



FY2013

GSA Region 4 Federal Acquisition Service

Story Book



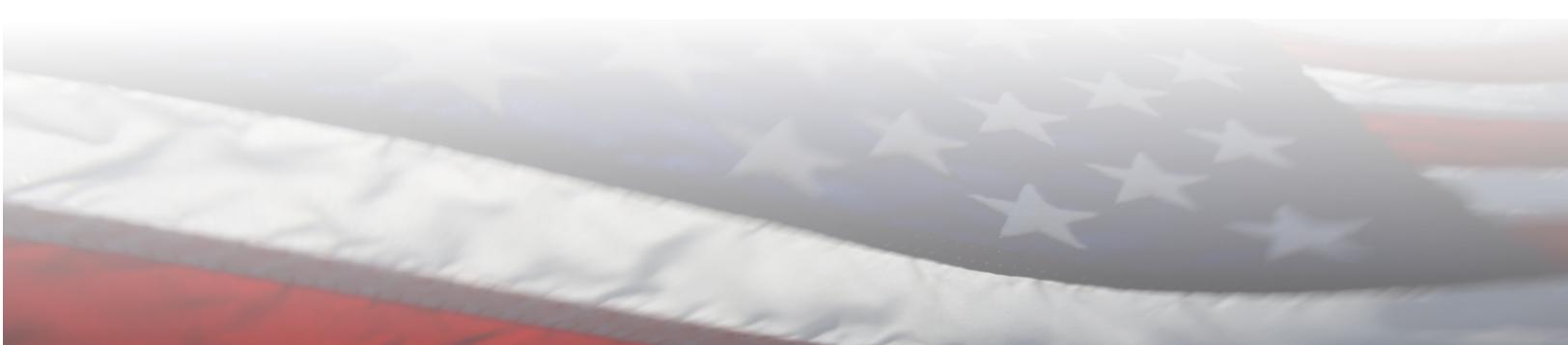
Military
State & Local Government
Federal Civilian Agencies





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INTRODUCTION

GSA Region 4, Federal Acquisition Service employees are proud servants of a great Government. Our goals and objectives are directly aligned with the needs of our government customers from the military, federal civilian agencies and state and local government communities.

Because we continue to enjoy success in helping customers achieve their needs through acquisition support, promoting sustainability through the reuse of personal property and partnering with customers on committees and/or evaluation teams, we want to share examples with you of how we provide customer support to enable mutual organizational success.

Please read the following R4 FAS Story Book to better understand how we collaborated with customers through our respective business lines to help them achieve critical mission objectives.

GSA R4 Federal Acquisition Service
Story Book



OVERVIEW

National IT Commodity Program (NITCP) Reverse Auction

Challenge

NITCP needed to secure more of the federal IT commodities market while simultaneously maximize increasingly reduced federal agency acquisition budgets.

Action

Collaborate with stakeholders to identify and provide Government customers an acquisition methodology that promotes competition, reduces costs and vendor transparency.

Solution

GSA launched the GSA Reverse Auction Platform July 1, 2013.

Result

GSA's Reverse Auction Platform fosters vendor competition and enables reduced customer costs. The platform interfaces with GSA's existing secure customer ordering programs and platforms such as, GSA Auctions, eBay and Advantage.

Reference

Department of the Navy and Department of Homeland Security expressed delight and interest in utilizing the GSA Reverse Auction Platform.

For more information see "The Complete Story".



THE COMPLETE STORY

National Information Technology Commodity Program (NITCP) **ReverseAuctions.gsa.gov**

Our goal was to develop a government managed reverse auction platform that streamlines the acquisition process, drives down prices, promotes competition, captures prices paid data, increases opportunities for industry partners, and increases savings to the government and taxpayers.

Tighter budget constraints are prompting increased interest in reverse auction as agencies view this process as an opportunity to reduce acquisition costs and increase savings. This is the first Government created and managed reverse auction platform that is available for all federal agencies. Based on market research, some government agencies pay third-party hosts to create and manage reverse auction platforms. While the Government may have benefited from using these third-party hosts, maximum savings may not have been achieved.

The NITCP, working in concert with the Chief Information Office (CIO), set out on a course to design a reverse auction platform that is Government owned and operated to increase savings, maximize taxpayer dollars, capture prices paid data, and increase business opportunities in a fair and competitive environment for the vendor community. Additionally, the reverse auction platform eliminates third-party fees.

GSA launched a Government-managed Reverse Auction Platform on July 1, 2013. GSA was able to create and launch this new system within 9 months from the time requirements were defined.

The project came in on time and under the \$600,000 budget for Phase 1. It is designed to produce savings and track acquisition spend data on products purchased on the platform for GSA's Multiple Award Schedule (MAS) customers. GSA Reverse Auctions provides a self-service platform that is an efficient and cost-effective process for buying non-complex commodities and simple services. In addition, the platform drives down the total cost of acquisition; increases savings to customers and taxpayers; reduces procurement cycle times; complies with security requirements; and provides spend data and historical pricing to provide transparency and a clear audit trail. This web-based platform potentially provides vendors increased opportunities through GSA vehicles such as MAS and BPAs. This lets the vendors input their lowest competitive bid and move on to participate in other opportunities rather than having to constantly monitor the auction. The platform fosters competition in the vendor community, driving down costs and allowing buying activities to maximize appropriated funds to meet agency needs and giving taxpayers and the Government a greater bang for its buck.

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THE COMPLETE STORY

National Information Technology Commodity Program (NITCP) ReverseAuctions.gsa.gov

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From the first auction input by NITCP on July 1, 2013, our expectations for the success of the program have been validated. Within one week of launch, at least 5 other Federal agencies had posted auctions. We also had numerous inquiries from customers about loading their agency contracts on the auction platform. Also, within the first week, there were 1,397 visits to the ReverseAuctions.gsa.gov site of which 53% were new visits.

Based upon metrics, we expect to see an average 5% savings off of the government estimate. We also expect to see a \$10.1 million in business volume sales via ReverseAuctions.gsa.gov by the end of FY 2013.

U.S. Navy per Email - "I wish I were a stockholder in GSA . . . everything you are doing to support efforts to improve acquisition efficiencies and competition are exciting and positive. The new reverse auction process hits the ball out of the park!" Mr. Jamey Halke, Strategic Sourcing Program Manager, Naval Supply Systems Command Comm (717) 605-7488, DSN 430-7488, email: Jamey.Halke@navy.mil

U.S. Navy per Press Release - "GSA is doing a lot of exciting and positive things to improve acquisition efficiencies and drive competition, but the new reverse auction platform hits the ball out of the park," said U.S. Department of the Navy strategic program manager Jamey Halke, Naval Supply Systems Command Comm (717) 605-7488, DSN 430-7488, email: Jamey.Halke@navy.mil. Navy is the first agency to use the platform and is already engaged in a partnership with GSA to add the Navy's BPAs to the platform.

Veterans Affairs (VA) sent out an Acquisition Flash to the VA workforce. As a result, the VA was the first agency that partnered with GSA to add its agency Federal Supply Schedules to the reverse auction platform. Additionally, the VA was one of the first three agencies to utilize the reverse auction platform

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OVERVIEW

National IT Commodity Program (NITCP) MAS Modification Process

Challenge

Develop a streamlined modification process for the GSA Multiple Award Schedules program for the IT Schedules and increase GSA's IT commodities market share.

Action

Enhance the IT Schedules modification process through a Lean Six Sigma Assessment

Solution

Develop and Implement an electronic contracts modification solution.

Result

Shortened the IT Schedules modification process from a 26 step process to a 6 step process. The number of processing days was reduced from as many as 120 to as few as 2 days. The program is now more competitive with other government IT commodity providers and the modification process is being considered for implementation across the GSA Schedules program.

Reference

Teresa Carrington, Director, NITCP, Phone: (404) 331-7838, Email: teresa.carrington@gsa.gov.

For more information see "The Complete Story".



THE COMPLETE STORY

The National Information Technology Commodity Program (NITCP) 24 Hour Contracts Modification Process

Due to the dynamic nature of information technology products, Schedule 70 vendors frequently have a need to modify their product offerings to add new, state of the art products and replace outdated technologies. The lead time for processing this type of modification is 60 to 120 calendar days on average. FAS has been under constant scrutiny from both vendor and customer communities for a modification process that did not allow for timely refresh and addition of technology products. Unsatisfied with the extensive lead time for processing modifications, vendors and customers have increasingly been turning to alternative contract solutions to meet their needs.

The Schedule 70 program, the leading revenue source for FAS, has experienced a 20% decline in market share relative to its largest commodity business competitors in the IT commodities market. Currently FAS generates an estimated \$6.5M in annual revenue from an IT commodity market that is estimated at over \$24B and is forecasted to reach over \$30B by 2014.

A Schedule 70 Branch was created in Region 4, strategically co-located in the same facility with the National Information Technology Commodity Program (NITCP) with a clear goal of recapturing the lost market share and streamlining the modification process. The Schedule 70 and NITCP team evaluated current processes and determined that current processes lacked the cutting edge responsiveness and overall efficiency needed to streamline processes and remain competitive.

Originally the modification process from start to finish consisted of 26 steps to successfully process and complete a modification. Through a Lean Six Sigma evaluation process a streamlined approach to electronically process modifications was developed. The result was the creation of the e-Modification system for the addition and/or refresh of IT product offerings under the Schedule 70 contracts. The e-Modification system reduced the modification process from a 26 step process to a 6 step process.

Through the successful implementation of the e-Modification system processing times were cut from “60 to 120 days” to “24 to 48 hours” enabling FAS to become leaner, more efficient, and more cost effective to the Government and industry partners. FAS is now more competitive with other Government IT commodity competitors and is now rapidly offering state of the art and green products, and meeting customer and industry expectations for having the ability to replace and refresh outdated technologies more quickly. As an added result the Schedule program nationwide is currently researching the potential implementation of the 24 to 48 hour e-Modification system for other Schedule programs.



THE COMPLETE STORY

The National Information Technology Commodity Program (NITCP) 24 Hour Contracts Modification Process

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Foxgraph, a small business – *“Gary and Cheryl: Thank you for approving the recent mods submitted for our BPA response. I received notification from Federal Supply Services yesterday that these are ready for my review and signature.”*

Steve Lehto
Director of Operations
Fox River Graphics
Direct: (612) 238-3270
Cell: (612) 251-2123
slehto@foxgraph.com

Sensoft, a small business – *“Thanks Cheryl, I just uploaded the End User License Agreement (EULA) to the modification request in eMod. Thanks for the quick turn around on the modification.”*

Lisa D. Greer
Vice President, Contract Management Services
Direct dial: **208-634-5060**
Fax: **(208)634-5058**
E-mail: lgreer@sensoft.com

GSA R4 Federal Acquisition Service

Story Book



OVERVIEW

National IT Commodity Program (NITCP) Collaborates with General Supplies & Services (GSS) to Create Solution

Challenge

Collaborate with GSA Global Supply to provide a Sole Source Solution.

Action

NITCIP collaborate with Global Supply to identify appropriate acquisition vehicle to support customer's recurring need.

Solution

Award a single award BPA for IT commodities through an Extended Delivery (EDD) and 4PL requisition model.

Result

The BPA enables a more efficient way to requisition IT commodities at discounted prices.

Reference

Teresa Carrington, Director, National IT Commodity Program, Phone: (404) 215-8700, email: teresa.carrington@gsa.gov

For more information see "The Complete Story".



THE COMPLETE STORY

The NITCP Collaborates with General Supplies & Services (GSS) to Create Solution through Expanded Direct Delivery (EDD-IT) and Four Party Logistics (4PL) Requisition Model

The National IT Commodity Program was challenged with establishing one (1) Blanket Purchase Agreement (BPA) with a GSA Schedule 70 industry partner to increase the breadth of products on the current Expanded Direct Delivery - Information Technology (EDD-IT) and Four Party Logistics (4PL) requisition models that covers IT commodities in the following categories: Computer Laptops, Desktops, Thin Clients, Monitors, and Tablets & Computer Accessories; to further reduce the administrative costs of acquiring commercial items by federal, state and local government.

A competitive acquisition was conducted and awarded in 2006 for EDD and 4th Party Logistics. The previous effort was awarded to a single large business and the scope excluded Dell products needed by various government agencies via the EDD-IT and 4PL requisition models.

Working together, the NITCP and GSS set out to establish a single award BPA in support of the EDD and 4PL models utilizing small business preference concerns that would allow vendors to offer Dell products provided they could obtain a letter of supply from Dell. A Request For Quote (RFQ) was issued to GSA Schedule 70 vendors to provide IT hardware products via the requisition models. Best value trade off evaluations including small business preference consideration was conducted on the vendors' quotes.

The establishment of a single award BPA utilizing small business industry partners through requisition ordering procedures will streamline the procurement approach via the EDD-IT and 4PL models by federal, state, and local government. The BPA's estimated value is \$100 million and is a faster and more effective way to order IT commodities at sharply discounted prices with prompt, cost-effective delivery and effective customer service, while capturing economies of scale, ensuring compliance with applicable regulations, fostering markets for sustainable technologies and environmentally preferable products, and simplifying data collection. The BPA established discounts from the vendor's GSA Schedule contracts ranged from 3% to 20.54%.

The previous awardee was a large business concern. The evaluation factors in the recompetes gave a preference for small business and award was made to a small business, Coast to Coast. The GSS, NITCP and Coast to Coast held two kick-off meetings and GSS is upload the vendor Schedule 70 catalog for IT hardware products to the EDD-IT and 4PL platforms. Coast to Coast will obtain a letter of supply from Dell to offer Dell IT hardware via the EDD-IT and 4PL platforms. Through this EDD-IT and 4PL procurement model, Federal, state, and local government customers will be able to issue requisition orders very rapidly.

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OVERVIEW

Personal Property Management Division Excess Furniture

Challenge

CDC in Atlanta, GA needed to dispose of 70,000 sq. ft. of excess office furniture to avoid monthly storage costs.

Action

Collaborated with GSA R4 FAS Personal Property Management Division (PPD) for assistance with disposing of excess office furniture.

Solution

PPD administered special on-site screening of furniture to concentrate and expedite screening process. Transferred furniture to 11 Federal agencies and to nine states and approved donees. Property not transferred or donated was offered to the public for sale on GSAAuctions.gov.

Result

CDC terminated its lease for a savings of \$35,000 per month and was able to dispose of excess furniture not utilized to support its mission.

Reference

Sherri L. Johnson, Supply Management Specialist, Logistics Management Branch, Disease Control and Prevention, Phone: (770) 488.0862, slj3@cdc.gov.

For more information see "The Complete Story".



THE COMPLETE STORY

Region 4 FAS Personal Property Management Division CDC Excess Furniture

The Department of Health and Human Services (HHS), Center for Disease Control and Prevention (CDC) relocated office furniture from costly office space into approximately 70,000 square feet of warehouse space in downtown Atlanta. The month-to-month lease provided CDC the necessary time to sort the furniture and identify what furniture was needed and what should be disposed of. CDC asked the Personal Property Management Division (PPD) to expedite the excess furniture disposal so that they could cancel the warehouse lease and avoid the monthly payment.

The warehouse was loaded with excess furniture in usable condition including chairs, desks, tables, work stations, file cabinets, and pedestals. To use PPD's normal web-based screening process (www.gsaccess.gov), was not a viable solution to expedite the reporting and to move this large amount of furniture. To support the CDC, the PPD team developed an effective and efficient strategy to reduce the typical disposal cycle time.

The action taken by PPD to provide an effective and efficient solution for the CDC included convening a special on-site screening opportunity. Because the warehouse containing all the furniture that was to be excessed was located in proximity to where many of the Federal and State customers were located, local participation was high. In addition, many customers from outside of Atlanta participated due to the large volume of product available.

The special screening allowed one day of screening for Federal Agencies and the following day for the State Agency for Surplus Property (SASP) and approved donees to inspect and request the desired furniture. The special screening team was headed by PPD's Juan McLemore, Area Property Officer for Georgia, and composed of Shelia Blount, Kenya Crosson, and Angel Paschall-Harmon

Over the two days of screening, more than \$1.4 million of personal property was transferred from the CDC to 11 Federal agencies and nine State Agency for Surplus Property (SASP) approved donees. The property that was not transferred or donated was quickly offered to the public for sale on GSAAuctions.gov, to enable CDC to completely clear the excess furniture from the warehouse.

The expedited on-site screening process enabled the CDC to terminate its month-to-month lease for warehouse space resulting in savings to the agency and American taxpayers. It was also the perfect alternative solution to quickly identify customers that could re-use CDC's excess furniture. The transfer allowed the executive agencies who participated in the screening an opportunity to meet their requirements for personal property, through the CDC's excess furniture, and avoided the costs associated with having to procure new furniture.

Sherri L. Johnson, Supply Management Specialist, Logistics Management Branch, Disease Control and Prevention, Phone: (770) 488.0862, slj3@cdc.gov.

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OVERVIEW

Assisted Acquisition Services Division NASA IT Project

Challenge

Award a complex IT support services contract for comprehensive IT support for NASA's National Center for Critical Information Processing and Storage (NCCIPS) Data Center.

Action

Collaborated with NASA during all phases of contract award to ensure requirements were identified, documented and addressed.

Solution

GSA awarded task order and restructured as a predominantly Firm Fixed Price (FFP) Task Order.

Result

Award resulted in a \$12.1M (16%) savings based on the IGE amount. Awarded contractor offered a 40% discount from their ceiling labor rates. Cost savings were in part due to a change in the contract type from a CPAF to a predominantly FFP Task Order.

Reference

Pete Gruzinskas
NASA Stennis Space Center
NCCIPS Program Manager
228-688-4027
peter.p.gruzinskas@nasa.gov

For more information see "The Complete Story".



THE COMPLETE STORY

Assisted Acquisition Services Division NASA IT Recompete Project

NASA, National Center for Critical Information Processing and Storage (NCCIPS), requested AASD to place a new five-year order for Information Technology (IT) services including IT facilities management for the main data center and ancillary facilities. Primary service components are IT facilities operation and maintenance, IT Systems Integration, and IT Services. The scope also includes computer operations, infrastructure, hardware, software, maintenance, networking, and site preparation necessary to operate the computer equipment and related facilities data processing and storage centers.

Bernard Fordham was the project lead and contracting officer for this project. Both Bernard and the client, NASA, are located at Stennis Space Center, MS. Bernard worked closely with the client during all stages of the award. The GSA Team included Bernard, Susan Humann, Jason Heddy, Amy Cook and other internal reviewers. This order was a recompete of an existing order that GSA manages for NASA.

The project team worked closely with the client to update and redefine the requirement. The previous order was a traditional Cost Reimbursement Plus Award Fee (CPAF). Based on a complete review of the project requirements, the project team was able to restructure the requirements as a predominantly Firm Fixed Price (FFP) Task Order award under the Alliant GWAC in order to maximize competition and streamline the acquisition process.

The total task order price including options was awarded for \$63.8M. The IGE amount based on Schedule pricing and historical information was \$75.9. The award resulted in a \$12.1M (16%) savings based on the IGE amount. This acquisition was a competitive acquisition under the GSA Alliant GWAC and the contractor offered a 40% discount from their ceiling labor rates for this acquisition. The cost savings were in part due to a change in the contract type from a CPAF to a predominantly FFP Task Order and a more competitive group of offerors under the Alliant GWAC.

Comments from the Client, Dr. Richard J. Gilbrech included: "GSA's efforts during the re-competition of the critical support services to NCCIPS are particularly noteworthy. Mr. Fordham led the teams with a sound acquisition strategy to a Source Evaluation Board (SEB) selection that resulted in projected cost avoidance of \$12M to NCCIPS customers over the next 5 years. The selection will also ensure uninterrupted support for the 24/7/365 operation that houses critical information technology (IT) resources for NCCIPS customers. As you are aware, this uninterrupted support is of utmost importance to national security and critical for the agencies running applications at NCCIPS. Thanks to you and your team once again, and I look forward to continuing the outstanding partnership with GSA Assisted Acquisition Services as we maximize Federal resources in meeting our respective missions."

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OVERVIEW

Assisted Acquisition Services Division Supply Chain Solution

Challenge

Transform the General Supplies and Services (GSS) Supply Chain to become more flexible in responding to customers' needs and to become their provider of choice.

Action

Leverage latest technology to transform GSS Supply Chain focused on greater reliance on direct vendor shipments.

Solution

Contractor supported Supply Chain Management System and Services

Result

Task Order Awarded including options resulted in a \$21.1M (40%) savings.

Reference

Bill Sisk, Assistant Commissioner for General Supplies Services
(703) 605-1846, bill.sisk@gsa.gov and Marty Jennings, Deputy Asst Commissioner for
General Supplies and Services, (703) 603-8349, martin.jennings@gsa.gov

For more information see "The Complete Story".



THE COMPLETE STORY

Assisted Acquisition Services Division General Supplies and Services Supply Chain Management Solution

The Federal Acquisition Service (FAS), Office of General Supplies and Services (GSS), within the General Services Administration (GSA), provides goods and services to customers in the Department of Defense and other Federal agencies around the world. To become more agile and flexible in responding to customer requirements, and to be the preferred choice as a supply chain provider, GSS saw the need to transform its business model.

GSS' strategy to transform its business model focused on enhancing its service delivery model by leveraging "cloud computing" through the "Software as a Service (SaaS)" platform. The desired service capabilities for the new model were to include: customer interaction, order management, procurement, supplier relationship management functions of the GSS supply chain and more. In short, the objective was to completely transform the way GSS performed their core business functions to leverage the latest commercial technology.

The transformation involved a greater reliance on direct vendor shipment of goods to GSS customers. Order Management Services (OMS), a new approach for the delivery of business capabilities supported by information systems leveraging cloud computing, was a key part of GSS' business transformation. GSS also achieved the following to accomplish its transformation objectives:

- Leveraged existing capabilities of the Alliant GWAC.
- Conducted intensive market research and vendor community outreach.
- Implemented a Statement of Objective (SOO) acquisition approach to allow the most innovative commercial solutions.
- Maximized the use of Firm-Fixed Priced (FFP) CLINs.
- Implemented a modular acquisition approach to reduce the government's risk to the transformation.

The total task order price including options was awarded for \$30.6M. The IGCE amount based on Alliant GWAC pricing and available technical expertise was \$51.7. The award resulted in a \$21.1M (40%) savings based on the ICCE amount. The acquisition experienced significant competition and the contractor offered considerable discounts.

Comments from Mr. Bill Sisk, Assistant Commissioner, General Supplies and Services (GSS) and Mr. Marty Jennings, Deputy Assistant Commissioner, GSS consisted of high praise for superior acquisition support and customer service.

Bill Sisk, Assistant Commissioner for General Supplies Services
(703) 605-1846, bill.sisk@gsa.gov and Marty Jennings, Deputy Asst Commissioner for General Supplies and Services, (703) 603-8349, martin.jennings@gsa.gov