

U.S. General Services Administration

Federal Acquisition Service

Doing Business with GSA

Debbie Paralemos GSA Customer Service Director June 19, 2014

Objectives

Determine your Market/Niche
 Conduct Market Research
 Creating Opportunities
 Doing Business with GSA



How Agencies Make Purchases

- Simplified Acquisitions
- Small Business Set-asides
- Sealed bids
- Negotiated Proposals
- GSA Schedule Contracts (FAR 8.4)
- Micro purchases Government credit Card



Who buys what you sell?

Consider the following resources to conduct market research

Acquisition Central www.acquisition.gov

USASpending.gov www.usaspending.gov

Federal Business Opportunities www.fedbizopps.gov

Federal Procurement Data System https://www.fpds.gov

Locating Buyers

www.fbo.gov – Advanced Search

- Pre-solicitation, Sources Sought, Solicitation/Synopsis, Special Notices
- Classification Code
- NAICS Code
- Collect Contact Info Always

Market Research - Federal Business Opportunities

★ FedBizOpps.gov	Federal Business Opportunities	E-GOV USA.go
Home Getting Started	General Info Opportunities	Agencies
Search more than 37,100 * active fe		RECOVERY FBO now contains Recovery and Reinvestment Act actions.
	rype: Any	SEARCH RECOVERY AWARDS
Search Additional criteria and multip	Ne selections are available on the <u>advanced search for</u> * Notices posted within the last 90 days	Click here to learn more.
Where can I find the U.S. Coast Guard's and the Deepwater Horizon Response efforts f	nouncement seeking innovative ideas supportin for the oil spill in the Gulf of Mexico?	 <u>Buyer</u>
Buyers / Engineers Government users may post, manage, and award opportunities.	Vendors / Citizens <u>Vendors</u> and citizens may search, monitor, a retrieve opportunities.	tiles in PDF format.
Username View Opportunities No login is required to view opportunities. Password Register Now Password Reminder Login Recovery FAQs	Username Find Opportunitie No login is required view opportunities Password Remin Login Recovery FAQs	 Watch demonstration videos designed to familiarize you with the features and functionality of the more FRO

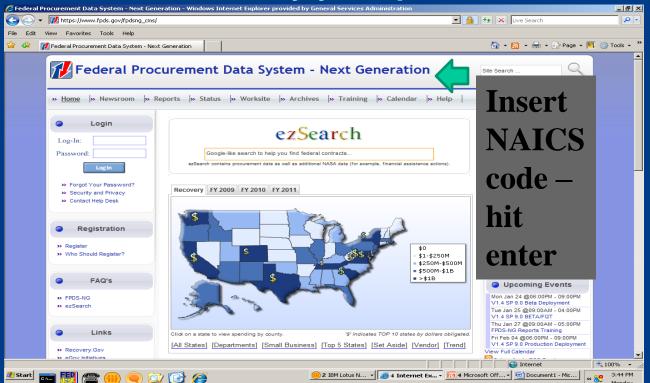
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An Official Web Site of the United States Government	Sunday, January 23, 2011 Text A * A*
	News Feedback Help SHARE
JSA SPENDING \$	Search
overment spending at your fingertips	rch Sub-award Advanced Search
Prime Award Spending Data View Sub-award Data	
Filters: <u>Clear All</u> Major Funding Agency : General Services Administration & Type of Spending : Contracts	
Fiscal Year : 2011 State : DC Type of Contractor :Small Business Second Extent Competed : Competed under SAP NAICS Code Category : 54* Second Second	
NAICS Code Description : Administrative Management and Gener (8)	Narrow down your search:
	By Type of Spending
Map Timeline Advanced Search	 by Type of Spending
	Contracts 12
High Map List View	Show more Types of Spending
Rhode Island Delaware	✓ By Agency
Delaware	General Services Admin 12
Maryland District of Columbia	
	By Extent Competed
District of Columbia American Samoa Guam Micronesia	✓ By Extent Competed
District of Columbia American Samoa Guam Micronesia Marshall Islands N. Mariana Islands	 By Extent Competed Competed under SAP 12
District of Columbia American Samoa Guam Micronesia Marshall Islands	
District of Columbia American Samoa Guam Micronesia Marshall Islands N. Mariana Islands Palau	Competed under SAP 12
District of Columbia American Samoa Guam Micronesia Marshall Islands N. Marshall Islands Palau Puerto Rico U. S. Outlying Islands	Competed under SAP 12 Show more Competition Methods
District of Columbia American Samoa Guam Micronesia Marshall Islands N. Mariana Islands Palau Puerto Rico U. S. Outlying Islands	Competed under SAP 12 Show more Competition Methods

a mapping

One simple search using NAICS code

Utilize <u>www.fpds.gov</u> and your NAICS code to determine who buy your product or services:



Simple FPDS Search Result

Image: Second Search					
Image: Search Imag					
Type one or more keywords you would like to search on:					
541611 Go Clear Advanced Search					
Contracts ICD Recovery To submit comments, please click here					
Search took 0.29 seconds					
Result Page: 1 2 3 4 5 6 7 8 9 10 Next PDF 🔀 CSV (700 0.3 CM Y YAROOL)					
Top 10: Department Full Name List Of Contract Actions Matching Your Criteria Results 1 - 30 of 380951 as of Jan 24, 2011 3:29:49 PM Search Criteria 3					
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>HEALTH AND HUMAN SERVICES, DEPARTMENT OF (27170) Vendor Name: SEA BOX INCORPORATED Contracting Agency: FEDERAL ACQUISITION SERVICE (accurate to the search level) each search level					
HOMELAND SECURITY, DEPARTMENT OF (16301) Date Signed: February 02, 2007 Action Obligation: \$541,611					
Interior, Department of (16/15) State Department of (16/15) Referenced IDV: GS02500248 Contracting GSA/5SS GREATER SOUTHWEST					
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NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (8003) NAICS (Code): PAPER AND PLASTICS FILM PSC (Code): BAGS AND SACKS (<u>8105</u>) existing list of contracts by various fields within the contract. For example you can					
Vendor City: RIVERTON Vendor DUNS: 101253227 Signed or Contract Type. Click on the					
Top 10: Contracting Agency Name Vendor State: NJ Vendor ZIP: 080771910 appropriate field to Sort By. Only one Sort can be conducted at a time.					
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Action Action S541,611 Contract Type Action S541,611 Acency Code					
Agency Full Name Agency Full Name					
Contracting Defice OF ASST SECRETARY FOR HEALTH EXCEPT NATIONAL CENTERS (6615) Referenced IDV: DAHA9201D0007 Office: Date Signed Contracting Agency ID					
CENTERS FOR DISEASE CONTROL (8017) NAICS (Code): REMEDIATION SERVICES (562910) PSC (Code): OTHER ENVIR SVC/STUD/SUP (5999) Contracting Agency Name					
Vendor City: NOVI Vendor DUNS: 198080885 Department Full Name Top 10: Vendor Full Name Must and the state Must and the state Action Obligation (\$)					
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Isszence PSS PSS Vendor State >Socience APPLiCations International Award ID (Mod#): 0480 (4) (View) Award Type: Delivery Order Vendor State					

View Agency Procurement Forecasts



Acquisition Systems

- AbilityOne
- Catalog for Federal Domestic Assistance (CFDA)
- Central Contractor Registration (CCR)
- Excluded Parties List System (EPLS)
- Electronic Subcontracting Reporting System (eSRS)
- Federal Business
 Opportunities (FBO)
- Federal Agency Registration (FedReg)
- Federal Procurement Data System (FPDS)
- Financial Management Service (FMS) Treasury Offset Program (TOP)
- Online Representations and Certifications Application (ORCA)
- Past Performance Information Retrieval System (PPIRS)
- Small Business Administration (SBA)
- VETBIZ.gov
- Wage Determinations Online (WDOL)

ACQUISITION CENTRAL

www.acquisition.gov

Welcome to ACQUISITION CENTRAL, the web site for the federal acquisition community and the government's business partners. From this site you can access shared systems and tools to help you conduct business efficiently.

ACQUISITION CENTRAL is hosted by IAE (Integrated Acquisition Environment), the E-Gov Initiative that is streamlining the federal acquisition process. Acquisition Central is here to help every member of the acquisition community by providing one website for all things acquisition. From here you can learn about regulations, systems, resources, opportunities, and training.

This website was designed to create an easily navigable resource to share the efforts of IAE as it works to achieve its vision of more efficient and transparent practices through better use of information, people, processes and technology. Users are encouraged to contact us to let us know if you have found the website useful or to offer comments on how utility can be improved.

Public Disclosure of Justification and Approval (J&A) Documents

Justification and Approval (J&A) documents can be found at www.fedbizopps.gov

Access the Federal Acquisition System Requirements. [Accessible Version]

Central Contractor Registration (CCR) Extracts

Publicly Releasable; under the Freedom of Information Act (FOIA)

Let us know how we can make FPDS more useful to you. Provide Feedback to FPDS2009 >>>

Contractor Performance Evaluations

Quicklinks

- Federal Acquisition Regulation (FAR)
- Acquisition Advisory
 Panel (SARA Panel)
- Acquisition Center of Excellence (ACE) for Services
- Agency Supplemental Regs
- Civilian Agency Acquisition Council (CAAC)
- Code of Federal Regulations
- Federal Register
- General Services Acquisition Manual (GSAM)
- IDA Ustad Award
- Multiple Award Schedules Advisory Panel (MASAP)
- FPDS-NG Newsletters
- Office of Federal Procurement Policy (OFPP)
- Regulations.gov
- 7 Steps to Performance Based Services Acquisition Guide
- NAICS (No h American Industry (issification System)
- Product Service Code Manual
- Federal Agency
 Procurement Forecast

Who is GSA?

- The Federal Acquisition Service (FAS) helps federal agency customers leverage the purchasing power of the federal government to achieve the best value possible in purchasing products, services, technology, motor vehicles, transportation, and travel
- The Public Buildings Service (PBS) manages the owned and leased federal real estate portfolio, providing workplaces for federal customer agencies at value to the American taxpayer

How to Sell to and through GSA

www.gsa.gov/howtoselltothegovernment

- Obtain: Dun & Bradstreet Numbers (DUNS) http://fedgov.dnb.com/webform or call (866) 705-5711
- Register: System for Award Management (SAM) www.sam.gov
 - Replaces both systems CCR & ORCA.
 - Single point of entry for the federal government
 - Must be kept current (Update at least annually)
- Pathways to Success Mandatory Training for Schedules <u>https://vsc.gsa.gov</u>
- Check-out: Federal Business Opportunities www.fbo.gov

The Multiple Award Schedule (MAS) Program

The GSA MAS Schedule program is the preferred procurement solution for a wide range of Government needs for services and products.

FY 2013 Sales from the GSA Multiple Award Schedule reached approximately \$50 Billion

Sales data available from <u>SSQ.GSA.GOV</u>

Who uses GSA Schedules?

- Federal Agencies & Military
- Mixed-Ownership Government Corporations (FDIC, Federal Home Loan Banks, etc.)
- The District of Columbia
- Cost Reimbursable Government Contractors authorized in writing by a Federal agency (48 CFR 51.1)
- State and Local Government (includes Educational Institutions (Cooperative Purchasing)
- Domestic and Worldwide

MAS Customer Advantages

- Competition requirements have been met
- Compliant with environmental and socio-economic laws and regulations
- Discounts have been negotiated
- Blanket Purchase Agreements save time and money
- Schedule orders count toward Small Business goals





□ Preferred Source of Supply **Great Earning Potential** □World Wide Program □High Visibility **Credibility** Potential Financial Success □5-20 Year Contract

GSA Schedule Contract - The Cons

Sales Criteria - \$25K per year
Auditing and Set-Up Requirements
Paperwork
Award process time – back up to 6 months for some schedules
Success Not Guaranteed – numerous schedule holders with zero or low sales



More Support

11 Regional GSA OSBU www.gsa.gov/smallbizsupport

OSDBU for all agencies <u>www.osdbu.gov</u>

Procurement Technical Assistance Centers <u>www.aptac-us.org</u>

Small Business Administration <u>www.sba.gov</u>

Government Green Buying Needs www.gsa.gov/greenproductcompliation

- HVAC Ducts & Casings
- Building Insulation
- Electric Chiller
- Paint
- Cement & Concrete
- Caulking
- Carpet
- Carpet Cushion
- Floor Strippers
- Dust Suppressant
- > Adhesives
- Sealants

- Exterior Finish and Trims
- Facility Operations & Office Products
- > Break room Supplies
- Kitchen Appliances
- Packaging products
- > Office Supplies
- Computers/Displays
- Printer/Copiers
- Landscaping
- Compost/Fertilizer
- Garden/Soaker Hose

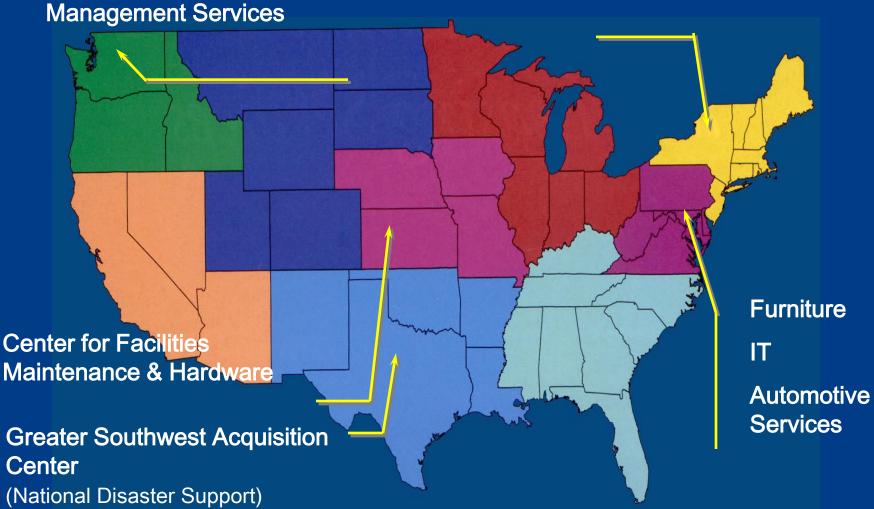
Government Green Buying Needs www.gsa.gov/greenproductcompliation

- > Air filtration
- Roofing
- Plaster and Gypsum Board
- Lighting Systems
- Water Fixtures
- Doors and Windows
- Interior Finishes and Trims
- Garden/Soaker Hose
- Hydraulic Mulch
- Lawn/Garden Edging

- Plastic Lumber
- Landscaping Timbers
- Plastic/Paper Lawn & Leaf Bags
- Cleaning Commercial/Industrial
- > Sanitary Tissue Mats
- Recycling/Waste Containers
- Plastic Trash Bags
- Household and Industrial Cleaning Agents

Federal Acquisition Service Acquisition Centers

Office Supplies & Administrative Services



Acquisition Centers

Center for Facilities Maintenance & Hardware Greater Southwest Acquisition Center IT Acquisition Center Management Services Center Office Supplies & Administrative Services Ctr. National Furniture Center Office of Vehicle Acquisition and Leasing Services

816-926-6760 817-978-4545 703-305-3038 800-241-7246 212-264-5173 703-305-7003 703-308-CARS

Obtaining a GSA Contract www.gsa.gov/gettingonschedule

GSA U.S. General Services	Administration	Home Newsroom Re	egions Staff Directory	Careers Forms e-Tools	QuickLinks
WHAT GSA OFFERS	DOING BUSINESS WITH GSA	LEARN MORE			
Home > How We Help > For Businesses Vendors > For Businesses					
For Businesses: Working with GSA					

GETTING STARTED



Whether you're new at this or experienced, we've got you covered.

- Getting a Government Contract
- Tools for GSA Contractors
- How to Sell to the Government
- Opportunities for Small Businesses

SUPPORTED PROGRAMS



GSA has programs and initiatives that provide additional support to vendor segments doing business with GSA.

- American Recovery and Reinvestment Act of 2009
- 21 Gun Salute AbilityOne

HOW GSA BUYS



GSA provides options for vendors by leveraging numerous methods for procuring products and services.

- Overview
- Blanket Purchase Agreement (BPA)
- Governmentwide Acquisition Contracts (GWACs)
- Indefinite Delivery Indefinite Quantity (IDIQ) Contracts
- Multiple-Award Schedules
- (MAS)
- Single Awards
- Small Business Assistance Source Selection

SERVICES THAT GSA BUYS



GSA procures a multitude of products and services in support of its initiatives.

CONTACTS

Vendor Information Line

(866) 727-8363

- Follow voice prompts for:
- Doing business with GSA's Public Buildings Service
- Information on GSA Recovery Act
- Information on GSA Schedules program

PBS Industry Relations (866) 727-8363

IndustryRelations@gsa.gov

VENDOR SUPPORT CENTER

Vendors can visit the Vendor Support Center to obtain information, review and report sales, and more.

Vendor Support Center

SMALL BUSINESSES

GSA advocates for small, minority, veteran, HUBZone, and women

GSA Schedule Solicitations www.gsa.gov/schedulesolicitation

GSA U.S. General Services Ad	ministration			SEARCH
HOME BUILDINGS	PRODUCTS SERVICES TECHNOLOG	POLICY	ABOUT GSA	
Schedules	Home > About GSA > Acquisition Solutions > Schedules	For Vendors - Getting or	1 Schedule > GSA Schedule	
Overview FAQ Blanket Purchase Agreement (BPA) Contractor Team Arrangements Cooperative Purchasing For Customers - Ordering from Schedules	Solicitations GSA Schedule Solicitati Vendors should review the complete listing below which their supplies and/or services may be offere of Contact for the particular GSA Schedule. Those s based application that allows vendors to prepare a are noted in the applicable tables below. Vendors may obtain additional information by click	to determine the appro d, the applicable Solici Schedules accepting o Ind submit their GSA So	ation Number, and the Point ffers using <u>eOffer</u> , a web chedule offers electronically,	MAS Helpdesk (National Customer Service Center) (800) 488-3111 Fax (816) 926-6952 <u>mashelpdesk@gsa.gov</u> • <u>View Contact Details</u> National Customer Service Center (NCSC) (800) 488-3111 Fax (816) 926-6952 NCSCcustomer.service@gsa.g
 For Vendors - Getting on Schedule Evergreen Contracting GSA Schedule Solicitations Helpful Hints for Using FedBizOpps 	 Click on the Schedule Number to view descriptions of the generic supplies and/or services under the Schedule. Click on the Solicitation Number to view the online solicitation files in FedBizOpps. Click on the Point of Contact link to send an e-mail message. Services Acquisition Center: This office has expertise in the primary service areas of Financial and Professional Services. Financial Support Services include auditing, financial management, accounting, financial asset, business information services, and <u>GSA SmartPav®</u> . Professional Services include engineering, advertising, integrated marketing solutions, and public information services.			View Contact Details Organization Page ACQUISITION SOLUTIONS GSA GWACs
Legal Corner Other Direct Costs Schedules News GSA Schedules Background Hot Topics				Gov't Charge Cards GSA SmartPay GSA Global Supply GSA Global Supply Technology Contracts Technology Contracts
Options on GSA Schedule Contract Orders	Services Acquisition Center	Solicitation Number	Point of Contact:	e-TOOLS
Presentations and Success Stories Schedules & Other Supplies & Services	Financial and Business Solutions (FABS) <u>Schedule 520</u> *Accepts eOffer	<u>FCXB-F4-</u> 020002-B	(703) 605-2820 Jacqueline Austin jacqueline.austin@gsa.gov	 <u>GSA Advantage!</u> <u>e-Buy</u> <u>Schedules e-Library</u>

Set-Asides www.gsa.gov/set-asides

Every federal government purchase anticipated to be valued from \$3,000 to \$150,000 is automatically set aside for small businesses as long as there are at least two companies that can provide the product or service.

Small Business Categories

SBA Certifications 8(a) Disadvantaged (Formal Certification) HUBZONE SB (Formal Certification) Woman Owned SB (Self Certify) Economically Disadvantaged Woman Owned SB (Self Certify) Service Disabled Veteran SB (Self Certify) Veteran Owned SB (Self Certify)



Partnering

- Contractor Teaming Arrangements and Joint Ventures create prime opportunities for both business partners. (FAR 9.6)
 - www.gsa.gov/cta
- Subcontracting is a great opportunity for developing your business to prepare for prime contract opportunities by working for current GSA Prime Contractors (FAR 19.7)
 - www.gsa.gov/subdirectory
 - http://web.sba.gov/subnet/search/index.cf

FAR References can be reviewed at www.acquisition.gov/far

Mentor Protégé Program www.gsa.gov/mentorprotegeprogram

GSA's Mentor-Protégé Program is designed to encourage and motivate GSA prime contractors to assist small businesses and enhance their capability of performing successfully on GSA contracts and subcontracts.

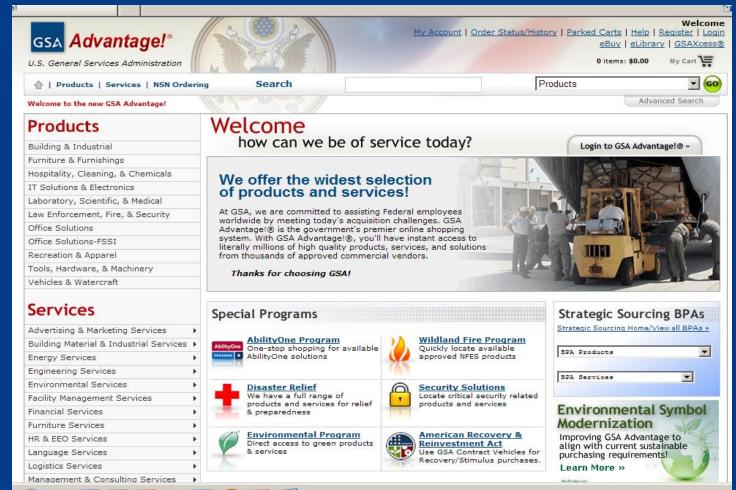
Participation:

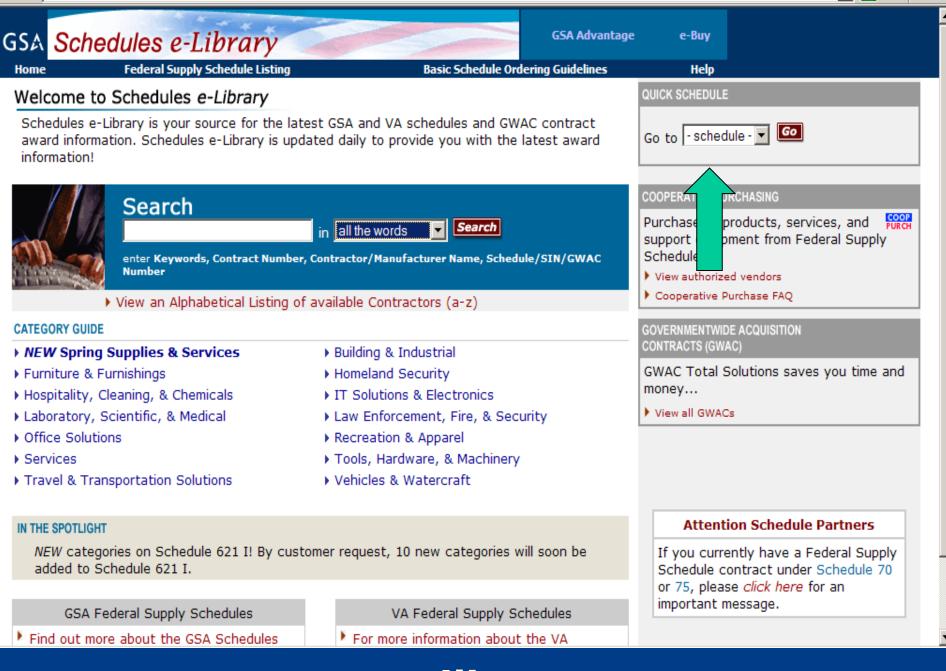
Current GSA Contractor Mentor Required Protégé Optional Mentor or Protégé Self-Matching Complete Application and Agreement

Tony Eiland Program Manager 1-855-OSBUGSA (672-8472)

GSAAdvantage!®

www.gsaadvantage.gov





www.gsaelibrary.gsa.gov

1					
GSA <mark>S</mark>	chedules e-Library G5A Advantage e-Buy				
Home	Federal Supply Schedule Listing Basic Schedule Ordering Guidelines Help				
	Search: all the words 💽 😡				
Schedu	le List				
Source	Description				
00CORP	THE CONSOLIDATED SCHEDULE (formerly Corporate Contracts Schedule) - Refer to each Special Item Number (SIN) for a point of contact and the individual schedule reference for additional providers of the item. Pursuant to Section 211 of the e-Gov Act of 2002, Cooperative Purchasing provides authorized State and local government entities access to information technology items offered through GSA's Schedule 70 and the Consolidated Products and Services Schedule contracts for associated special item numbers. Contracts with the COOP PURC icon indicate that authorized state and local government entities may procure from that contract.				
00JWOD	NIB/NISH PRODUCTS				
03FAC	FACILITIES MAINTENANCE AND MANAGEMENT				
23 V	VEHICULAR MULTIPLE AWARD SCHEDULE (VMAS)				
26 I	TIRES, PNEUMATIC (NEW), FOR PASSENGER, LIGHT TRUCK, MEDIUM TRUCK, AND BUS, AND RETREAD SERVICES				
36	THE OFFICE, IMAGING AND DOCUMENT SOLUTION				
48	TRANSPORTATION, DELIVERY AND RELOCATION SOLUTIONS				
51 V	HARDWARE SUPERSTORE - This includes Lawn Mowers, Tractors, Utility Vehicles, Edgers, Trimmers, Tillers, Spreaders, Sprayers, Vacuums, Sweepers, Snow Blowers and Throwers, Cattle Guards, Chain Saws, Parts and Accessories, Household and Office Appliances, Tools, Tool Kits, Tool Boxes, Woodworking and Metal Working Machinery, Related Leasing and Rentals, Paints, Sealants, Adhesives and Lubricants				
520	FINANCIAL AND BUSINESS SOLUTIONS (FABS)				
541	ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)				
56	BUILDINGS AND BUILDING MATERIALS/INDUSTRIAL SERVICES AND SUPPLIES				
58 I	PROFESSIONAL AUDIO/VIDEO, TELECOMMUNICATIONS, AND SECURITY SOLUTIONS				

e-Buy

gsa *e-Buy*

...Your RFQ Resource

Welcome

GSA's latest e-Business innovation, e-Buy, is an electronic Request for Quote (RFQ) / Request for Proposal (RFP) system designed to allow Federal buyers to request information, find sources, and prepare RFQs/RFPs, online, for millions of services and products offered through GSA's Multiple Award Schedule (MAS) program.

Federal buyers can use e-Buy to obtain quotes or proposals for services, large quantity purchases, big ticket items, and purchases with complex requirements.

• What is e-Buy?	• Why should I use e-Buy?	What are the Benefits of e-Buy?	View a Tutorial
Federal Governmen Buyers Please enter you User ID and Pass	r GSA Advantage! Membership	Multiple Award Schedule Contractors Please enter your Contract numbe as provided by the Vendor Suppor	
User ID Password	Login	Contract Number (Example: or V123P12 Password	GS99F9999F 234A)
 Register for a Use I Forgot my User 	er ID and Password ID and/or Password.	 Forgot Your Password? Please contact the VSC at 1-877- at vendor.support@gsa.gov. 	495-4849 or e-mail us

www.gsa.gov/ebuy

GSA Online Training for Vendors

Featured training includes:

•On-site Schedules contract training, targeted specifically to small business hosted by Office of Small Business Utilization

Scheduled webinars

•Web-based, self-learning modules found at the <u>Center for</u> <u>Acquisition Excellence</u> and the <u>Vendor Support Center</u>

gsa.gov/training

Resources

E-COMMERCE	WHO CAN HELP?
Solicitations Online	GSA Small Business Utilization Center
GSAAdvantage!	SBA
e-Library	Local Procurement Technical Assistance Center (PTAC)
E-Buy	GSA Marketing
E-Mod	
Vendor Support Center	

GSA Contact For additional information contact:

Janice Bracey Lead Small Business Specialist 26 Federal Plaza (20th Floor) New York, NY janice.bracey@gsa.gov 212-264-1235

For copies of presentation: email debbie.paralemos@gsa.gov