



MAS Contractor/Offeror Q&A

Verified Products Portal (VPP) Implementation

This Q&A is in reference to the MAS Solicitation refresh dated May 17, 2021.

1) What is the Verified Products Portal (VPP)?

- a) The VPP is a new manufacturer-facing portal where participants can provide authoritative product content and supplier authorization information. This content is provided by manufacturers or their authorized partners. This content will include data elements such as, but not limited to:
 - i) Supplier Authorization Details
 - (1) Authorized resellers (“vendors”)
 - (2) Product lines
 - (3) Doing Business As (DBA)
 - ii) Product Category Details
 - (1) Product brand name
 - (2) Manufacturer part number (MPN)
 - iii) Product Details
 - (1) Descriptions, including if the product is remanufactured
 - (2) High and low resolution product images
 - (3) Features
 - iv) Supply Chain Attributes
 - (1) Country of Origin (COO)
 - (2) EnergyStar Labels
 - v) Pricing Information (optional)
 - (1) Threshold for which the authenticity of the product is questionable
 - (2) Date of upcoming price increases

2) How will GSA use VPP data to manage MAS catalogs?

- a) The GSA acquisition workforce is required to review VPP data to determine vendor authorization status when making determinations about new offers, modifications, and contract options. The workforce will be notified that a vendor is authorized, unauthorized, or that the product requires a Letter of Supply (LOS) because the VPP data does not exist.
- b) Definition of terms:
 - i) “Authorized” indicates the manufacturer is providing supplier authorization details to the VPP and the vendor is an authorized reseller. This vendor does not need a LoS.
 - ii) “Unauthorized” indicates the manufacturer is providing supplier authorization details to the VPP and the vendor is not an authorized



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reseller. The product must be removed from the offer, modification, or contract.

- iii) "Requires LoS" indicates the manufacturer of the product is not providing supplier authorization details to the VPP and a LoS should be submitted.

3) How does VPP implementation impact Letter of Supply (LoS) requirements?

- a) If you offer commercial off-the-shelf (COTS) products and your proposed products come from a manufacturer who provides supplier authorization data in the VPP, then you no longer need to submit an LoS for those products.

4) Why is GSA implementing the VPP?

- a) The VPP is a part of the Federal Marketplace Strategy, GSA's plans to modernize and simplify the buying and selling experience for customers, suppliers, and acquisition professionals.
- b) Implementation of the VPP will protect against supply chain risks and decrease a buyer's risk of purchasing counterfeit or otherwise non-compliant products. Purchasing counterfeit items poses a large risk to our customers, and can have negative impacts such as a voided manufacturer warranty. VPP implementation means buyers can purchase with increased confidence that the product is legitimate. Implementation will also decrease the burden on industry associated with managing Letters of Supply.

5) Does this apply to all modifications?

- a) Yes; the GSA acquisition workforce will review VPP data each time they evaluate product modifications.

6) How do I know if the manufacturers who produce my products participate in the VPP?

- a) GSA maintains a dashboard of VPP participants that is updated daily. Please visit the [Verified Products Portal Participation Dashboard](#) for more information.

7) What do I do if the manufacturers producing my products are listed on the VPP dashboard?

- a) You should not collect and provide a LoS. You should follow all other parts of the traditional offer or modification process.

8) What do I do if the manufacturers who produce my products are not VPP participants?

- a) You should provide a LoS demonstrating an uninterrupted source of supply. A LoS template is available for download on the [MAS Available Offerings Site](#).



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9) What happens if GSA determines I am unauthorized based on VPP data?

- a) GSA will not approve products you are not authorized to sell. You should remove the product(s) from your offer/modification. Failure to do so may result in the offer/modification being rejected.
- b) If you believe that the VPP does not have the correct information you may do one of the following:
 - i) If you believe you are authorized, you should work with your manufacturing partner to get the VPP data updated. Once the VPP data has been updated, resubmit the offer/modification.
 - ii) If you believe there is a data error, contact VPP@gsa.gov

10) Does GSA intend to make VPP mandatory? Will the LoS requirement be fully removed eventually?

- a) No, VPP participation is optional for manufacturers. The LoS requirement will remain for those offering products not produced by VPP participants.

11) Will existing contract holders be required to submit updated LoS?

- a) As long as your existing LoS is current/accurate, there is no need to submit a new one in response to the solicitation refresh.

12) How often do I need an updated LoS?

- a) You are responsible for maintaining a current LoS with your supplier(s) for the duration of the MAS contract period and any extensions thereof; any changes to the relationship with your supplier(s) will require a new LoS. In addition, the LoS will be reviewed at time of contract option.

13) What if my products come from a wholesaler?

- a) The VPP is currently capturing supplier authorization information from manufacturers who directly manage authorization programs. If the manufacturer of your products is participating in VPP, you will need to be listed by that manufacturer, regardless of whether or not your products come from a wholesaler.
- b) If the manufacturer does not directly manage their authorization program and instead delegates that authority, they are likely not participating in VPP at this time. However, an upcoming enhancement to the VPP will let manufacturers delegate rights to authorized partners to manage authorization lists to authorized partners.. At that time, manufacturers can identify their authorized partners and those partners can provide supplier authorization information to the VPP. In the event GSA has only partial authorization coverage for a single manufacturer, GSA will default to traditional LoS in absence of VPP data.



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14) What happens if the manufacturer does not want to approve a vendor requesting a LoS to sell their products and the manufacturer is on VPP?

- a) If a manufacturer is participating in VPP, VPP data is authoritative for products offered by that manufacturer. If a manufacturer does not approve a vendor to sell their products, then that vendor is not authorized to sell those products, and they should be removed from the offer or modification.

15) What if a manufacturer authorizes different products to different vendors?

- a) VPP participants can set authorization rights at the product level to address this scenario.

16) Who do I contact for an issue with VPP data?

- a) Issues with VPP data should primarily be resolved with your manufacturing partner. If your manufacturing partner is having a technical issue or believes the data displayed is inaccurate, contact VPP@gsa.gov

17) How will GSA ensure VPP participant authenticity?

- a) Currently, VPP participants are manually verified by the GSA Catalog Management Office.
- b) An upcoming enhancement will enable self registration by connecting to existing SAM.gov data, which will enable manufacturers to approve new users for VPP accounts.

18) What if I am the manufacturer?

- a) This Q&A is for products offered and sold by vendors other than the manufacturer and does not apply to manufacturers.

19) Will manufacturers be able to make continuous updates to specs in the VPP?

- a) Yes, manufacturers can update their products manually or automatically through an Application Programming Interface (API) connection, enabling easy, frequent updates.

20) Will the VPP apply to services offered?

- a) No, VPP only collects data for commercial off-the-shelf (COTS) products.

21) How will GSA use the pricing information in the VPP?

- a) VPP data will become another data source for the Price Point API already in use by the acquisition workforce.

22) Will customers have access to the VPP?

- a) No. Only manufacturers and their authorized partners, as well as select GSA staff, have access to the VPP.



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23) How will the VPP impact GSA Advantage?

- a) GSA will utilize VPP data to augment vendor catalogs with manufacturer provided content similar to the way GSA currently uses master data sources to offer an “Additional Description” field to customers on Advantage. GSA intends to make this connection to Advantage by the end of fiscal year (FY) 21.

24) Will the VPP replace the Schedule Input Program (SIP)?

- a) No. The VPP is a manufacturer-facing portal for product details and supplier authorization content. The VPP is not intended for MAS contractors to use for managing their catalog data.
- b) GSA is developing the Common Catalog Platform to offer a modern replacement to SIP that integrates with contracting processes. You can go to the [Catalog Management Interact page](#) to learn more.

25) How do I get a VPP account?

- a) VPP accounts are only for manufacturers and their authorized wholesalers/distributors. If you fit this description, contact VPP@gsa.gov about an account.

26) What are the benefits to the manufacturer?

- a) Ensures products are accurately represented to customers - manufacturers control the product details and marketing content.
- b) Eliminates variability among identical products through standardized catalog data provided directly by the manufacturer or a trusted source.
- c) Improves your customer’s experience by providing rich syndicated product content such as videos and product manuals.
- d) Allows manufacturers to authorize and deauthorize products and resellers in near-real time to protect against supply chain risks and ensure product and vendor authenticity.
- e) Reduces the burden on your vendors to provide letters of supply and product specifications - manufacturers control who can sell products and what product lines they can sell.

27) I have a question that wasn’t answered here. Who can I ask?

- a) If you have additional questions, send an email VPP@gsa.gov.