \$	(6,805.15)		
	C1NE	DELIVERY ORDER	1 \$	-		
	C1NZ	DELIVERY ORDER	1 \$	-		
	C1PZ	DELIVERY ORDER	1 \$	-		
	C211	DELIVERY ORDER	1 \$	4,050,545.93		
		IDC	1 \$	-		
	C213	DELIVERY ORDER	1 \$	5,316,810.00		
	C214	DELIVERY ORDER	1 \$	-		
	C215	DELIVERY ORDER	1 \$	-		
	C219	DELIVERY ORDER	1 \$	36,114,465.36		
		IDC	1 \$	-		
	C220	DELIVERY ORDER	1 \$	675,570.53		
	IDC	1 \$	-		\$ 55,839,052.02	

Note: 3,270 of 4,508 awards were coded as either Delivery Order or IDC

7/24/2020

THE IMPACT OF IDV'S

Description

- PRE-SOLICITATION NOTICE: The Tomah VA Medical Center, 500 E Veterans St., Tomah, WI 54660, has a need for a **Multiple Award Task Order Contract (MATOC) solicitation for construction services**. The VA intends to award two or more Indefinite-Delivery Indefinite- Quantity (IDIQ) contracts for maintenance, repair, alteration, and new construction services with task orders ranging in value from \$2,000 to \$3,000,000. The maximum net value of all task orders and modifications issued under the resultant IDIQs shall not exceed \$22 Million.
- This MATOC solicitation includes a five (5) year ordering period from date of award.

Classification

- **Original Set Aside:** Service-Disabled Veteran-Owned Small Business (SDVOSB) Set-Aside (FAR 19.14)
- **Product Service Code:** Z1DZ - MAINTENANCE OF OTHER HOSPITAL BUILDINGS
- **NAICS Code:** 236220 - Commercial and Institutional Building Construction
- **Place of Performance:**
 - US Department of Veterans Affairs Tomah VA Medical Center , WI 54660
- Reference: <https://beta.sam.gov/opp/c7474bef38634fb3a0dd983c19ad09ec/view>

COMPETITION

Contracting Office Name	Contracting Office ID	Number of Offers Received	Actions
AVIATION DIVISION	15DD0A	2	1
AVIATION DIVISION	15DD0A	3	2
AVIATION LOGISTICS CENTER (ALC)000	70Z038		1,894
AVIATION LOGISTICS CENTER (ALC)000	70Z038	0	77
AVIATION LOGISTICS CENTER (ALC)000	70Z038	1	2,000
AVIATION LOGISTICS CENTER (ALC)000	70Z038	2	483
AVIATION LOGISTICS CENTER (ALC)000	70Z038	3	244
AVIATION LOGISTICS CENTER (ALC)000	70Z038	4	121
AVIATION LOGISTICS CENTER (ALC)000	70Z038	5	47
AVIATION LOGISTICS CENTER (ALC)000	70Z038	6	56
AVIATION LOGISTICS CENTER (ALC)000	70Z038	7	43
AVIATION LOGISTICS CENTER (ALC)000	70Z038	8	18
AVIATION LOGISTICS CENTER (ALC)000	70Z038	9	7
AVIATION LOGISTICS CENTER (ALC)000	70Z038	10	5
AVIATION LOGISTICS CENTER (ALC)000	70Z038	11	2
AVIATION LOGISTICS CENTER (ALC)000	70Z038	12	1
AVIATION LOGISTICS CENTER (ALC)000	70Z038	13	2
AVIATION LOGISTICS CENTER (ALC)000	70Z038	14	3
AVIATION LOGISTICS CENTER (ALC)000	70Z038	15	1
AVIATION LOGISTICS CENTER (ALC)000	70Z038	31	2

7/24/2020

HOW MUCH DO THEY BUY?

- Dollars – Action Obligation
- Actions – number of awards/modifications

WHAT CONTRACT VEHICLES DO THEY USE?

Award or IDV Type	Action Obligation	Actions
BOA	\$101,775,973.98	4,088
BPA	\$18,849,385.31	26,100
BPA CALL	\$15,474,714,100.18	841,907
DEFINITIVE CONTRACT	\$280,480,851,225.62	191,940
DELIVERY ORDER	\$284,202,734,436.98	74,802,732
FSS	\$191,933,989.00	73,239
GWAC	\$747,426.19	2,611
IDC	\$10,895,758,784.93	92,516
PURCHASE ORDER	\$18,182,535,018.80	946,988

PROCUREMENT VEHICLE

- 43 out of 483 = IDV
- ~ 10% (8.9%)
- 260 awards that received only 2 offers
- ~effectively 50% chance of win!
- GSA schedules used in 27% of awards

Contracting Office Name	Contracting Office ID	Number of Offers Received	PIID	Referenced IDV PIID	Actions
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FF00004C	GS21F0075X	2
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FF00004C	70Z03818DB20000I	3
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FF000047	70Z03818DB20000I	3
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FF00004E	70Z03818DB20000I	2
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FF00005C	70Z03818DB20000I	3
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FJ000007	SPRPA117GC101	1
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FJ000008	SPRPA117GC101	1
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FJ000012	SPRPA117GC101	1
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FJ000021	GS21F0041U	1
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FM000000	GS35F0511T	2
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FM000000	GS35F110DA	1
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FM000000	HSQDC12D00019	1
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FR000000	GS21F0001X	2
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819FS000000	GS02F0182Y	1
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819PA000000		1
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819PA000000		1
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819PA000000		1
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819PA000000		3
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819PA000000		2
AVIATION LOGISTICS CENTER (ALC)000	70Z038		2 70Z03819PA000000		3

7/24/2020

ATTR

Roughly:

- *Who
- *What
- *When
- *Where
- *How

>200 data elements

Report Name:

1 Select metrics

Action Obligation

Prompt values

2 Select attributes

Prompt values

Attributes

- [-] Award - IDV Information
 - [+] Department And Agency Informa
 - [+] Contract Identification
 - [+] Contract Dates
 - [+] Funding Source
 - [+] Contract Marketing Data
 - [+] Contract Information
 - [+] Legislative Mandates
 - [+] Product or Service Information
 - [+] Principal Place of Performance
 - [+] Product Origin
 - [+] Competition Information
 - [+] Transaction Information
 - [+] Vendor Information
 - [+] Vendor Socio Economic Data
 - [+] Business Size Selection
 - [+] Referenced IDV Information

Attribute Name	Description
No items.	

CONTRACT FINANCING

- Type of financing used to effect payment (progress payments, advance payments, etc.).
- This data element is mandatory for DoD, not for Civilian agencies. Enter the code that best indicates whether or not progress payments, advance payments, or other financing methods were used.

Code	Short Description
A	FAR 52.232-16 Progress Payments
C	Percentage of Completion Progress Payments
D	Unusual Progress Payments or Advance Payments
E	Commercial Financing
F	Performance-Based Financing
Z	Not Applicable

7/24/2020

TYPES OF MODIFICATIONS

Code	Short Description
A	Additional Work (new agreement, FAR part 6 applies)
B	Supplemental Agreement for work within scope
C	Funding Only Action
D	Change Order
E	Terminate for Default (complete or partial)
F	Terminate for Convenience (complete or partial)
G	Exercise an Option
H	Definitize Letter Contract
J	Novation Agreement
K	Close Out
L	Definitize Change Order
M	Other Administrative Action
N	Legal Contract Cancellation
P	Rerepresentation of Non-Novated Merger/Acquisition
R	Rerepresentation
S	Change PIID
T	Transfer Action
V	Vendor DUNS or Name Change - Non-Novation

W	Vendor Address Change
X	Terminate for Cause
Y	Add Subcontract Plan

WHO IS FUNDING THE PROCUREMENT?

- The buying office and the funding office may not be the same.
- Why is this important?

Attribute Name	Description
Funding Agency ID	
Funding Agency Name	
Funding Department ID	
Funding Department Name	
Funding Office ID	
Funding Office Name	
Is Funded by Foreign Entity (Foreign Funding) Code	
Is Funded by Foreign Entity (Foreign Funding) Description	
Reason for Inter Agency Contracting	

HAVE YOU IDENTIFIED YOUR CUSTOMER COSTS?

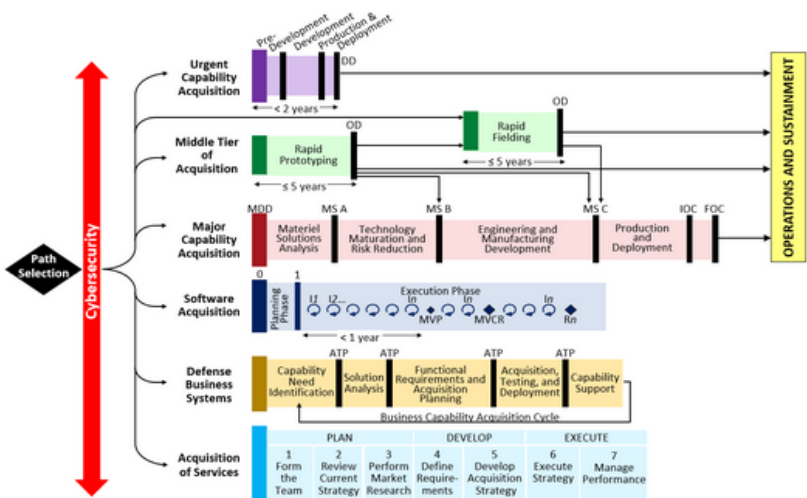
48

- What is the cost of customer acquisition?
- What is the cost of customer retention?

AWARENESS, UNDERSTANDING - ALIGNMENT

- What's changing?
- What's new?
- What are the drivers? What creates the need?
- Innovation
- AI
- Whitehouse Memo
 - Elements
- DoD
 - AAF
 - CMMC - cyber

ADAPTIVE ACQUISITION FRAMEWORK



A set of acquisition pathways to enable the workforce to tailor strategies to deliver better solutions faster.

[Jump to the Pathways](#)

[Help Me Select a Pathway](#)



“The Adaptive Acquisition Framework will be the most transformational acquisition policy change we’ve seen in decades.”

Ms. Ellen Lord, USD(A&S)

DoD's Next Generation of Government Acquisition



"We decided we didn't want a one-size fits all approach. Instead, we have developed an Adaptive Acquisition Framework that allows Program Managers to choose the right pathway for the work they are undertaking to deliver their capability to the Warfighter as quickly as possible."

– Ms. Stacy Cummings, PDASD Acquisition Enablers

[Read More](#)

<https://aaf.dau.edu/>

DAU Webcasts

Digital Readiness Drivers, Challenges, Opportunities 7.16.20

DAU Webcasts
73 videos

Digital Readiness Drive... 1:15:18
This presentation will outline some of the fundamental drivers for...

Introduction to Fiscal L... 1:31:18
Discussion about the federal laws that govern appropriated funds...

Digital Readiness Age ... 1:23:18
The digital transformation is fundamentally changing the state...

Think Differently Series... 1:25:02
In his book "Call Sign Chaos", Secretary Mattis said "If you don't..."

Defense Small Busines... 59:30
Come join us! Defense Counterintelligence and Security...

OSD Cost Assessment ... 1:17:15

Welcome About This Week's Program FAQ

July 20, 2020

M-20-28

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

FROM: Russell T. Vought
Acting Director



SUBJECT: Buying for America

Through smart buying for America, we will deliver the services our citizens need more rapidly while strengthening our nation's economic recovery from the effects of the pandemic. The Federal Government is the largest and single-most impactful buyer in the world. In Fiscal Year 2019, federal buying offices across the Nation spent more than a half trillion dollars for products and services – almost half of our discretionary budget. The government transacted with nearly 130,000 entities, two-thirds of which are small businesses, for a wide range of needs, from defense and construction to information technology (IT), health care, professional services and transportation and logistics. More than 90 percent of the products purchased were U.S.-made.

<https://www.whitehouse.gov/wp-content/uploads/2020/07/M-20-28.pdf>

7/24/2020

NEW INITIATIVES CAN CREATE OPPORTUNITIES

- Take full advantage of acquisition flexibilities and innovative tools.
 - This week, the President's Management Agenda unveiled a new cross-agency priority goal (CAP Goal) on "frictionless acquisition."
- Use the resources of category management.
- Leverage small businesses, the AbilityOne Program, and Historically Black Colleges and Universities (HBCUs)
- Buy American.
 - E.O. 13881 strengthens the general preference for American-made goods and, for the first time in 65 years, increases the percentage of U.S. manufactured content that must be in a product to qualify for the preference

GOVERNMENT-WIDE CATEGORY MANAGEMENT

- Tier 3, Best-in-Class (BIC) Solutions – Dollars obligated on Best-in-Class contracts.
- Tier 2, Multi-Agency Solutions – Dollars obligated on multi-agency contracts that satisfy rigorous standards set for leadership, strategy, data, tools, and metrics.
- Tier 1, Mandatory-Use Agency-Wide Solutions – Dollars obligated on agency-wide contracts with mandatory-use or mandatory-consideration policies, along with standards set for data-sharing and other criteria.
- Tier 0, Spend NOT Aligned to Category Management Principals – Dollars obligated on contracts that do not fit into one of the three tiers above. Agencies should analyze Tier 0 spend to find opportunities for shifting to higher-tier solutions.

UNDERSTAND PROGRAMS & PHILOSOPHY

- Using vetted, approved buying channels like Best-in-Class solutions helps bring more of the government's spend under management. As agencies work to increase SUM, the government **will build** more robust government-wide **buying data**, that will result in **keener insights** on buying behaviors and ultimately result in better means of improving the way the government buys common goods and services.

BEST-IN-CLASS & SPEND UNDER MANAGEMENT

- The Best-in-Class acquisition designation identifies government-wide contracts that satisfy key criteria defined by the Office of Management and Budget (OMB). Best-in-Class solutions are vetted, well-managed, and recommended—and in some cases required¹—for use.
 - Maximize the government’s shared purchasing power, allowing agencies to leverage volume discounts;
 - Help agencies operate more efficiently by reducing administrative costs and contract duplication; and
 - Expand collection and sharing of government-wide buying data, leading to better-informed business decisions.

ACQUISITION GATEWAY

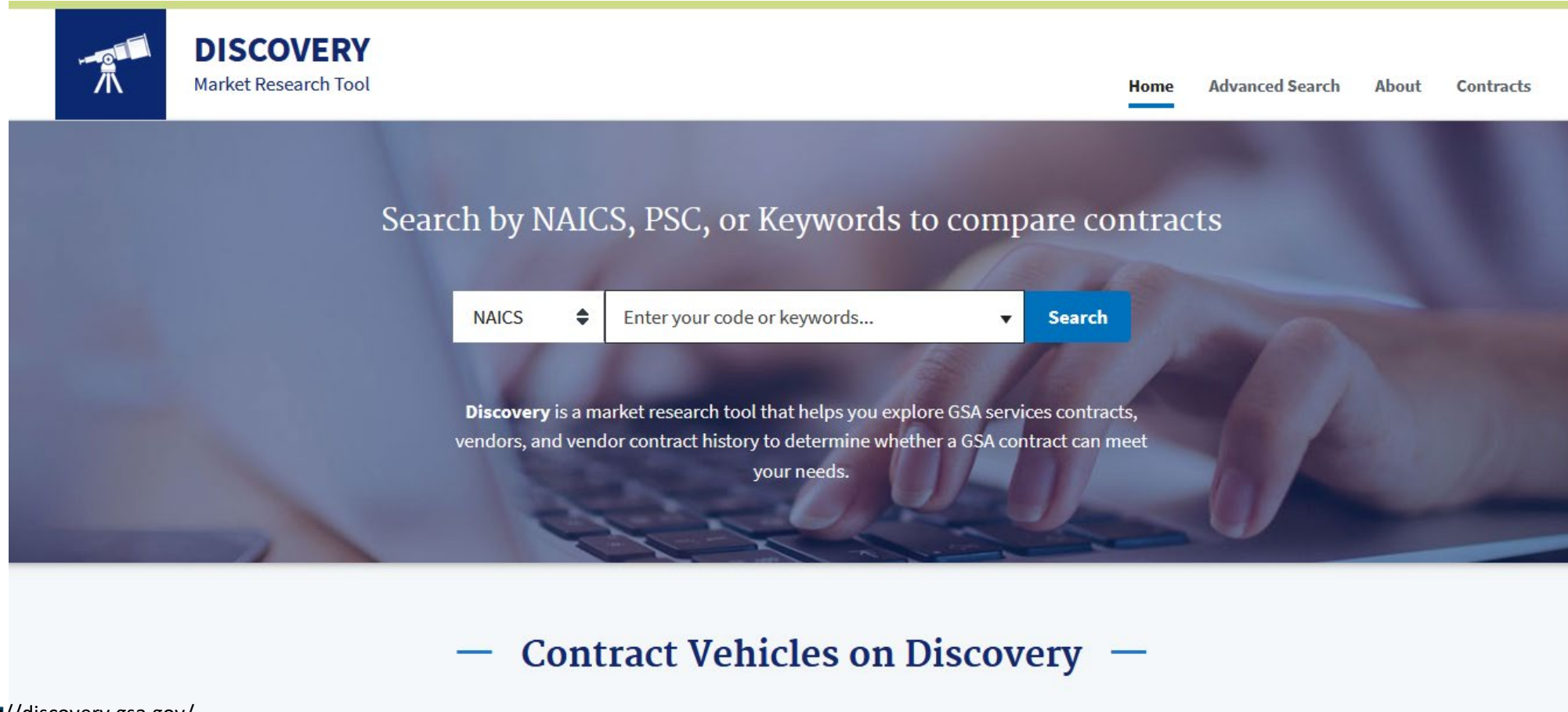
DISCOVER GUIDANCE BY CATEGORY

What to buy, Where to buy, How to buy it

- ▶ Market intelligence
- ▶ Transactional platforms
- ▶ Best-in-class buying practices
- ▶ Tools, templates, data



DISCOVERY TOOL



The screenshot shows the Discovery Market Research Tool website. At the top left is a logo with a telescope icon and the text "DISCOVERY Market Research Tool". To the right is a navigation menu with links for "Home", "Advanced Search", "About", and "Contracts". The main content area features a search bar with a "NAICS" dropdown, a text input field containing "Enter your code or keywords...", and a blue "Search" button. Below the search bar, a paragraph explains that Discovery is a market research tool for exploring GSA services contracts, vendors, and contract history. At the bottom of the main content area, there is a section header "Contract Vehicles on Discovery" flanked by horizontal lines.

DISCOVERY
Market Research Tool

[Home](#) [Advanced Search](#) [About](#) [Contracts](#)

Search by NAICS, PSC, or Keywords to compare contracts

NAICS

Discovery is a market research tool that helps you explore GSA services contracts, vendors, and vendor contract history to determine whether a GSA contract can meet your needs.

— **Contract Vehicles on Discovery** —

DISCOVERY TOOL

Vehicle Index	BMO Small Business	BMO Unrestricted	Professional Service Schedule
Total Vendors in Vehicle	50	15	4101
Vendors that meet your criteria	39	12	880
Eligible Service Categories More ▼	- Architectural and Framework Building Maintenance Services	- Architectural and Framework Building Maintenance Services	- Professional Engineering Services
NAICs in Vehicle More ▼	- 236220 - 561210	- 236220 - 561210	- 236220 - 541711 - 541711 - 541711
PSCs in Vehicle More ▼	- 7220 - H335 - J034 - J035 - J039 - J043 - J047 - J049 - J054 - J072 - K035 - K054	- 7220 - H335 - J034 - J035 - J039 - J043 - J047 - J049 - J054 - J072 - K035 - K054	- R425

7/24/2020

SOLUTION FINDER



DHS Body Armor III IDIQ (Best In Class)

Managing Agency: DHS

BIC IDIQ Multi-Agency Contract

The Department of Homeland Security (DHS) awarded the Body Armor III IDIQ contract vehicle to provide DHS and other Federal Agencies (with the approval of the CBP IDIQ contracting officer) soft, torso protecting concealable body...

[View Details](#)

Fee:
No fee.

Availability:
Civilian
The Body Armor III contract is not a mandatory source for military customers to purchase of Body Armor. The Body Armor available under the DHS Body Armor III body armor vehicle is soft, torso...



Compare

GSA – SCHEDULE SALES QUERY (SSQ+)

SSQ+ (Schedule Sales Query Plus)

Timeframe (select by clicking on the dates)
October 2018 March 2020

Control Panel | Report Builder | Trends | Contract Performance | HCA Report | Sales by Geography | VAM - Wizard Step 1 | VAM - Wiz Step 2 | VAM - Wizard Step 3 | VAM - Wiz Step 4 | VAM - Ready Report

SSQ+ Report Builder | Sales by Geography | Sales Trends | Contract Performance | HCA Report | Vendor Analysis Module

Please select criteria from the left Filter Bar to limit the results of the report then **click one of the options above to see detailed results.**

Data Summary
(based on selected timeframe)

			FY 2019		FY 2020		Grand Total
			Q3	Q4	Q1	Q2	
Active Contracts	14,663	# of Vendors	13,387	13,400	13,393	13,359	14,277
Number of Contracts	17,936	Number of Contracts	15,732	15,887	15,916	15,798	17,122
# of Vendors	14,876	Change over Quarter		\$424.4M	\$52.7M	(\$1,519.2M)	
Sales Amt	\$49,122.9M	% Change over Quarter		5.0%	0.6%	-17.1%	
		Sales Amt	\$8,406.8M	\$8,831.3M	\$8,884.0M	\$7,364.7M	\$33,486.8M

Small Business Spend

Select a Socioeconomic Category (Pie Chart)
Small Business

Sales Snapshot as of FY20 Q2 : 2020-03-31
SSQ v4.0.6

Data is refreshed approximately 1.5 months after the close of each quarter

AOD Support will hold monthly open office hours on our SSQ+ tool on the fourth Thursday of each month at 2:30ET accessible via <https://meet.gsa.gov/analyticstraining/>

Questions and or Support about this data?
Please contact: aod-support@gsa.gov

Video Tutorial

* During the MAS Consolidation SSQ+ will display sales as they were Originally Report as well as Current Alignment, as the consolidation is ongoing the alignment is constantly changing.
**Schedule 65 & 621 are not included as they are VA Schedules

Cross Schedule Identifiers

Schedule Original Alignment: (All)
Selected SIII: (All)
PSC Category: (All) | PSC Subcategory: (All)
PSC Code: (All) | Contract NAICS: (All)

GSA Office Identifiers

Portfolio: (All) | Region: (All)
Report Office: (All) | GSA Office Symbol: (All)

Contract Identifiers

Contractor - DUNS: (All) | Contract Number: (All)
Service or Product: (All) | Offer Type: (All)
State: (All) | Business Size: (All)
Socioeconomic: (All) | Contract Status: (All)

Data Identifiers

Select by Sales or Input
When Sale Occured/Report Period - Default
Current Alignment or Reported Alignment
Original Alignment

ESTABLISH A DATA-DRIVE GOVERNMENT

- Establishing a data-driven government, Federal officials suggested today, requires recognizing data management as a team sport, putting change “champions” into positions of responsibility, and educating the workforce to realize the value of the day they are collecting.

<https://www.meritalk.com/articles/data-driven-government-requires-change-leadership-officials-say/>>

INNOVATION

- At the Department of Defense's (DoD) Defense Innovation Unit (DIU), leaders rely on crafting problem statements, quick prototyping, and commercial competition to fuel mission critical innovation, Director of Strategic Engagement Mike Madsen explained at the July 15 FCW DoD Cloud Workshop.
- “The challenge is, how do we get these technologies that are being developed in the commercial world ... back into the department?” Madsen said of DIU's mission. The agency's approach begins with what Madsen called the “demand side.”
- DIU will develop a problem statement – instead of a requirements document – on what it's looking to solve with the new tech. Usually about half a page long, according to Madsen, the problem statement is a short and straightforward description of what the agency hopes to overcome.

<https://www.meritalk.com/articles/diu-official-details-steps-to-quick-march-commercial-innovation/>

PREDICTIVE REPAIRS PAVE WAY FOR NAVY FUEL TANKS

- FORT BELVOIR, Virginia, May 28, 2020 —
 - **To speed up Navy fuel tank repairs and reduce costs**, Defense Logistics Agency Energy is working with [Naval Facilities Engineering Command](#) to remove inefficiencies and better respond to customers' needs.
 - Streamlining processes and using “Predictive Repairs” has helped reduce repair time from two years down to a year.
 - “Before 2015, the average pace of returning Navy tanks to service was about four to six per year but in fiscal 2019 we hit a new record returning 51 tanks,” said Dave “Stick” Douglas, chief of DLA Energy Navy Sustainment, Restoration and Maintenance Branch. “We’ve increased Navy and Marine Corps tanks returning to service and reduced out of compliance tanks from 237 to 81 in the past four years.”
 - Douglas’ role is to oversee the repairs and maintenance of Navy and Marine Corps fuel infrastructure including 700 tanks, piers and pipelines at 97 sites worldwide that store 26 million barrels of bulk fuel for the Warfighter.
 - Using forecasting and historical tank reports, the team estimates the costs of internal coating, repairs, welding, patching and any external repairs needed and issues the contract. If unanticipated repairs occur, we can modify the contract while the contractor continues to work the predictive repairs, Douglas explained.

<https://www.dla.mil/AboutDLA/News/NewsArticleView/Article/2200042/predictive-repairs-pave-way-for-navy-fuel-tanks/>

CONCLUSIONS

- Be proactive -
 - Develop and refine your customer model
- Validate assumptions
- Develop information resources and tracking mechanisms
 - Article feeds
 - Google alert
 - Sharing with peers

UPCOMING TRAINING - EVENTS

ACQUISITION HOUR LIVE WEBINARS SERIES

- July 28, 2020

The Spend to the End

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute

- August 14, 2020

Introduction to CMMC Level 1

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute

- August 18, 2020

The Spend to the End

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute

- August 25, 2020

State and Federal Certifications For Veteran and Service Disabled Veteran Owned Businesses

[CLICK HERE](#) for additional information

Presented by Shane Mahaffy, US Small Business Administration (SBA) and Mark Dennis, Wisconsin Procurement Institute (WPI)

- August 26, 2020

The Path to CMMC Level 3

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute

- SAVE THE DATE -



14th Annual Wisconsin Government Opportunities Business Conference (GOBC)



In partnership with Volk Field ANG and Fort McCoy

October 15, 2020

In-person at Volk Field in Camp Douglas, WI

More info at [wispro.org](https://www.wispro.org)

<https://www.wispro.org/event/14th-annual-wisconsin-government-business-opportunities-conference-gobc-2/>



14th Annual Wisconsin Government Opportunities Business Conference (GOBC)



In partnership with Volk Field ANG and Fort McCoy

HOSTS





14th Annual Wisconsin Government Opportunities Business Conference (GOBC)



In partnership with Volk Field ANG and Fort McCoy

PARTNERS



A CRITICAL NOTICE FROM WPI

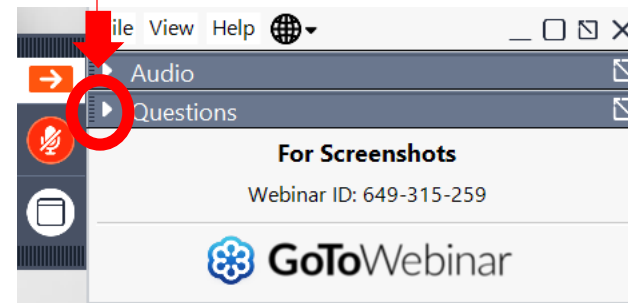
- If you are a current **FEDERAL / DOD CONTRACTOR** or **SUBCONTRACTOR** – you may have **CYBER – DATA SECURITY REQUIREMENTS** in your contract.
- If you are responding to any **CURRENT FEDERAL SOLICITATIONS** - be aware of your obligations:
 - Key clauses are 52.204-21, 252.204-7008 and 252.204-7012
 - 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?



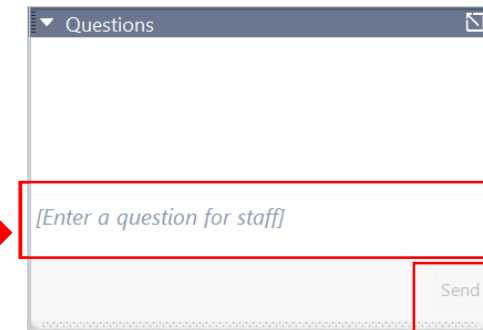
OPENING THE QUESTIONS BOX

Click here to access
within the Control Panel



USING THE QUESTIONS BOX

Type questions
here at any time
during a
presentation



Click Send when ready to submit a question

SURVEY



CONTINUING PROFESSIONAL EDUCATION



CPE Certificate available, please contact:

Benjamin Blanc

benjaminb@wispro.org

PRESENTED BY

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