



DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT SUPPORT LOGISTICS AGENCY



DOD Email: Your Bridge to Customers

Ken Tomalka, Training Instructor,
DLIS

WARFIGHTER SUPPORT ENHANCEMENT

STEWARDSHIP EXCELLENCE

WORKFORCE DEVELOPMENT



Objective

The Advantages to participating
in DOD Email.





Items we will cover today:

DOD Email Overview

- mission
- facts

How to become a vendor

- overview

Demonstration

- shop
- find a vendor







The DOD EMALL Mission

The DOD EMALL strives to be the *single entry point* for military, federal agency, and contractor purchasers to find and acquire off-the-shelf, finished goods and services from the commercial marketplace and government sources.





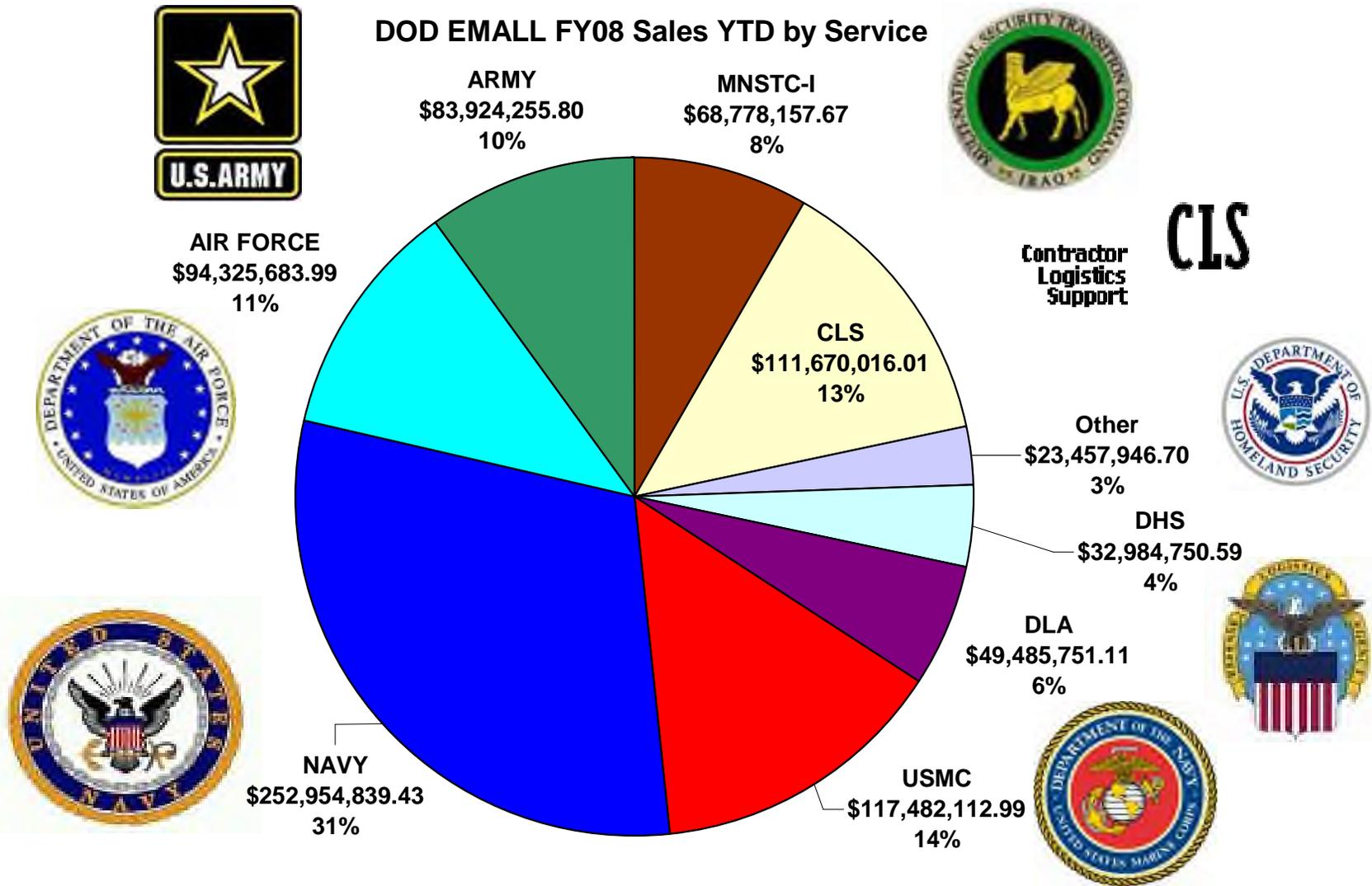
DOD EMALL FACTS

- Stand up program in 1998
- Tremendous sales increase
 - \$14M in FY02
 - \$820M in FY10
- User demographics
 - 31K+ active accounts on DOD EMALL
 - 50% Orderers / 50% Shoppers
- Variety of vendors
 - 1,700+ Commercial catalogs
 - 50%+ are Small Businesses (per SBA designation)





102 User Agencies Represented





DOD EMALL Benefits

Value

Take advantage of DLA's bulk buying discounts.

- Blank Purchase Agreements (BPA)
- GSA contracts
- competitive pricing between vendors





DOD EMALL Benefits

Convenience

Broadest possible range of supplies

National Stock Number (NSN) Items

- 3.2 Million NSN Items managed by DLA
- 200+ Thousand GSA-managed NSNs
- All fully compliant with all DOD Quality Assurance Provisions

Open Market Items

- 50+ Million commercial items
- Great Variety
- standard commercial warranty not to be confused for DOD Quality Assurance Provisions





DOD EMALL Benefits

Convenience

Tools

- Advanced search capabilities
- Ability to tailor shopping for your needs.
- On-line order status, less paper
- Built in shipping costs, no hidden fees

Multi-payment options

- On-line credit card order authorization
- MILSTRIP, line of accounting payment options



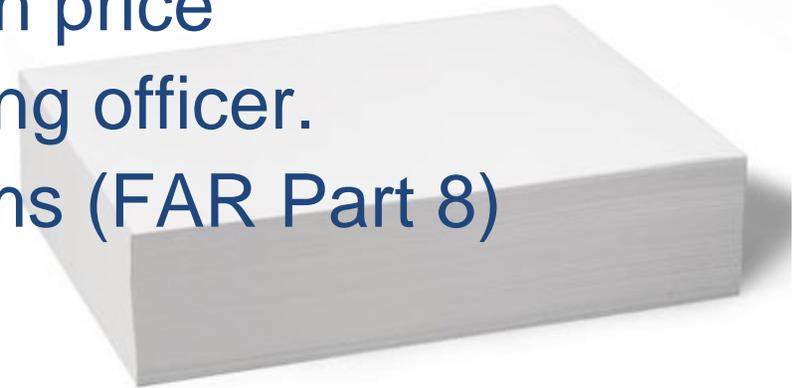


DOD EMALL Benefits

Convenience

Micro purchase requisitions made easy

- supports multiple sources for most items
- All contracted items have been price reviewed by a DOD Contracting officer.
- Includes Mandatory source items (FAR Part 8)





DOD EMALL Benefits Service

- 24/7 support 1-877-DLA-CALL
- Available Training
- Meets DOD System Security Requirements
- Purchasing reports configurable to your needs
 - Data available to support spend analysis reports



Inventory Part Sales

Part Number	Description	Quantity	Unit Price	Estimated Cost
10000001

Inventory Sales History Report - By Category

Category	Description	Quantity	Unit Price	Estimated Cost
...

On Hand Inventory Value Report

Category	Description	Quantity	Unit Price	Estimated Cost
...



DOD EMALL Benefits

Service

Problem Resolution

- Contact the vendor first to resolve issues.
- Contact the DOD EMALL Help Desk if the vendor does not offer fair and prompt resolve.

A great gift for your Teenager!





Why DOD Email?

- Proven
- Several Benefits
 - Value
 - Convenience
 - Service
- Designed for you



Your Bridge to the Items you need.



How to become a Vendor on DOD Email

Getting Started:

Email the DOD Email

Supplier Account Managers at:

email.vendors@dla.mil





How to become a Vendor on DOD Email

What you will need to provide:

- Company Name
- Your name
- Phone number
- Email Address
- Cage Code and DUNS#
- Contract #





How to become a Vendor on DOD Email

*Your Supplier Account Manager will
provide:*

Supplier Worksheet

- **One page form request for basic information about your company**



How to become a Vendor on DOD Email

*Your Supplier Account Manager will
provide:*

Business Rules and Agreement to sell on DOD Email

- **document outlining the rules and
agreements**



How to become a Vendor on DOD Email

*Your Supplier Account Manager will
provide:*

**Information on how to receive your
orders from DOD Email customers**

- **Software available on the various ways you
can set up to receive orders.**
 - PGP, EDI, cXML



The Advantages to participating in DOD Email.

An established bridge to a huge customer base that offers:

- Value
- Convenience
- Service

Support from a Supplier Account Manager

- Initial
- Follow on



More Information?

1-877-DLA-CALL
email.vendors@dla.mil

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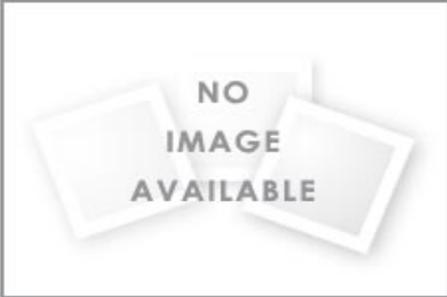
Your Customer Relationship

- How does data quality translate to customers?
 - Customer expectations are difficult to control and impossible to turn off
 - Avoid misunderstandings
 - Avoid misrepresentation
 - Avoid frayed nerves
 - Avoid lost customer loyalty



Poor Product description without an image

Item Detail



Current Cart Controls
Add Qty to cart:
 [Add](#)

Media / Specs / Resources
[View Similar Items](#)

Standard Attributes

Product Name	TONER,TNR CTG,BK	
Item Description	UNV0035 TONER,TNR CTG,BK	
Item Expanded Description	UNV0035 TONER,TNR CTG,BK	
Price	0.0-Infinity	\$47.00
Unit of Issue	EA	
Quantity Per Unit of Issue (QUP)	1	
Supplier	Able Inc.	
National Stock Number (NSN)		
Catalog Number/CLIN	UNV0035	
Manufacturer	UNVSL	
Mfr. Part Number	UNV0035	



Robust description with Image

Item Detail



Current Cart Controls

Add Qty to cart:
 [Add](#)

Media / Specs / Resources

[ABFTC1182 BOOK,RECEIPT,MONEY/RENT](#)
[View Similar Items](#)

Standard Attributes

Product Name	ABFTC1182 BOOK,RECEIPT,MONEY/RENT	
Item Description	ABFTC1182 ** Consecutively numbered spiral receipt books let you record all transactions. Convenient check boxes create space to indicate purpose of payment. Duplicates: white and canary. Triplicates: white, canary and pink., Rent Receipt Book,Bound,Trip,2-3/4"x7-5/8",100-Sheet,Black, Rent Receipt;Bound;Trip;2-3/4"x7-5/8";100-Sht;BK 306647 162354 P3TC1182 306647,Adams Business Forms,Forms,Receipt Forms,Books,Spiral,Consecutively Numbered,Wirebound	
Item Expanded Description	ABFTC1182 ** Consecutively numbered spiral receipt books let you record all transactions. Convenient check boxes create space to indicate purpose of payment. Duplicates: white and canary. Triplicates: white, canary and pink., Rent Receipt Book,Bound,Trip,2-3/4"x7-5/8",100-Sheet,Black, Rent Receipt;Bound;Trip;2-3/4"x7-5/8";100-Sht;BK 306647 162354 P3TC1182 306647,Adams Business Forms,Forms,Receipt Forms,Books,Spiral,Consecutively Numbered,Wirebound	
Price	0.0-Infinity	\$5.93
Unit of Issue	EA	
Quantity Per Unit of Issue (QUP)	1	
Supplier	Metro Office Products	
National Stock Number (NSN)		
Catalog Number/CLIN	ABFTC1182	
Manufacturer	CARDINAL BRANDS INC	
Mfr. Part Number	ABFTC1182	
Contract Number	W911SE04A0022	
Days ARD	1	



Contractor Support

DOD Contractors can utilize DOD Email

- DOD EMAIL supports GFM/CFM contract clauses
- Fund Code (MILSTRIP), Government Purchase Card or Corporate Credit Card
- DLA tracks demand and leverages pricing
- Restricted to Scope of Contract Work
- Subject to monthly or quarterly Contracting Officer reviews





Business Objects Reporting Capabilities

Over 100 Data Elements available...

Supplier Contract Information

Vendor Information

- Supplier (LTA) Name
 - Contract Number
 - Contract Type
 - ICP ID
- LTA Expiration Date
- LTA Business Size
- Accept Credit Cards
- Accept Fund Codes

Customer

Agency Information

- Department
- DODAAC
- User Full Name
 - Unit
- Postal Code



DLA Order (MRA)

Order Information

- Status
- Requisition Number
- Status Comments

Time Period

- Date of Transaction
- Fiscal Year of Transaction

Item and Cart Information

Item and Cart Information

- Cart Name
 - NSN
- Product Name
- Order Quantity
- Requisition Number
- Supplier Name
- Unit of Measure
 - Unit Price

Shipping

Destination Information

- Ship to DODAAC
- Ship To In The Clear
- Ship Address 1,2,3
 - City
 - State

Measures

Aggregate Information

- Aggregate Line Price
- Aggregate Order Quantity