Welcome to today’s presentation on:

*Category Management and the Acquisition Gateway*

the presentation will start at 2pm Eastern

**Note:** Phones are automatically muted during the presentation. You have the ability to send questions to your fellow attendees and our presentation team via your Chat pane. Our team will answer as many of the questions as possible throughout and at the end of the presentation. All questions will be captured, and answers sent to all participants prior to the next presentation.
Client Enrichment Series

Category Management and the Acquisition Gateway

Hosted by: James Fotopoulos
Regional Account Manager, Client Solutions
Portfolio Management Division
GSA Public Buildings Service Region 6

Presented by: Andrea Azarcon-Heller
Director, Stakeholder Management Division
Office of Strategy Management
GSA Federal Acquisition Service
Agenda

• Category Management
  – What it is
  – How it’s structured
• Acquisition Gateway
  – Benefits
  – Demo
• Additional Questions

www.gsa.gov/ces
ClientEnrichmentSeries@gsa.gov
Category Management Overview

Category Management Approach

Category management is a purchasing approach that the Federal Government is applying to buy smarter and more like a single enterprise.

It involves:
- Identifying core categories of products and services, and managing them accordingly
- Cultivating and maximizing expertise to inform and enhance a customer’s buying experience
- Developing purchasing strategies so that customers find the best value for the items they need

Category management enables us to eliminate redundancies, increase efficiency, and deliver more value and savings from the government’s acquisition programs.
Category Management Overview
Category Management Operating Model

Develop Category Strategy
- Build Category Teams
- Analyze Agency Needs
- Review Current Spending
- Analyze Market for Goods

Influence Category Outcomes
- Manage Suppliers
- Incentivize Demand
- Control Costs
- Lower Operational Expenditure

Continuous Improvement
- Benchmarking
- Performance Tracking
- Adjustments to Category Strategy
Acquisition Gateway Overview

The Acquisition Gateway provides acquisition professionals with the tools and digital services to make acquisition great.

The Gateway envisions driving smarter acquisition by simplifying, accelerating, and improving how the federal government selects and buys products and services.

The Gateway enables good category management that supports the federal acquisition community through every step of the acquisition lifecycle.
Category Management Success

Realizing the Category Management Vision

- Improved partnerships and communication between agencies and suppliers
- Significant reduction in contract duplication
- Set category specific strategies for all government-wide categories
- Baselined metrics and set targets exist for each specific category
- Acquisition Gateway is the government acquisition hub
We want to be the government *acquisition* workspace.
Acquisition Gateway Overview

What’s in it for me (WIIFM)?

- A focused place just for acquisitions
- A hallway of articles, solutions, links, and tools just for that category
- A place for market research, pricing information, and requirements development
- A growing searchable archive of examples
- A place to connect with other acquisition professionals
- A place to organize and save your acquisition

- **Hallways** - Contain information and tools specific to each category management category or sub-category

- **Project Center** - A personal location in the Gateway where users can save statements of work, community posts, and other information relevant to their acquisitions

- **Solutions Finder** - Search tool to allow federal buyers to locate “best-fit” contract vehicles across federal agencies

- **“My Community”** - A series of forums on specific acquisition topics, allowing users to ask questions of experts and participate in discussions with cross-agency peers

- **Statement of Work Library** - Users can share statements of work in a centralized location and have the ability to “upvote” their favorites
Access the Acquisition Gateway

1. Go to https://hallways.cap.gsa.gov

2. Click the Federal Employees Sign-in button

3. Enter your PIN when prompted
A Case Study: Janet C Officer

Profile:
• Project Manager at the NPS
• Experienced with requirements development and construction management

Challenge:
• Has always been frustrated by furniture component and negative impact on overall project completion schedule
• Due to shrinking in house expertise, needs a way to get up to speed quickly on furniture package options

What’s in it for me (WIIFM)?
• A place to organize and save your acquisition
• A place for market research, pricing information, and requirements development
• A place to connect with other acquisition professionals
A Case Study: Michael Smith

Profile:
– Associate Director of Field Services
• Occupancy Agreement Signer
• Space is currently in a lease facility
• Is in a time crunch due to the impending RWA deadline

Challenge:
• Needs to secure the reception/interview area
• Securing of the area will need multiple items and services such as:
  – Transaction window, five-button cipher lock and speaking portal providing separation between front-end interviewing and the office
  – Needs help developing a cost estimate, SOW, design and resources needed to locate equipment and fixtures for the project

What’s in it for me (WIIFM)?
● A hallway of articles, solutions, links, and tools just for that category
● A place for market research, pricing information, and requirements development
● A growing searchable archive of examples
● A place to connect with other acquisition professionals
New Features
• Research and implement first phase of ‘tagging’ to offer the start of a Gateway search capability (similar to Netflix content tagging)

• Connecting users through expanded user profiles and the ability to @mention other users

• Updates to the homepage to make finding resources / information easier

• Increased team collaboration through shareable ‘team’ projects in Project Center
Resources
There are many opportunities to get involved!

- Sign up for an OMB Max account and login to Acquisition Gateway, share it with your co-workers.
- Contribute your best practices, templates and expertise
- Participate in the growing community on the Acquisition Gateway
- Join us for usability testing to help drive new features (Email kelly.robinson@gsa.gov directly, we welcome your feedback!)
The Acquisition Gateway Ambassador Network is a Change Agent Network developed to expedite the government’s transition to category management. Change agents will support transformation at their agencies. For more information and to join, please contact Tanika Jenkins (tanika.jenkins@gsa.gov) or Craig Chavez (craig.chavez@gsa.gov)

Value:
Gateway Ambassadors build and sustain the momentum of change efforts by disseminating messaging, providing feedback on change activities, and reducing stakeholder fears and resistance to the change.

Time Commitment:
One single hour-long meeting per month
2-4 hours of direct assistance with communication development and delivery, research, and feedback collection.

Gateway Ambassadors’ Primary Functions
- Disseminating messages through local communication channels
- Sharing feedback with FAS to enhance and improve both category management change management efforts and Acquisition Gateway adoption efforts
- Addressing the concerns of their local workforce

Ideal Gateway Ambassador Characteristics
- Respected and admired among peers
- Relatable and regarded as confidants
- Willing to donate time and resources to the category management initiative
- Typically middle-management and below, as this fosters trust from the workforce
- Representatives from across the organization
# Contact Information

hallways_site_manager@gsa.gov

<table>
<thead>
<tr>
<th>Product / Team</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solutions Finder</td>
<td>Keil Todd</td>
<td><a href="mailto:keil.todd@gsa.gov">keil.todd@gsa.gov</a></td>
</tr>
<tr>
<td>eBuy Open</td>
<td>Charley Schollaert</td>
<td><a href="mailto:charley.schollaert@gsa.gov">charley.schollaert@gsa.gov</a></td>
</tr>
<tr>
<td>Prices Paid Portal</td>
<td>Michele Felton</td>
<td><a href="mailto:michele.felton@gsa.gov">michele.felton@gsa.gov</a></td>
</tr>
<tr>
<td>Statement of Work Library</td>
<td>Brad Powers</td>
<td><a href="mailto:bradley.powers@gsa.gov">bradley.powers@gsa.gov</a></td>
</tr>
<tr>
<td>Community</td>
<td>Katie Globig</td>
<td><a href="mailto:kathryne.globig@gsa.gov">kathryne.globig@gsa.gov</a></td>
</tr>
<tr>
<td>Gateway Marketing and Communications</td>
<td>Andrea Azarcon Heller</td>
<td><a href="mailto:andrea.azarcon@gsa.gov">andrea.azarcon@gsa.gov</a></td>
</tr>
<tr>
<td>Category Management</td>
<td>Andrea Azarcon Heller, Craig Chavez</td>
<td><a href="mailto:cm_pmo@gsa.gov">cm_pmo@gsa.gov</a></td>
</tr>
<tr>
<td>Gateway Demo Scheduling</td>
<td>Tanika Jenkins</td>
<td><a href="mailto:tanika.jenkins@gsa.gov">tanika.jenkins@gsa.gov</a></td>
</tr>
<tr>
<td>Usability Testing</td>
<td>Emily Gartland</td>
<td><a href="mailto:emily.gartland@gsa.gov">emily.gartland@gsa.gov</a></td>
</tr>
</tbody>
</table>
Questions?
Thank you for joining us today for a discussion on Category Management and the Acquisition Gateway

See you in October for the start of a new Client Enrichment Series 2017 program!

GSA Public Buildings Service

www.gsa.gov/ces
ClientEnrichmentSeries@gsa.gov
Appendix
Currently the purchasing landscape is ad hoc. Many agencies make independent purchases that frequently lack strategy or coordination. This landscape is characterized by costly redundancies in contract vehicles, buys, and efforts.

**Current State of Purchasing:**
- Lack of coordination across agencies
- Duplicated efforts
- Many agencies; no leveraged buying power

**Future State of Purchasing:**
- Better procurement coordination across government
- Industry involvement in developing category strategies
- Core competencies leveraged to match customer needs
- One common management framework
Category Management Overview

Category Management Goals

Category management seeks to achieve the following goals around cost savings, knowledge sharing, relationship-building, and efficiency:

**Increase Cost Savings**
- Increase spend under management
- Achieve volume savings
- Achieve administrative savings

**Foster Knowledge Sharing**
- Share best practices
- Grow and share expertise

**Promote Efficiency**
- Reduce contract duplication
- Enhance transparency
- Create better contract vehicles
- Manage data collection and analysis
- Enable better decisions

**Improve Relationships**
- Maximize purchasing agency relationships
- Leverage supplier relationships
- Optimize buying channels
- Manage the solution landscape
Acquisition Gateway - Sign-in

Federal Government Users
Click here to sign in for full access

Non-Federal Government & Public Users
Click here for public access

Need help signing in? »

Rules of Behavior for the Acquisition Gateway

Acquisition Gateway Terms and Conditions of Use: This computer system is the property of the United States Government. Logging in to the Federal Government Users sign-on section of this site is restricted to authorized Government users only. Otherwise click the Non-Federal Government & Public Users button to accept the terms and proceed.

Usage Agreement »
Acquisition Gateway - Hallway
Acquisition Gateway - Solutions Finder

SOLUTIONS FINDER

CHESS: Computer Hardware Enterprise Software & Solutions
Managed By: Army
IDIQ
The Primary Source to support the Warfighter’s information dominance objectives by developing, implementing and managing commercial Information Technology contracts that provide enterprise-wide net-centric hardware, software and support...

18F
Managed By: GSA
SSO
Providing user-centered design, built using agile methodology, 18F helps federal agencies adopt modern approaches to managing and delivering digital services. We’re federal employees, like you. But we’re also a team of designers, product...

8(a) STARS II
Managed By: GSA
GWAC
This small business set-aside GWAC provides flexible access to customized IT solutions from a large, diverse pool of 8(a) industry partners.

AbilityOne
Managed By: AO
MS
The AbilityOne Program is a Federal initiative to help people who are blind or have other significant disabilities find employment by working within a national network of over 600 Nonprofit Agencies that sell products and services to the...

Administrative Resource Center for Financial Management Services

GSA
Acquisition Gateway - Community

Community Activity

Have something to share?
Post a question or discussion topic in one of the community groups!

IT Hardware

New: GSA Computers for Learning Guide - Reusing the Government's Resources
Thursday, April 21, 2016 - 14:42

Computers for Learning - Reusing the Government's Resources

Education is a national priority. Every child should be educated to his or her full potential. The Computers for Learning (CFL) program supports this goal by increasing access to technology. Transferring a computer to a school gives students the resources to succeed —

More

IT Services

New: Data Center Optimization Initiative - What It Means to You
Thursday, April 21, 2016 - 13:04

Background

More
Acquisition Gateway - Statement of Work Library

Search Results

**Application Services**
Requires the contractor under the guidance of the Agency to provide software system services enterprise wide technical support, for the Agency IT Enterprise. The majority of this support will be provided in a sanctuary operation located at Government site. Some limited split based operation support will be required to support exercises/deployments to a field location in CONUS/OCONUS areas of responsibility (AORs). The sanctuary operations also provide reach back capability for deployment operations in various OCONUS locations. There may be a requirement to support initial exercise Area of Responsibility (AOR) for duration of up to two weeks to assist in Early Entry Command Post (EECP) setup activities.

**SOW - Statement of Work**
**Schedule 70 SOW PWS Task Order Template**
GSA Schedule 70 Taskorder Template

**Views:** 50, **Downloads:** 31, **Date Uploaded:** 12/08/2015