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**GSA Reverse Auctions** is an efficient and cost-effective platform for buying non-complex commodities and simple services. It's designed to drive down the total cost of acquisitions and increase savings to customers and taxpayers.

REGION 4 FEDERAL ACQUISITION SERVICE CUSTOMER TESTIMONIALS

# What our clients say...



## CUSTOMER AND STAKEHOLDER ENGAGEMENT



### U.S. Army Fort Bragg MICC, Reverse Auctions

**Challenge:** The U.S. Army Fort Bragg Mission Installation Contracting Command (MICC) had a requirement to purchase audio visual (AV) services with an estimated cost of more than \$2.5 million dollars. Their goal was to acquire AV equipment at the lowest price, in a timely manner and from a reliable vendor. The MICC had experience using GSA Reverse Auctions (RA) in the past and knew that these services were available on the eTool, but they were not sure if such a complex requirement could be handled through the RA system.

**Action:** The GSA Federal Acquisition Services (FAS) Customer and Stakeholder Engagement Team (CaSE) has a Customer Service Director (CSD) assigned to a geographic territory and one of their roles is to provide training on the GSA Reverse Auctions platform to federal, state and local customers. The MICC required additional training on Reverse Auctions and the CSD provided a hands on training for all of their purchasing and contracting officials to ensure that they were comfortable using GSA Reverse Auctions. This customized training allowed for contracting officers and specialist to view live auctions as well as build auctions in the system.

**GSA Reverse Auctions** is an efficient and cost-effective eTool for buying non-complex commodities and simple services. It's designed to drive down the total cost of acquisitions and increase savings to customers and taxpayers. Sellers successively bid prices down until the auction ends. A customer can use the tool to facilitate their request and submission of quotes for a requirement through GSA Multiple Award Schedules (MAS) and blanket purchase agreements (BPAs). An award can be made to the low bidder if the proposal meets the solicitation's terms and conditions and is technically acceptable.

**Solution:** Following the GSA Reverse Auctions training, the leadership at Fort Bragg agreed that the tool was the perfect solution for their requirements. GSA Reverse Auctions allowed the customer to select from a pool of vetted vendors as well as secure the lowest price in a very reasonable timeframe. The GSA Reverse Auctions tool was also selected because of its ease of use, FAR compliance, and no additional fees outside of the industrial funding fee.

**Result:** By using GSA Reverse Auctions, the Fort Bragg MICC was able to award a \$2,345,000 contract to a GSA vendor in less than 30 days. The customer saved \$377,000 representing a 6% savings from their independent government cost estimate.

#### Reference:

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