



DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY



DOD EMAIL

Mr. Ron Fields and
Mrs. Adelita Hinten
February 28-March 1, 2012



Agenda

- Mission Statement
- Facts
- FY12 Sales
- Features
- How DOD EMALL Supports the Warfighter
- How to Become a Supplier
- Requirements
- Benefits
- Catalog Data Quality
- Contact Information



Mission Statement

To provide the Department of Defense (DoD), federal, state, and local agency customer's a world class ecommerce, enterprise wide, web-based solution for one-stop shopping, searching, ordering and shipment status.



Facts

- **Small Business Friendly**
 - Over 1,000 commercial vendor catalogs hosted on DOD EMALL
 - Over 700 of those are Small Business Administration (SBA) designated
- **DOD EMALL Users**
 - Users are DOD (Services, National Guard, Reserves, Federal, State, and local agencies)
 - 1,900,000 hits to the site a week



Facts (cont.)

- Customers
 - 33,379 active users (14,295 orderers)
 - Communications with customers via
 - Website messages, email
 - Training offered for customers
 - PowerPoint tutorials on the website, DLA site training, Onsite training

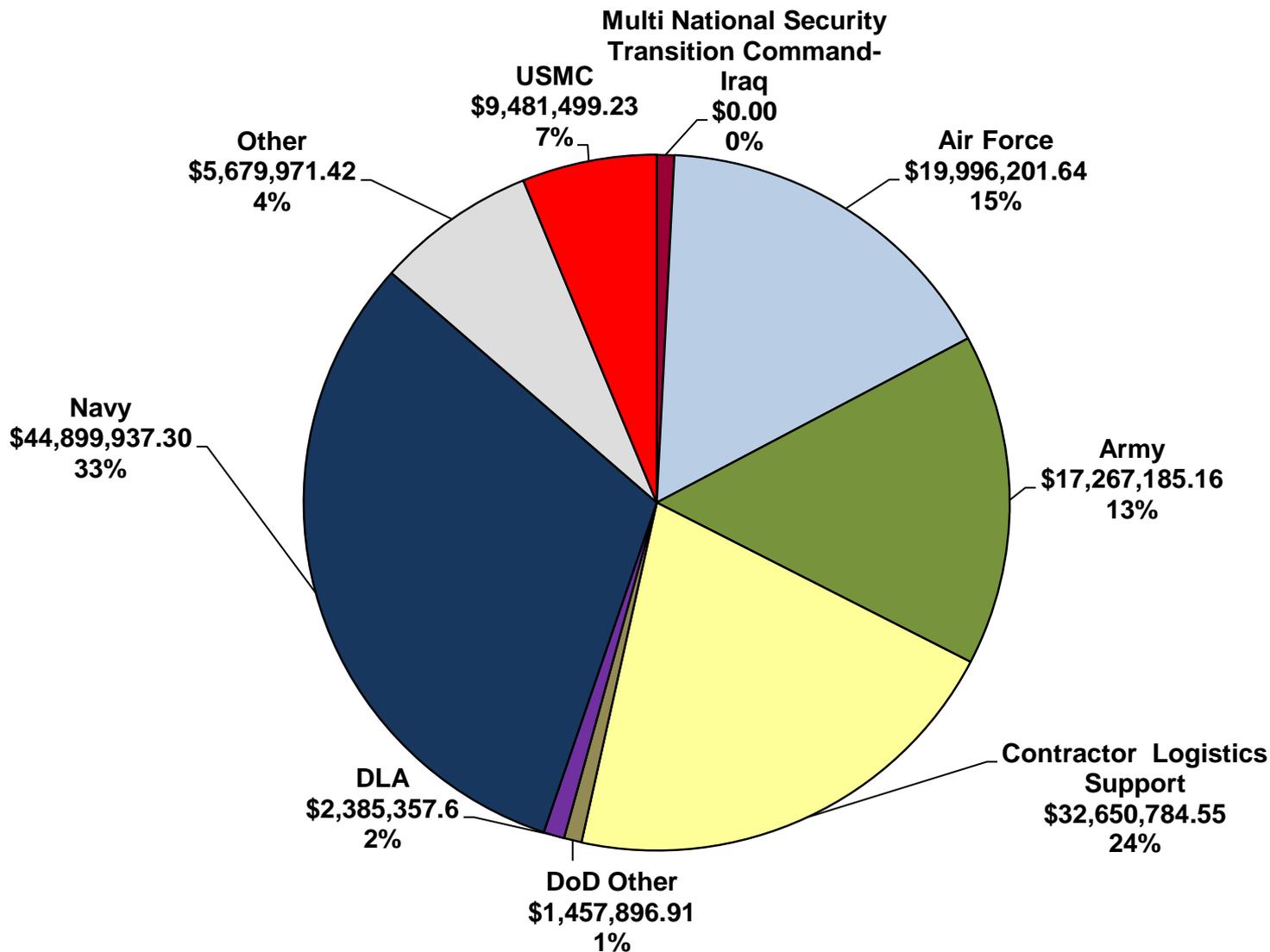


Facts (cont.)

- Content
 - 27M+ items
 - 5M+ Defense Logistics Agency (DLA) / General Services Administration (GSA), National Stock Numbers (NSN)
 - 22M+ commercial items (includes Long Term Agreements (LTA))
 - 355K+ “Green” items
 - Item totals come from over 1,000 commercial vendor catalogs



FY 2012 Sales by Service as of JAN 2012





Features

- Provides the most robust internet ordering solution offered to the federal government today
- The DOD EMALL solution set includes:
 - Broadest possible range of supplies and services from Defense Logistics Agency (DLA) and GSA
 - Supports contracts from all services
 - Advanced search capabilities
 - Specialty stores
 - Detailed item descriptions
 - Payment/Shipping options
 - 24/7 Help Desk 1-877-DLA-CALL





How We Support the Warfighter

[YouTube - DOD EMALL](#)





How to Become a Supplier

- Suppliers may send an email to email.vendors@dla.mil and provide company name, contract number, Cage Code, DUNS # and Point of Contact (POC) data that includes a phone number and email address
- You will then be assigned a Supplier Account Manager (SAM) who will send you a Supplier Informational Package



How to Become a Supplier (cont.)

The Supplier Informational Package will include:

- Business Rules and Agreement to Sell on DOD EMALL
- Order Transmission types:
 - Pretty Good Privacy (PGP)
 - Electronic Data Interface (EDI)
 - Commerce eXtensible Markup Language (cXML)



How to Become a Supplier(cont.)

- **Supplier Worksheet**
 - A one page form asking for basic information about the company
- **External Certification Authority (ECA)**
 - DOD EMALL is mandated by Defense Information Systems Agency (DISA) and DLA to be Common Access Card (CAC)/Public Key Infrastructure (PKI) enforced
 - Medium Token Assurance or a Medium Hardware Assurance ECA certificate for access to DOD EMALL



How to Become a Supplier (cont.)

- Catalog template
 - An Excel document created for suppliers to list the items they intend to sell on DOD EMALL
 - Contains nine mandatory data elements for suppliers to complete
 - Vendor Part Number - internal reference number, can be the same as Other Equivalent Manufacturers (OEM) part number
 - Product Name - clear unabbreviated item name
 - Product Description - detailed information about the product
 - Price – Free on Board (FOB) destination
 - Unit of Issue - DLA standard unit of issue codes
 - Quantity Per Unit of Issue - items per unit of issue
 - Manufacturer name
 - Manufacturer part number
 - Days After Receipt of Order (ARO)



How to Become a Supplier (cont.)



EMS Safety Services, Inc.

1046 Calle Recodo, Ste K

San Clemente, CA 92673

Phone: (800) 215-9555

Fax: (949) 388-2776

EMS Safety Services providing quality CPR, First Aid, and AED Certification Programs for over 15 years. Our goal is to earn your confidence in the quality of our safety training and first aid products, and keep you as a delighted Customer. Think of us as your one-stop resource for emergency response training and products:

- OSHA-Compliant Training Programs:
 - CPR
 - AED
 - First Aid
 - Bloodborne Pathogens
 - Oxygen Administration
 - Professional Rescuer

With EMS Safety, you don't sacrifice quality for value.

<http://shop.emssafetyservices.com/>

EMS Safety Services, Inc.

1046 Calle Recodo, Ste K

San Clemente, CA 92673

Phone: (800) 215-9555

Fax: (949) 388-2776

Contract #: GS02F0122S

Cage: 3HZ25

DUNS #: 878854504

<http://shop.emssafetyservices.com/>

[Click here to contact the DOD EMALL Supplier Account Manager](#)

X Close Window



Requirements

- All contracts hosted on DOD EMALL will be posted on the DoD Electronic Document Access (EDA) and the Federal Procurement Data System (FPDS)
- Contracting Officer's approval to host catalog on DOD EMALL
 - Initial Catalog
 - Provide a login to DOD EMALL Centralized Catalog Hosting System (CCHS)
 - Amendment of Solicitation/Modification of Contract sent to the company's SAM



Benefits

- Government wide visibility of company and products
- DOD EMALL logo can be used to promote the business
- Multiple payment options
 - Government Purchase Card (GPC)
 - Military Standard Requisitioning & Issue Procedures (MILSTRIP) and Federal Standard Requisitioning & Issue Procedures (FEDSTRIP)
 - Corporate credit cards for government contractors



Benefits (cont.)

- Benefits small, large, minority owned, veteran and woman owned businesses
- Ability One, SBA, and “green” products identified or highlighted
- Quick and easy search by
 - National Stock Number (NSN)
 - Products name
 - Catalog or manufacturer part number
 - Keyword
 - Product characteristics



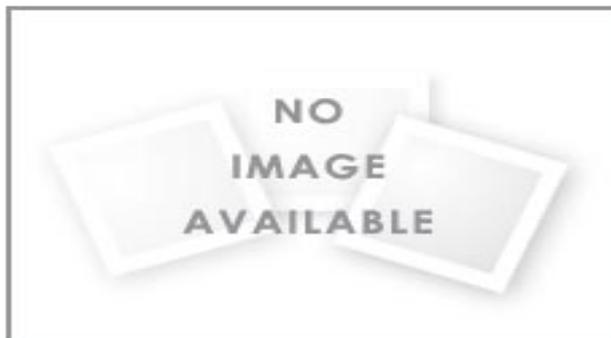
Catalog Data Quality

- What does data quality mean to customers
 - Customer expectations are difficult to control and impossible to turn off
 - Avoid misunderstandings
 - Avoid misrepresentation
 - Avoid frustration
 - Avoid lost customer loyalty
 - Avoid costly returns
- What does data quality mean to you
 - Customer satisfaction
 - Customer loyalty
 - Avoid costly returns
 - Greatest positive impact to your profits



Catalog Data Quality (Poor)

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			
National Stock Number (NSN)			
Catalog Number/CLIN	UNV0035		
Manufacturer	UNVSL		
Mfr. Part Number	UNV0035		



Catalog Data Quality (Preferred)

Item Detail



Current Cart Controls

Add Cart Qty:

Add

Media / Specs / Resources

[6159065.JPG](#)

Standard Attributes

Product Name

1/2IN RED RATCHET BINDER

Item Description

RATCHET BINDER 3/8-1/2 9200WLL manufactured By S-LINE, LLC and made in US, Has the Model # 45943-21, Sku # 6159065 Item Description is :45943 -21 RATCHT BNDR 3/8-1/2, the selling unit Of measure is EA unit dimenstions is W 3 inchs H 16 inchs L 16 inchs and item weight is 13.5lb , the item under FASTENERS category, UPC # 92888200375 and it is replacment for item # N/A 45943-21 6159065 C M CHAIN

Item Expanded Description

Price

0.0-Infinity

\$83.71

Unit of Issue

EA

Quantity Per Unit of Issue (QUP)

1

Supplier

National Stock Number (NSN)

Catalog Number/CLIN

6159065

Manufacturer

C M CHAIN

Mfr. Part Number

45943-21

Contract Number

GS21F0044W

Days ARO

7



Contact Information

- **DOD EMALL customer service**
 - **1-877-352-2255**
- **Outside continental U.S.**
 - **1-269-961-7766/DSN 661-7766**
- **E-mail**
 - **email.vendors@dla.mil**

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