



MAS Offerors/Contractors Q&A

Verified Products Portal (VPP) & GSA Advantage! Connection

The Verified Products Portal (VPP) is a manufacturer and wholesaler facing portal for authoritative product content and supplier authorization information. **As of Oct. 15, 2021, VPP data such as product descriptions, images, and PDF attachments will supplement contractor submitted catalogs on GSA Advantage!** This supplemental content will not replace contractor provided catalogs and will ensure products are accurately represented to the federal marketplace. Any issues with supplemental content on GSA Advantage! should be reported to [the Vendor Support Center](#).

1. Why is GSA doing this?

- a. GSA has historically had issues with catalog data quality, with about 40% of customers citing dissatisfaction with product descriptions and about 44% citing dissatisfaction with product images on the GSA Advantage! survey. The VPP will improve manufacturer's ability to accurately represent their items to the federal marketplace and allow us to supplement contractor provided catalogs with additional product information and images. This means that, when available from the VPP, customers will find more consistent, reliable product data on Advantage!

2. What items will this apply to on GSA Advantage?

- a. This will apply to any **product** with available VPP data. This does not apply to service catalogs.

3. How are items matched?

- a. GSA matches GSA Advantage products with VPP products using manufacturer names and part numbers along with an AI-driven standardization model which groups identical items.

4. Does it apply to National Stock Number (NSN) products?

- a. This will not generally apply to NSNs because numerous commercial part numbers may meet the Item Purchase Description (IPD) specification for an NSN. However, it will apply to NSN items in instances where the legitimate part number is the NSN, such as AbilityOne procurement list items.

5. Will this information replace the vendor's data?

- a. No. This information will be displayed in addition to contractor provided data.

6. How will this data be displayed?



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- a. VPP data will supplement the contractor provided catalog data for products offered on GSA Advantage!
 - i. VPP provided descriptions will populate the “Additional Description” field
 - ii. VPP provided images will be displayed first in the current photo gallery, followed by contractor provided images
 - iii. PDF files will appear as hyperlinks in the “Publications” section.
- 7. What types of PDF attachments may be included?**
 - a. PDF attachments will include all documents associated with the product that have been loaded to the VPP. Examples include, but are not limited to, installation guides, user manuals, accessories lists, sell sheets, material safety data sheets, and/or warranty registration forms.
- 8. Can contractors currently populate the “Additional Description” or “Publications” fields when submitting their catalogs? If so, will that conflict with VPP data?**
 - a. No, contractors can not populate these fields when submitting their catalog through the Schedule Input Program (SIP) or Electronic Data Interchange (EDI).
 - b. Contractors who are also manufacturers and are interested in participating in the VPP should contact VPP@gsa.gov.
- 9. Do contractors still need to provide product descriptions and images?**
 - a. Yes, contractors should still provide descriptions and images of their products.
- 10. Can contractors access VPP data for populating their catalogs?**
 - a. No. It is not possible to provide individualized VPP data to each vendor due to limitations with legacy systems in the current architecture and it is not possible to offer total access to VPP data due to manufacturer security concerns.
 - b. In the future state architecture, GSA intends to make VPP data available to contractors via the new Common Catalog Platform.
- 11. Can contractors see who is participating in the VPP?**
 - a. GSA maintains a [public facing dashboard](#) that lists the manufacturers represented in the VPP.
- 12. Is this a new practice?**
 - a. No. GSA currently supplements catalogs using third party master content providers. This implementation makes the VPP the primary source of supplemental catalog data.
- 13. How is this different from the current “Additional Description” displayed?**



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- a. The VPP data will be the primary source of data for the current “Additional Description” field. When VPP data is not available, that field will continue to be populated by other third party sources.

14. Who can participate in the VPP?

- a. The VPP is a free and voluntary portal for manufacturers and their authorized partners, such as major national wholesalers. To learn more about the VPP and to access a public dashboard, visit gsa.gov/VPP.

15. What happens if the supplemental product information from the VPP is different from what the contractor provided?

- a. Contractor submitted data should not conflict with VPP data. If a contractor believes the information displayed from the VPP is inaccurate, or there is a mis-match of products, they should contact [the Vendor Support Center](#).

16. If there is conflicting data, will it be visible to customers?

- a. Yes. Conflicting data should be reported to [the Vendor Support Center](#) so that the issue can be resolved.

17. What if the VPP data indicates something non-compliant or prohibited about the product?

- a. If the VPP data is accurate and indicates a product is non-compliant, the product MUST be removed from the contractor’s catalog.
- b. If the VPP data is not correct, a VPP administrator will address the issue. Any issues with supplemental content should be reported to [the Vendor Support Center](#).

18. Who do I contact with a VPP data issue?

- a. Any issues with supplemental content should be reported to [the Vendor Support Center](#).
- b. For questions about the VPP, please contact VPP@gsa.gov.