



GSA's Making it Easier to do Business with the Government

October 2016

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Introduction

“Making It Easier, or MIE, does just what it says — makes it easier for new and innovative companies to do business with the government.”

Denise Turner Roth
Administrator

Throughout 2016, leadership across the U.S. General Services Administration (GSA) was on a mission to make the agency more efficient, innovative, and effective. The April launch of GSA's groundbreaking new [Making It Easier](#) (MIE) initiative proved to be a big step toward fulfilling those goals.

MIE is a series of programs designed to provide start-ups, small businesses, and other government suppliers with the tools and support they need to do business with the government. It also helps new and innovative companies get on Schedule faster.

This report covers the MIE initiatives introduced in FY2016 and their impact on our stakeholders, and also explains GSA's plans to promote these principles of innovation and change in FY 2017.

The MIE Vision:

- Companies can do business with the government with as little burden and delay as possible
- Well-designed technical interfaces allow vendors/suppliers to register, update information, and interact with the government easily
- Small businesses have the tools and support that they need to be successful when working with the government
- To ensure vendors understand the procurement process and know how to seek business with the government.

MIE: Making It Easier To Work With Government

Every year, tens of billions of dollars go through GSA's Multiple Award Schedules (MAS) — and we've heard time and time again that getting a Schedule contract is too hard and takes too long. And then once you're there, it can be difficult to make changes to a contract. MIE has answers to those issues, too. And best of all, the benefits of MIE aren't limited to just one GSA Schedule or program - they're found in process improvements and policy developments taking shape across the entire agency.

In 2014, the Federal Acquisition Service (FAS) began the monumental task of collaborating with industry and customers to transform the Multiple Award Schedules (MAS). MAS Transformation incorporates cutting-edge, new, and innovative ideas and solutions into our Schedule contracts with the following goals:

- Affirm the MAS program as the contract vehicle of choice for commercial products, services, and solutions
- Ensure competitive pricing data
- Streamline award, administration, and ordering processes through modernized systems
- Maximize ease of use
- Provide access to a wide base of capable industry partners
- Pilot innovative change to foster continuous improvement

We've made great strides to date, including giving our contracting professionals access to better tools and more data. And, to provide unprecedented support to our stakeholders and ensure that GSA's Schedules remain the acquisition vehicle of choice across government, FAS also formed the MAS Program Office. Led by Schedules veteran and expert Judith Zawatsky, the MAS Program Office focuses on implementing these transformative initiatives and working across GSA to develop and launch the next round of MIE solutions for GSA's stakeholders, customer agencies, and suppliers.

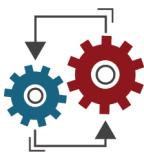
A major goal of MIE is to get more new businesses, both traditional market vendors and innovative and emerging technologies, on Schedule.

Over the years, we have heard that obtaining a Schedule contract can be very difficult, especially for a company inexperienced in federal contracting. We've taken this feedback seriously and created new MIE processes and tools that change all that. As a result, we're seeing more new and innovative companies on Schedule than ever before. Small businesses included.

Making It Easier **For Small Business to Find Opportunities**

The new MIE processes include the following tools and roadmaps designed to help new vendors find Schedule opportunities, and then put together a first offer. We've also updated how modifications are made to some Schedule contracts.

The Small Business Forecast Of Contracting Opportunities Tool



Process Change



Enhancement for Small Business

Expanding opportunities for small businesses is a major part of GSA's mission. The [Small Business Forecast of Contracting Opportunities Tool](#), aka "The Forecasting Tool," does just that. This web based search tool, co-developed by FAS and the Office of Small Business Utilization (OSBU), makes it easier for small businesses to find upcoming federal contracting opportunities around the world. Users can filter contracting opportunities by agency, award status, location, the North American Industry Classification System (NAICS) code and contract value.

Housed in the Acquisition Gateway, the innovative GSA [Forecast Tool](#) represents a key element of GSA's focus on strengthening its role as a catalyst for economic development in communities nationwide.

The GSA Forecast Tool offers opportunities in real time. Beginning with the FY 2017 forecast process, internal GSA users have backend access to the tool for direct input of forecast information. Some of the benefits this access provides are:

- Flexibility to quickly add, edit, or delete information within the tool
- Eliminates the need for quarterly forecast data calls
- Vendors have current forecasting information throughout the year

- Consistent information and improved data quality
- One automated tool used throughout the agency

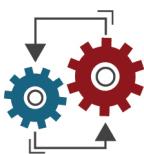
OSBU is working with the Office of Government-wide Policy to develop policy requiring all GSA buying activities to provide their forecast information via the tool.

Today, five additional agencies (State, Treasury, Education, Social Security Administration, and USAID) have added information to the tool, with others also expressing interest in getting on board. Having all forecast information in one location is a big timesaver for vendors, cutting down on visits to multiple agency websites.

Making It Easier to Understand the Offer Process

The GSA website is full of very useful information about MAS and IT Schedule 70. But for first timers (particularly small companies), the entire offer process is quite daunting. We know many vendors hire outside help to advise them and, in some cases, to even fully manage the entire contracting process. So when our industry partners suggested we come up with a way to explain the process of getting on Schedule using plain language, we took on the challenge.

The IT Schedule 70 Plain Language Roadmap



Process Change

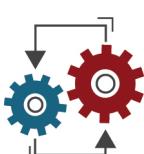


Enhancement for Small Business

Officially known as The Guide to Preparing an IT Schedule 70 Offer, the [IT Schedule 70 Roadmap](#), is a collaborative project by GSA's [18F](#) and [IT Schedule 70](#), that not only explains the offer process in plain English, but also provides step-by-step instructions on how to successfully navigate it. GSA involved suppliers during every stage of "building" the Roadmap, conducting interviews and feedback sessions before and during the development of the content and web pages. It consolidates tools and information into one place, making it easier for suppliers to find the information they need to get through the offer process. And, we've also increased customer support, should a prospective supplier still have questions about the offer submission process that weren't answered by the Roadmap.

The IT Schedule 70 Roadmap has made its mark by centralizing information, minimizing surprises, and fully preparing suppliers for what to expect as they move through the offer submission process. The Roadmap continues to receive positive feedback with "*It's simple, but simple is perfect. Too much and you lose people,*" "*It looks well laid out and easy to understand,*" and "*I like the personal tone, it's nice to be personable when walking people through such a complex process,*" are among the many comments received to date. The Roadmap is the second highest viewed IT Schedule 70 webpage, with 6,905 views since its May 2016 launch.

MAS Quickstart Guides



Process Change



Enhancement for Small Business

Roadmaps aren't limited to just IT Schedule 70 -- we plan to release plain language guides to preparing offers for some of our other Schedules.

Until they are complete, we are offering Quickstart Guides: short, simply written, introductory explanations of how to use specific MAS contract vehicles.

The first Quickstart Guide explains the Electronic Contract Offer (eOffer) process. Found on the [Getting Started with GSA Schedules](#) page, this QuickStart guide outlines all the trainings that need to be completed and

information that must be collected before prospective contractors can submit an offer on [eOffer.gsa.gov](#). FAS also plans to create Quickstart Guides focusing on digital certifications and other parts of the offer and modification process.

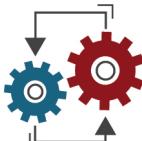
Making It Easier **And Faster To Get On Schedule**

We listened to feedback that said the sometimes lengthy contract award process was an obstacle keeping some small companies and innovative high tech firms new to federal contracting out of the market. And that contract modifications took too long, too. We responded with new programs making it possible for Information Technology (IT) Schedule 70 vendors to provide products and services at the speed of innovation, allowing GSA to address the rapid pace and growth of the government's technology needs.

IT Schedule 70 Startup Springboard and The FASt Lane



Policy Change



Process Change



Enhancement for Small Business

For years, we've heard from industry partners that unique government practices - such as the two-year corporate experience requirement for becoming a Schedule contractor - could be a barrier for small businesses, and were particularly challenging for startups. So we reconsidered how the potential of highly qualified, innovative technology companies new to the federal market was reviewed and developed an alternative to the traditional two-year corporate experience requirement called the Startup Springboard. This new program is a win-win: good for customer agencies and industry.

- Using the project experience of key personnel as a substitute for having relevant corporate past performance
- Providing financial documentation that demonstrates the company's financial responsibility in lieu of submitting two years of financial statements

Those are the only requirements that are different - industry partners with less than two years of corporate experience will still be certified responsible according to [Federal Acquisition Regulation \(FAR\) requirements](#). They'll also need to be able to deliver the technical needs and work required by Federal, State, Local, and Tribal governments.

How the Startup Springboard Works

The Startup Springboard makes it possible for emerging startups to be included on IT Schedule 70 sooner and deliver their products and services into the hands of federal agencies faster than ever before.

Interested industry partners lacking two years of corporate experience can now complete their offer submission for an IT Schedule 70 MAS contract by:

- Using the professional experience of their executives and key personnel as a substitute for having two years of corporate experience

Spreading the Word

Getting the word out to industry partners and the agencies that support them is a big part of making the Startup Springboard a success. The GSA Federal Acquisition Service (FAS) and 18F partnered with GSA's Office of Small Business Utilization (OSBU) to spread the word about the initiative. GSA presented at small business focused events, conducted outreach to over 160 Procurement Technical Assistance Centers (PTACs) that support over 57,000 vendors in all 50 states and Guam, and conducted outreach to five industry associations and media publishers.

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"It's a win-win-win: good for GSA, good for our customers, and good for industry."

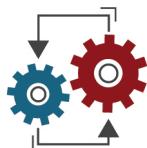
Mary Davie
Assistant Commissioner
FAS Integrated Technology
Service

The team ramped up its outreach efforts by publishing numerous industry-targeted blog posts many tweets and LinkedIn posts, holding multiple weekly online training webinars, and identifying local and national industry events to attend for increased awareness.

If a supplier expressed interest in the Startup Springboard, we paired them with a contract specialist for a single point of contact. To date, 195 companies have been trained. Five companies have submitted offers

and one has been awarded an IT Schedule 70 contract. The four remaining are still under review within FASt Lane. GSA continues to promote the program and is looking forward to onboarding additional vendors in FY 2017.

IT Schedule 70 FASt Lane



Process Change

*"MIE's FASt Lane
is a game changer,
drastically cutting the
time it takes to get
new, innovative IT
vendors on Schedule
70."*

Kay T. Ely
Deputy Assistant Commissioner
FAS Integrated Technology
Service

Proven through a successful pilot, [IT Schedule 70 FASt Lane](#) drastically cuts the time it takes to get new, innovative IT vendors on Schedule 70. And once you're on Schedule, FASt Lane makes it easier and faster to make changes to a contract.

In the past, it took an average of 110 days to get on Schedule - FASt Lane cuts that down to an average of only 31 days for new offers. More than 108 new companies, the majority of them small businesses, have come on Schedule via the FASt Lane since the program began.

FASt Lane is proving to be a boon for new and emerging technology businesses: the initiative recently processed 15 vendors, adding the new Highly Adaptive Cybersecurity Services (HACS) SIN to their pricelist.

Operational Excellence Means Faster Service

The FASt Lane has been a plus for contract modifications (adding new products and services to an existing contract), too. The FASt Lane contract modification process pilot focused on IT hardware requests made by GSA's National Information Technology Commodity Program (NITCP), but the program now includes four other teams within the IT Schedule 70 program. Our average modification cycle time used to be 10-15 days, but by developing stronger technical knowledge and actively engaging contractors for rapid turnaround, we've been able to reduce that average to under 48 hours. In total, more than 2266 modifications were processed in FY16, allowing GSA to make the most current products and services (including HACS and the Health IT SIN) available to customers at the speed of business.
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Expanding the Impact

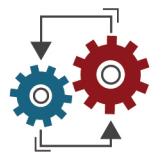
The FASt Lane shows how GSA is becoming leaner and more efficient - providing even greater value to our customer agencies and the vendor community. But, despite already expanding the FASt Lane across additional offices in ITS, the MAS Program Office and IT Schedule 70 teams aren't just resting on these current successes - they're looking ahead and examining the

best ways to expand this initiative into other market sectors. FASt Lane is also focused on engaging new and emerging IT businesses in the Cybersecurity, and Cloud and Health IT categories. Please check out the [IT Schedule 70 FASt Lane Webpage](#) for the latest on this initiative.

Making It Easier to Get Important Information

As stated above, the idea behind the MIE initiative is to Make It Easier for our customer agencies and industry partners to work with government and accomplish their missions - so GSA's innovations are not limited to IT Schedule 70. MIE includes items aimed at improving our communication with suppliers and stakeholders across the Multiple Award Schedule (MAS), too. There are also contract continuity and streamlined offer requirements initiatives for successful MAS contract holders looking for a new contract under the same schedule. FAS is constantly reviewing and updating programs and websites to make sure stakeholders and suppliers have the information they need, when they need it.

Standardized MAS Welcome Package



Process Change

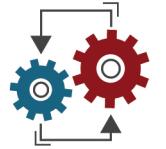
Our improved stakeholder outreach program is set in motion the moment a new company is awarded a Schedule contract. They now receive a standardized [MAS Welcome Package](#), putting an end to the possibility that first time vendors could be sent inconsistent or outdated guidance. Each package provides new awardees (regardless of program) with clear, consistent, and up-to-date award information (including a detailed contract summary of terms and

conditions). Also included is a direct link to GSA's [MAS Welcome Package](#) portal, where our industry partners can easily locate the guidance, training, and marketing tools needed to achieve and sustain success as a MAS contract holder. The resources in the MAS Welcome Package are continuously updated.

30-day Advance Notice and Webinar policy



Policy Change



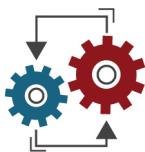
Process Change

We pride ourselves on using the most innovative contracting practices to support our stakeholders. This means GSA must continually refresh our solicitations and contract vehicles - which includes updating regulations, policies, and supporting clauses and provisions. These changes are sometimes basic administrative updates, but others are significant and require more discussion and explanation.

(FAQs), where appropriate. In addition, the relevant MAS Acquisition Center hosts a webinar for the vendor community, providing time for an explanation and discussion of the upcoming changes.

With that in mind, GSA implemented a 30-day Advance Notice and Webinar policy requiring our MAS Acquisition Offices to, when possible, communicate upcoming solicitation or contract changes to our vendor community 30 days prior to executing a solicitation refresh or mass modification. Posted to our [MAS Interact](#) page, advance notice announcements include a summary of the refresh or solicitation changes, along with an attachment containing the full text of the clause changes and Frequently Asked Questions

Upgrades To The GSA National Customer Service Center



Process Change



Enhancement for Small Business

Whether you're a prospective contractor working on an offer, a current contract holder working through a modification, or just looking for information about the GSA Schedules program, FAS is Making It Easier for you to get the help and information you need.

Forget calling number after number, searching for the correct help center. The GSA National Customer Service Center (NCSC) is your "one call for it all" - our representatives are knowledgeable in the areas of expertise and special services offered by each help desk and will direct customers to the correct place. No longer will callers have to navigate multiple help desks to find the answer to a single question.

Online, the interactive [eOffer/eMod Help Center](#) has step-by-step instructions for submitting an offer or modification for a MAS contract. [SAM.gov](#), the System for Award Management, has issued a step-by-step [quick start guide](#) for entities interested in being eligible for government contracts.

If you need information, but aren't sure which help desk or site is right, visit our updated [contact us page](#) and chat, call, or email for assistance. Below is a quick overview of our various help desks with their primary functions so that you can contact them directly for assistance.



Contact Center	Expertise	Customer	Self Help Links	Virtual	Phone
National Customer Service Center (NCSC)	General GSA and Schedules Information	Industry/ Agencies	Overview of GSA Purchasing Program	mashelpdesk@gsa.gov	844.872.4681
Vendor Support Center	Schedule Contractor Related Questions	Schedule Contractors	Vendor Support Center	vendor.support@gsa.gov	877.495.4849
eOffer/eMod	eOffer/ eMod System Questions	Schedule Contractors	eOffer/eMod Help Center	eoffer@gsa.gov	866.472.9114
GSA Advantage!	GSA Advantage and eBuy	Industry/ Agencies	Help Topics	GSA.Advantage@gsa.gov	877.472.3777
Federal Service Desk (FSD)	SAM Systems Questions	Industry/ Agencies	FSD Learning and Support Center	Live Chat/Web Form	866.606.8220

Making It Easier
to Manage Contracts

Contract Continuity and Streamlined Offer Requirements Initiatives



Over the past 60 years, GSA's MAS program has become the largest and the most successful buying program in the federal government. As the program matures, we're running into an interesting dilemma: many our oldest and most successful industry partners are now approaching the end of their 20-year contract periods. And while this may sound like no big deal, in reality, it could have been a major disruption. Instead, it gave us several opportunities to Make It Easier for our longtime MAS partners.

The stumbling block: historically, Blanket Purchase Agreements (BPAs) did not allow MAS contracts to be extended beyond their expiration date, unless that contract had option periods remaining. And a MAS contract holder could only submit a new offer up to nine months prior to their contract's expiration date - the existing contract would be canceled once a new one was awarded.

GSA's new [Contract Continuity Initiative](#), allowing the award of overlapping or continuous contracts (such as two Schedule 70 contracts with different periods of performance), changes all that. It allows a contractor to submit an offer for a new contract for the same Schedule at any time during the existing contract's period of performance, and this new award will no longer immediately cancel the existing MAS contract. Holding continuous contracts enables the FSS contractor to complete work under BPAs (and orders awarded via the existing contract), while

utilizing the new contract for new business opportunities.

But this wasn't the only big change to the offer process for successful contractors with a solid history of working with GSA. They can also take advantage of a new, less burdensome (yet still FAR compliant) process and set of requirements when submitting an offer for a new contract under the same schedule.

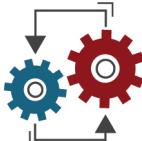
Under the [Streamlined Offer Requirements Initiative](#), the following requirements have been eliminated or reduced to the greatest extent possible for eligible contractors:

- Readiness Assessment
- Financial Statements
- Corporate Experience
- Open Ratings Report
- Relevant Project Experience

Multiple Award Schedule MAS Modification Process Improvement



Policy Change



Process Change



Enhancement for
Small Business

Earlier this year, GSA launched the MAS Modification Process Improvement project aimed at streamlining the current process. More than 170 industry partners responded to our survey and their answers have provided us with invaluable insights on the current modification process (and a starting point for near-term improvements), as well as ideas for future process improvements.

What have we learned? Over 60% of respondents to our survey felt that checklists and templates would be helpful to the modification process. Based on these results, we've already made changes to how MAS modification information is shared online. Now, MAS contractors can more easily find the information they need, including:

- Checklists and Templates
- An updated [Vendor Support Center Modification](#) page.
This includes a list all of the Schedules, and information about guides and templates
- Each of the Schedules gsa.gov pages have been updated with the most current guides and templates
- The MAS Welcome Package that is sent to all new contractors. This leads them to the Vendor Support Center modification page

- The [eOffer/eMod Help Center](#) information is clearly listed on every page dealing with MAS modifications. The Help Center provides easy step-by-step guidance for the system

We are currently reviewing the processes, procedures, and technology related to the MAS modification process as we work to address other issues identified in the questionnaire.

Making it Easier **Important Policy Changes**

There were several important policies developed and implemented this year as part of the MIE Initiatives. These policies not only support category management and promote smarter buying across government, but also help to transform the MAS program for future growth and success.

Transactional Data Reporting



Policy Change

In June, GSA published the final [Transactional Data Reporting \(TDR\)](#) rule requiring vendors to electronically report prices paid for items or services purchased through schedule contracts and governmentwide acquisition contracts run by the agency. TDR supports the governmentwide category management initiatives by producing market intelligence that GSA and its partner agencies can use to make smarter acquisition decisions and save even more taxpayer dollars.

TDR also has benefits for our industry Schedule partners. When MAS contractors agree to report transactional data, TDR removes burdensome tracking and reporting supplier requirements from the Price Reduction Clause (PRC) and Commercial Sales Practices (CSP). The removal of duplicative and inefficient PRC and CSP disclosure requirements also reduces barriers for entering into the federal marketplace, particularly for small businesses.

The key objectives of TDR are to:

- Support category management and promote smarter buying decisions
- Save money and pass these savings on to the taxpayer
- Reduce contractor AND contracting officer burden
- Increase transparency into federal acquisitions
- Be a proactive federal partner and give our

customers the information they need

- Lower barriers for businesses entering the market - this is especially important for our small business partners

FAS, along with our industry stakeholders, is working to transform the MAS program to ensure it continues to offer the efficiency and value it was created to provide.

This unprecedented level of transparency and insight into the federal and commercial marketplaces, along with 21st century technology, will allow us to harness tools and information that were not previously available, and eventually put actionable pricing data into the hands of acquisition professionals at the “point of purchase.”

As part of the strategic implementation of this rule across all GSA contracts, the TDR requirement is currently being rolled out in pilot program involving select Multiple Award Schedule (MAS) products and services.

More information, including the TDR pilot Schedules, Special Item Numbers (SINs), training videos, and the TDR FAQ are available on GSA's [Multiple Award Schedules Interact Site](#). Information about the TDR reporting portal can be found at <https://tdr.gsa.gov>.

Order Level Materials (OLMs)



Policy Change

On September 9, GSA issued a proposed rule to amend the General Services Acquisition Regulation (GSAR) rule and incorporate Order Level Materials (OLMs), also known as Other Direct Costs (ODCs), into the Multiple Award Schedule (MAS) program. This proposed rule introduces more flexibility into the program: making it easier for industry to provide and agencies to buy complete procurement solutions through the MAS program while ensuring excellent value for taxpayer dollars.

Giving agencies the flexibility to easily acquire OLMs on Schedule would create consistency between the MAS program and other indefinite-delivery/indefinite-quantity (IDIQ) contracts. OLMs provide a mechanism through which GSA can help industry bring solutions to the federal marketplace in a thoughtful way while also ensuring that the MAS program provides the best value for the federal government.

Making It Easier
in 2017 and Beyond

Looking Forward

As we move into FY 2017, GSA remains committed to the continued transformation of the MAS Program. We will continue targeting specific areas and initiatives to improve the overall program in the areas of competitive pricing, innovation, enhanced cycles, and stakeholder engagement.

Our Making it Easier initiative has only just begun. We will continue focusing on our strategy to allow government customers to reach new and innovative companies and solutions. We will continue to simplify and streamline the offer and administration of our contracts with expanded plain language interactive guides and roadmaps. By building on the successful Forecast tool, we will continue providing potential and existing contractors with the valuable data and resources needed for expanding opportunities. We are excited to find opportunities to expand on many of the other initiatives launched across MAS in 2016.

Open conversation and continual communication between GSA, industry, and our government customers leads to better processes, policies, and tools. We are committed to robust engagement with all our partners - it's the way to ensure that MAS remains the premier acquisition vehicle for the federal government.

Stay tuned - and stay engaged! Join us on Interact, at our live webinars, and at public events throughout the year to share your thoughts and help us build the next generation of tools, processes, and policies that will be incorporated into the Making it Easier and MAS transformation programs in 2017!

MAS Key Resource Links

Resource	How to Connect
GSA's Making it Easier Vision Key Initiatives Supporting our Vision	http://www.gsa.gov/portal/category/108715#/economiccatalyst
About GSA Schedules Program Overview	http://www.gsa.gov/portal/category/100615
MAS Interact Page GSA's Blog Platform Supporting All Ongoing MAS Activity and Initiatives	https://interact.gsa.gov/groups/multiple-award-schedules
FAS Vendor Service Center For Ongoing Vendor Support	https://vsc.gsa.gov/
MAS Welcome Package New MAS Awardee Information, Guidance and Resources	http://www.gsa.gov/portal/content/121922
eOffer/eMod GSA's Online Tool for Submitting Contract Offers, Mods and FPT Training	http://eoffer.gsa.gov/
IT Schedule 70 FAST Lane Program Overview	http://www.gsa.gov/portal/content/122754
Schedule 70 Roadmap Your Guide to Preparing an IT Schedule 70 Offer	http://www.gsa.gov/portal/category/100406
Schedule 70 Startup Springboard Initiative Overview	http://www.gsa.gov/portal/content/125886
Pathways to Success Training Providing Prospective Contractors Information on Becoming a Government Contractor	https://interact.gsa.gov/blog/new-training-course-vendors
Transactional Data Rule (TDR)/FAS Sales Reporting Reporting, Tutorial and Online Help	https://tdr.gsa.gov/ tdrteam@gsa.gov
Formatted Product Tool (FPT) Support Training, eOffer Support, and Help Desk Support Email Address	http://eoffer.gsa.gov/AMSSupport/index.html#article_article_page/additions-oog FPT-FB@gsa.gov

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