DOD EMAIL

Mr. Ron Fields and Mrs. Adelita Hinten
February 28-March 1, 2012
Agenda

• Mission Statement
• Facts
• FY12 Sales
• Features
• How DOD EMALL Supports the Warfighter
• How to Become a Supplier
• Requirements
• Benefits
• Catalog Data Quality
• Contact Information
Mission Statement

To provide the Department of Defense (DoD), federal, state, and local agency customer’s a world class ecommerce, enterprise wide, web-based solution for one-stop shopping, searching, ordering and shipment status.
Facts

• Small Business Friendly
  – Over 1,000 commercial vendor catalogs hosted on DOD EMALL
    • Over 700 of those are Small Business Administration (SBA) designated

• DOD EMALL Users
  – Users are DOD (Services, National Guard, Reserves, Federal, State, and local agencies)
  – 1,900,000 hits to the site a week
Facts (cont.)

- Customers
  - 33,379 active users (14,295 orderers)
    - Communications with customers via
      - Website messages, email
    - Training offered for customers
      - PowerPoint tutorials on the website, DLA site training, Onsite training
Facts (cont.)

• Content
  – 27M+ items
  • 5M+ Defense Logistics Agency (DLA) / General Services Administration (GSA), National Stock Numbers (NSN)
  • 22M+ commercial items (includes Long Term Agreements (LTA))
    – 355K+ “Green” items
  • Item totals come from over 1,000 commercial vendor catalogs
FY 2012 Sales by Service as of JAN 2012

- **Navy** $44,899,937.30 (33%)
- **Army** $17,267,185.16 (13%)
- **DoD Other** $1,457,896.91 (1%)
- **Contractor Logistics Support** $32,650,784.55 (24%)
- **USMC** $9,481,499.23 (7%)
- **Multi National Security Transition Command-Iraq** $0.00 (0%)
- **Air Force** $19,996,201.64 (15%)
- **Other** $5,679,971.42 (4%)
- **DLA** $2,385,357.6 (2%)

Total FY 2012 Sales: $105,357,360.92
Features

• Provides the most robust internet ordering solution offered to the federal government today

• The DOD EMALL solution set includes:
  – Broadest possible range of supplies and services from Defense Logistics Agency (DLA) and GSA
  – Supports contracts from all services
  – Advanced search capabilities
  – Specialty stores
  – Detailed item descriptions
  – Payment/Shipping options
  – 24/7 Help Desk 1-877-DLA-CALL
How We Support the **Warfighter**

*YouTube - DOD EMAALL*
How to Become a Supplier

• Suppliers may send an email to email.vendors@dla.mil and provide company name, contract number, Cage Code, DUNS # and Point of Contact (POC) data that includes a phone number and email address

• You will then be assigned a Supplier Account Manager (SAM) who will send you a Supplier Informational Package
How to Become a Supplier (cont.)

The Supplier Informational Package will include:

- Business Rules and Agreement to Sell on DOD EMALL
- Order Transmission types:
  - Pretty Good Privacy (PGP)
  - Electronic Data Interface (EDI)
  - Commerce eXtensible Markup Language (cXML)
How to Become a Supplier (cont.)

• Supplier Worksheet
  – A one page form asking for basic information about the company

• External Certification Authority (ECA)
  – DOD EMALL is mandated by Defense Information Systems Agency (DISA) and DLA to be Common Access Card (CAC)/Public Key Infrastructure (PKI) enforced
    • Medium Token Assurance or a Medium Hardware Assurance ECA certificate for access to DOD EMALL
How to Become a Supplier (cont.)

• Catalog template
  – An Excel document created for suppliers to list the items they intend to sell on DOD EMALL
    • Contains nine mandatory data elements for suppliers to complete
      – Vendor Part Number - internal reference number, can be the same as Other Equivalent Manufacturers (OEM) part number
      – Product Name - clear unabbreviated item name
      – Product Description - detailed information about the product
      – Price – Free on Board (FOB) destination
      – Unit of Issue - DLA standard unit of issue codes
      – Quantity Per Unit of Issue - items per unit of issue
      – Manufacturer name
      – Manufacturer part number
      – Days After Receipt of Order (ARO)
How to Become a Supplier (cont.)

EMS Safety Services, Inc.
1046 Calle Recodo, Ste K
San Clemente, CA 92673
Phone: (800) 215-9555
Fax: (949) 388-2776

EMS Safety Services providing quality CPR, First Aid, and AED Certification Programs for over 15 years. Our goal is to earn your confidence in the quality of our safety training and first aid products, and keep you as a delighted Customer. Think of us as your one-stop resource for emergency response training and products:

- OSHA-Compliant Training Programs:
  - CPR
  - AED
  - First Aid
  - Bloodborne Pathogens
  - Oxygen Administration
  - Professional Rescuer

With EMS Safety, you don’t sacrifice quality for value.

http://shop.emssafetyservices.com/
EMS Safety Services, Inc.
1046 Calle Recodo, Ste K
San Clemente, CA 92673
Phone: (800) 215-9555
Fax: (949) 388-2776
Contract #: GS02F0122S
Cage: 3HZ26
DUNS #: 878845604
http://shop.emssafetyservices.com/

Click here to contact the DOD EMALL Supplier Account Manager
Requirements

• All contracts hosted on DOD EMALL will be posted on the DoD Electronic Document Access (EDA) and the Federal Procurement Data System (FPDS)

• Contracting Officer’s approval to host catalog on DOD EMALL
  – Initial Catalog
  – Provide a login to DOD EMALL Centralized Catalog Hosting System (CCHS)
  – Amendment of Solicitation/Modification of Contract sent to the company’s SAM
Benefits

• Government wide visibility of company and products
• DOD EMALL logo can be used to promote the business
• Multiple payment options
  – Government Purchase Card (GPC)
  – Military Standard Requisitioning & Issue Procedures (MILSTRIP) and Federal Standard Requisitioning & Issue Procedures (FEDSTRIP)
  – Corporate credit cards for government contractors
Benefits (cont.)

- Benefits small, large, minority owned, veteran and woman owned businesses
- Ability One, SBA, and “green” products identified or highlighted
- Quick and easy search by
  - National Stock Number (NSN)
  - Products name
  - Catalog or manufacturer part number
  - Keyword
  - Product characteristics
Catalog Data Quality

• What does data quality mean to customers
  – Customer expectations are difficult to control and impossible to turn off
  – Avoid misunderstandings
  – Avoid misrepresentation
  – Avoid frustration
  – Avoid lost customer loyalty
  – Avoid costly returns

• What does data quality mean to you
  – Customer satisfaction
  – Customer loyalty
  – Avoid costly returns
  – Greatest positive impact to your profits
Catalog Data Quality (Poor)

<table>
<thead>
<tr>
<th>Standard Attributes</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Name</td>
<td>TONER,TNR CTG,BK</td>
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<tr>
<td>Item Description</td>
<td>UNV0035 TONER,TNR CTG,BK</td>
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<tr>
<td>Item Expanded Description</td>
<td>UNV0035 TONER,TNR CTG,BK</td>
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<tr>
<td>Price</td>
<td>0.0-Infinity $47.00</td>
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<tr>
<td>Unit of Issue</td>
<td>EA</td>
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<tr>
<td>Quantity Per Unit of Issue (QUP)</td>
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<tr>
<td>Supplier</td>
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<td>National Stock Number (NSN)</td>
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<tr>
<td>Catalog Number/CLIN</td>
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<tr>
<td>Manufacturer</td>
<td>UNVSL</td>
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<tr>
<td>Mfr. Part Number</td>
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**Catalog Data Quality (Preferred)**

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<thead>
<tr>
<th>Standard Attributes</th>
<th>Value</th>
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<tbody>
<tr>
<td><strong>Product Name</strong></td>
<td>1/2IN RED RATCHET BINDER</td>
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<tr>
<td><strong>Item Description</strong></td>
<td>RATCHET BINDER 3/8-1/2 9200WLL manufactured By S-LINE, LLC and made in US. Has the Model # 45943-21, Sku # 6159065 Item Description is :45943-21 RATCHET BNDR 3/8-1/2, the selling unit. Of measure is EA unit dimensions is W 3 inches H 16 inches L 16 inches and item weight is 13.5lb, the item under FASTENERS category, UPC # 92888200375 and it is replacement for item # N/A 45943-21 6159065 C M CHAIN</td>
</tr>
<tr>
<td><strong>Item Expanded Description</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>0.0-Infinity</td>
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<td><strong>Manufacturer</strong></td>
<td>C M CHAIN</td>
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<td><strong>Mfr. Part Number</strong></td>
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<td>GS21F0044W</td>
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<td><strong>Days ARO</strong></td>
<td>7</td>
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Contact Information

• DOD EMALL customer service
  – 1-877-352-2255

• Outside continental U.S.
  – 1-269-961-7766/DSN 661-7766

• E-mail
  – emall.vendors@dla.mil