Welcome
Discovering Small Business Opportunities in Artificial Intelligence & Data Analytics:
Welcome

Amy Lineberry
Deputy Associate Administrator
Office of Small & Disadvantaged Business Utilization
### Today’s Agenda!

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<td>Keynote Address</td>
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<td>Situational Analysis of Purchasing Trends in AI &amp; Data Analytics Across Government</td>
<td>Anil Chaudhry/Director of AI Implementations, TTS</td>
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<td>Polaris &amp; BIC MAC GWAC Update</td>
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<td>Q&amp;A</td>
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**Our Goal:**
To provide you with the information you need to achieve success!
OSDBU Advocates for GSA and Small Businesses: Take Note
“GSA's Office of Small and Disadvantaged Business Utilization connects small businesses with people and resources to help them grow. We are their advocates and believe in "Small Business First."
OSDBU Overview

“GSA's Office of Small and Disadvantaged Business Utilization connects small businesses with people and resources to help them grow. We are your advocates and believe in ‘Small Business First.’”

Connect with us Today!
www.gsa.gov/OSDBU
Looking toward the Future: Forecast Tool

What is the Forecast Tool?

→ Provides forward looking data about future requirements.

→ Helps you learn about potential prime contracting opportunities

Visit: FBF.GOV
Dave Zvenyach
Deputy Commissioner
Federal Acquisition Service

Director
Technology Transformation Services
Welcome

Syretta Dyson
Supervisory Small Business Specialist
National Small Business Advocacy and Engagement Division
AI 101: The TTS and CoE Approach to Artificial Intelligence
Accelerate IT modernization across government to improve the public experience and increase operational efficiency.

To accomplish this, we partner with industry subject matter experts to solve agencies problems in the following functional areas:

Artificial Intelligence | Cloud Adoption | Contact Center | Customer Experience | Data Analytics
Government AI Landscape

What is AI?

Preparation

- Development of governance frameworks
- Creating data management and sharing mechanisms
- Identifying use cases
- Understanding current and needed infrastructure

Discovery

- Building models using available data
- Leveraging AI tools & exploring new options
- Pilots for specific use cases
- Exploring AI Ethics

POCs/Pilots

Operationalized AI

Scaling

Q: Where are agencies now?

A: All along the spectrum
AI Challenges in Government

How do I use AI to improve automation of compliance with laws, regulations, policies, and procedures?

How do I use SaaS and AI solutions to improve targeted delivery of government services?

How do I reduce time to develop and stand up new applications?

How do I tackle a new, complex problems using AI and machine learning to improve decisions?

How do I implement AI tools now to integrate hybrid legacy and modernized environments?

How do I improve the public’s experience and increase engagement using AI?

How do I take advantage of non-FAR authorities to get AI solutions now?

How do I use AI to help my over-tapped workforce?
## Typical use cases

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<tr>
<th>Use Case</th>
<th>Description</th>
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<td>Simplifying Regulatory and Compliance Reviews</td>
<td>Digitalization and Automation of Forms Processing</td>
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<td>Suicide Risk and Prevention</td>
<td>Automating Data Movement and Input Between Systems</td>
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<td>Cyber Security and Cyber Attack Prevention</td>
<td>Predictive and Proactive Equipment Maintenance</td>
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<td>Video/Social Media Analysis for Disaster Assistance</td>
<td>Disease Outbreak Prediction and Modeling</td>
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<td>Customer Service Request Automation</td>
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<td>Fraud Identification and Prevention</td>
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<td>Intelligent Call Centers</td>
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<td>Increased Speed and Efficiency</td>
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<td>Cost Avoidance/Cost Saving</td>
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<td>Improved Response Time</td>
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<td>Increased Quality and Compliance</td>
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Established technology field where private sector expertise is still needed

Task Management (attended automation),
Process Management (unattended automation),
Task Process Management (commonly referred to as RPA),
Descriptive and Diagnostic Reporting (Business Intelligence),
Predictive and Prescriptive Analytics (Business Cognition).

Emerging AI fields where the need for private sector expertise is growing

Speech: synthesis, recognition, and sentiment analysis
Vision: Image, Object, Optical Mark, and Text Recognition
Language: chat, translation, intelligent assistants
Expert Systems: optimization, concept mining, relationship mining
Good use cases for Industry Engagement

Ability to
• Sift through enormous volumes of data for answers
• Improve the accuracy of predictions based on historical trends
• Inform fact-based decisions by finding patterns
• Design a system that “learns” and adjusts to new sets of data to provide novel insights without explicitly being re-programmed

Commercial or public sector experience involving
• Large data sets (streams, petabytes) of hybrid data from mixed sources
• Pattern recognition or inference from novel input or noisy data
• Pattern recognition in historical data to inform automated decision making
• Macro and micro trend analysis with hard to detect anomalies
• Real-time decision support from novel input or noisy data
• The deployment of ‘bots’ and/or ‘robotic process automation’ tools
NOTE: $379M of FY 21 is specifically allocated to Contact Centers
Robotic Process Automation (RPA) Snapshot

FY 17 to Present RPA spend
Award: $376,313,654.66
Obligated: $185,134,642.89
Disbursed: $36,771,269.08

Year over year growth
FY 20: 191%
FY 19: 331%
FY 18: 270%
FY 17: 70%
FY 21: 167% of FY 20 award.

Notes: 82.4% of the spending was in the DMV area (DC, MD, and VA)
86.7% of RPA contracts were awarded to companies in VA (55%) and NY (32%)
Conclusion and Key Takeaways

AI Contracting Opportunities - The Big 5

Deduction and Reasoning Systems (e.g. Virtual assistants)
Robotics and Autonomous Motion (e.g. Physical assistants)
Knowledge Representation (e.g. Content curation)
Mixed Media Recognition (e.g. Image, sound, and sentiment)
Expert Systems (e.g. Synthetic media / deepfake detection)
Ellery Taylor
Director
Services Contract Division 5, ITC
New Services IDIQ

Why establish a new IDIQ?
- Deliver a **simpler buying experience**
- OASIS ends in 2024 & Schedules cannot accommodate full spectrum of acquisition strategies
- Expand access to **Best-in-Class** contracts for services
- Reduce contract duplication

Recent milestones:
- **RFI #1** closed in March, held Industry Day 4/1/21

Upcoming milestones:
- Releasing **RFI #2** on beta.SAM.gov late May/early June, Industry Day to follow

Initial Concepts: Scope and Domains
- Broad scope spans multiple categories of spend (NO principle IT requirements)
- Organized by **Domains**, areas of service spanning multiple NAICS codes

Join us! Professional Services Interact Community  |  Ask us! pshc-dev@gsa.gov  |  Follow us! @GSAProfServices & PSHC LinkedIn
Jasmine Alexander
Branch Chief
Interagency Contracts Division 1, ITC
Examples of Artificial Intelligence services include, but are not limited to:

- Computer Vision
- Deep Learning
- Machine Learning
- Natural Language Processing (NLP)
- Spatial Computing
- Speech Recognition
Features Contract Pools

- Small Business (SB) Pool
- HUBZone Small Business (HUBZone) Pool
- Women Owned Small Business (WOSB) Pool

Industry Engagement

- RFI posted to beta.sam.gov on October 16, 2020
- Draft RFP was released on beta.sam.gov at https://beta.sam.gov/opp/257509b8cfe14d48beb4f71033995e0b/view
- Feedback to the draft solicitation was requested to Polaris@gsa.gov by January 29, 2021

Join the conversation on the SB GWAC Community of Interest on Interact

https://interact.gsa.gov/group/small-business-gwac-community-interest
Monique Avant

Program Analyst
Office of Information Technology Category, FAS
Question & Answer Time: Chat Your Questions!
Keith Nakasone
Deputy Assistant Commissioner
Office of Information Technology Category, FAS