

INDUSTRY PARTNER SYMPOSIUM 2023

Growing a Diverse, Resilient Government Marketplace

FEDERAL ACQUISITION SERVICE **INDUSTRY PARTNER** SYMPOSIUM 2023

Session 1.1: Determining Right Fit & **Getting Started**





Steve Sizemore Deputy Director, MAS PMO **Program Management Office** U.S. General Services Administration

Agenda

- The Structure
- The Solicitation
- The Roadmap
- The Offer
- The Resources

The Structure

What is a GSA Multiple Award Schedule?

- Through the MAS Program, GSA establishes long-term, governmentwide contracts with commercial firms to provide ordering activities with access to a wide variety of commercial supplies or services.
 - Multiple Award IDIQ (5-year award, three 5-year options)
 - Fixed Price EPA (Economic Price Adjustment)
 - Fair and reasonable pricing
 - Price reductions may be applied at the order level
 - Performance requirements established at the order level

12 Large Categories

Facilities	Furniture and Furnishings	Human Capital	Industrial Products and Services	
Information Technology	Miscellaneous	Office Management	Professional Services	
Scientific Management and Solutions	Security and Protection	Transportation and Logistics	Travel	

MAS Subcategories

Facilities	Furniture & Furnishings	Human Capital	Industrial Products & Services	Industrial Products & Services Cont.	Information Technology	Miscellaneous
 Structures Facilities Services Food Service Equipment Facilities Supplies Facilities Solutions Facilities Maintenance and Repair 	 Miscellaneous Furniture Office Furniture Flooring Fitness Solutions Signs Household, Dormitory & Quarters Furniture Packaged Furniture Healthcare Furniture Furniture Services 	 Human Resources Background Investigations Compensation and Benefits Temporary Help Services Social Services 	 Industrial Products Packaging Cleaning Supplies Fire / Rescue / Safety / Environmental Protection Equipment Hardware and Tools 	 Fuel Management Machinery and Components Test and Measurement Supplies Industrial Products and Services Maintenance and Repair 	 IT Hardware IT Software Telecommunications IT Solutions IT Training Electronic Commerce IT Services 	 Apparel Complimentary Special Item Numbers (SINs) Personal Hair Care Items Musical Instruments Awards Flags

MAS Subcategories (continued)

Office Management	Office Management Continued	Professional Services	Professional Services Continued	Scientific Management & Solutions	Security & Protection	Transportation & Logistics Services	Travel
Services Office Services Audio Visual Services Mail Management Office Management Maintenance and Repair	 Printing and Photographic Equipment Office Supplies Audio Visual Products Media Services Media Products Records Management 	 Marketing and Public Relations Financial Services Legal Services Technical & Engineering Services (non-IT) Business Administrative Services 	 Logistical Services Language Services Environment al Services Training Identity Protection Services 	 Laboratory Equipment Laboratory Animals Search and Navigation Medical Equipment Testing and Analysis Scientific Services 	 Protective Equipment Security Services Security Systems Security Animals and Related Services Marine and Harbor Testing Equipment 	 Motor Vehicles (non-Combat) Automotive Body Maintenance and Repair Packaging Services Package Delivery Transportation of Things 	 Employee Relocation Lodging Travel Agent and other Miscellaneous Services

What is a NAICS Code?

- A NAICS (pronounced NAKES) Code is a classification within the North American Industry Classification System.
- The NAICS System was developed for use by Federal Statistical Agencies for the collection, analysis and publication of statistical data related to the US Economy.

What is a SIN?

- A Special Item Number, referred to as a SIN, is a number that identifies
 products and services that GSA Schedule contract holders offer to government
 buyers through a Schedule contract.
- SINs align with NAICS codes (North American Industry Classification System).
- If a SIN doesn't exist for the the product or service you are buying, it isn't purchased through the GSA Schedule contract.

Special Item Number (SIN) Structure Example 1

SINs are NAICS based

541614 - Process, Physical Distribution, and Logistics Consulting Services

Logistics Services				
SINs	Title	Example Services		
541614	Deployment, Distribution and Transportation Logistics Services	Services include the following: Deployment Logistics such as contingency planning, identifying/utilizing regional or global resources, integrating public/private sector resources		
541614SVC	Supply and Value Chain Management	Includes supply and value chain management, which involves all phases of the planning, acquisition, and management of logistics systems.		

Special Item Number (SIN) Structure Example 2

SINs will now be NAICS based

541511 - Custom Computer Programming Services

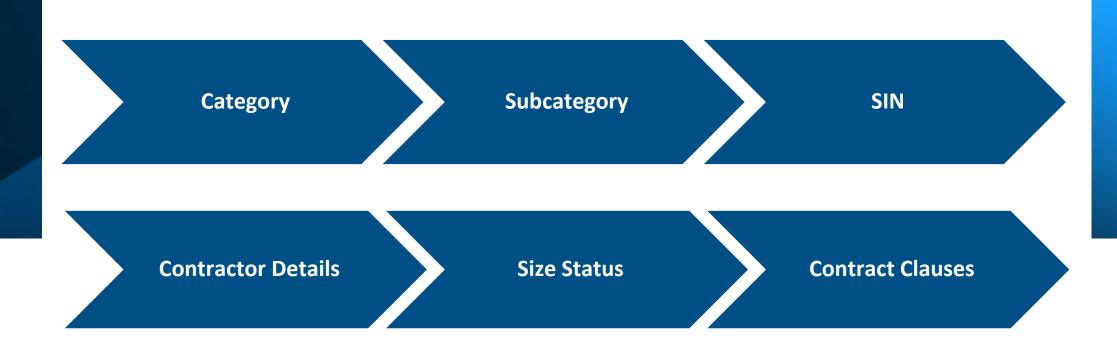
541512 - Computer Systems Design Services

541513 - Computer Facilities Management Services

541519 - Other Computer Related Services

Logistics Services				
SINs	Title	Example Services		
54151S	Information Technology Professional Services	IT Professional Services and/or labor categories for database planning and design; systems analysis, integration, and design; programming, conversion and implementation support; network services, data/records management, and testing.		

GSA eLibrary



eLibrary - The official online source for complete GSA and VA Schedules information – a great market research tool.

www.gsaelibrary.gsa.gov

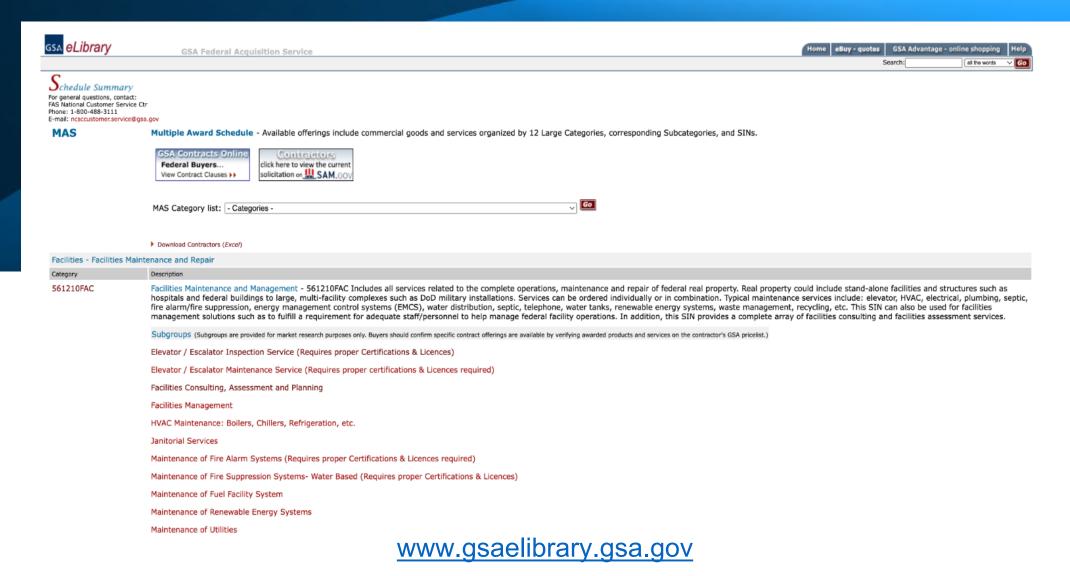
GSA eLibrary (continued)



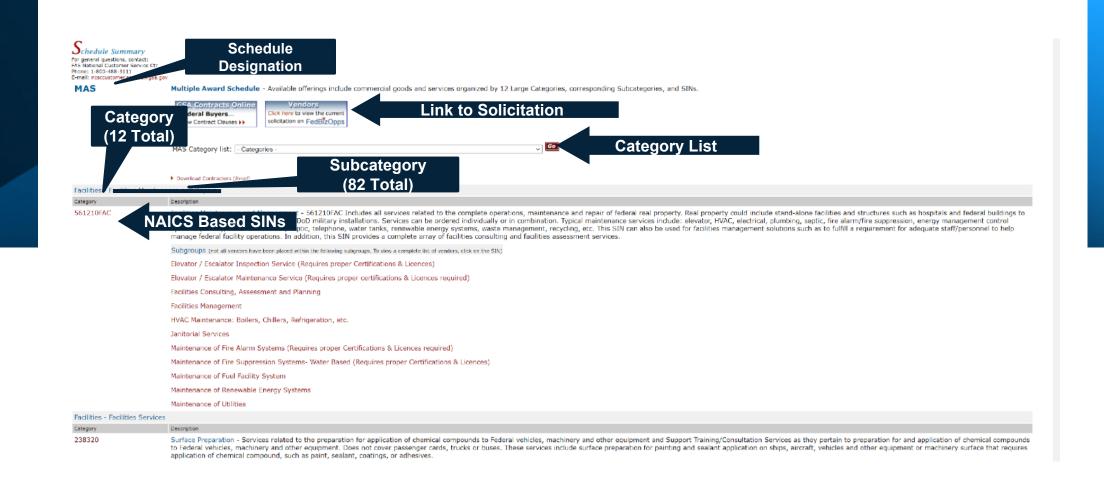
*** WARNING *** This is a U.S. General Services Administration computer system that is "FOR OFFICIAL USE ONLY." This system is subject to monitoring. Therefore, no expectation of privacy is to be assumed. Individuals found performing unauthorized activities are subject to disciplinary action including criminal prosecution. Privacy and Security

www.gsaelibrary.gsa.gov

GSA eLibrary (continued)

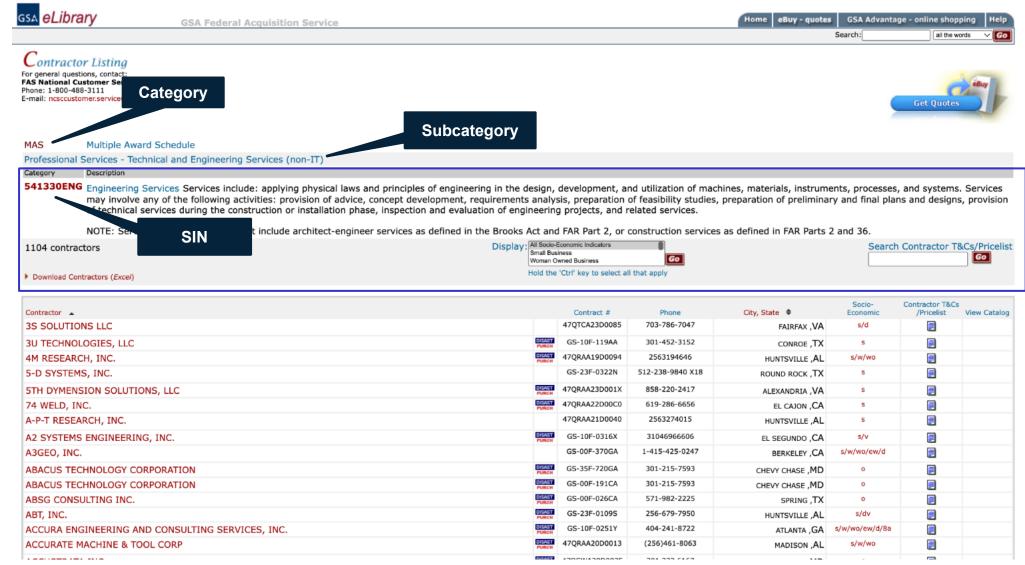


GSA eLibrary (continued)

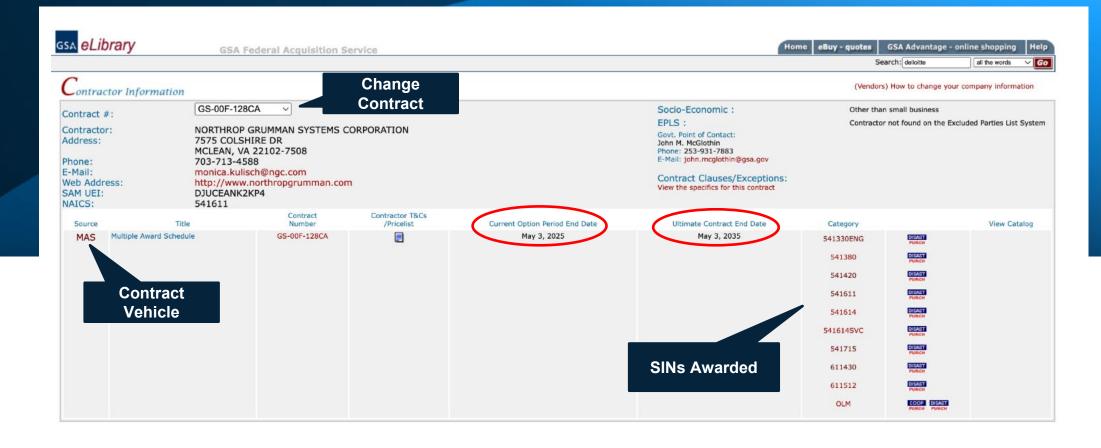


https://www.gsaelibrary.gsa.gov/ElibMain/scheduleSummary.do?scheduleNumber=MAS

Contractor Listing by SIN



Contractor Detail Page



The Solicitation

Training and Solicitation

- Training: Complete the "Pathway to Success" and "Readiness
 Assessment" training located at https://go.usa.gov/xS5G7
- Understand the solicitation: Download, read, and understand the solicitation and applicable category attachment(s) located at https://doi.org/10.1007/jhis.com/
- To qualify for a GSA MAS contract, your company must have products or services that fit under a GSA Schedule category, i.e., Special Item Number (SIN). For more information on SINs, visit GSA eLibrary at www.gsaelibrary.gsa.gov



Home Search Data Bank Data Services Follow **Multiple Award Schedule Contract Opportunity** ACTIVE **Contract Opportunity** General Information Notice ID Classification 47QSMD20R0001 Description **Related Notice** Attachments/Links Department/Ind. Agency **Contact Information** GENERAL SERVICES ADMINISTRATION History FEDERAL ACQUISITION SERVICE Office **Award Notices** GSA/FAS FURNITURE SYSTEMS MGT DIV Looking for contract opportunity help? Procurement Technical Assistance Centers (PTACs) are an official government contracting resource for small businesses. Find your local PTAC for free government expertise related to contract opportunities. **General Information** Contract Opportunity Type: Combined Synopsis/Solicitation (Updated) All Dates/Times are: (UTC-04:00) EASTERN STANDARD TIME, NEW YORK, USA

Updated Published Date: May 19, 2023 09:13 am EDT

https://sam.gov/opp/c3621cd18404 429498c811896a04f3d2/view

Update **Display Name** May 19, **Significant Changes** ☑ SF30 Attachment for Refresh Mod 47QSMD20R0001.pdf 2023 May 19, **Available Offerings Excel Sheet** ☑ MAS Available Offerings 2023 May 19, Regulations by Ref. PDF File ☑ IBRAttcahment_47QSMD20R0001_Ref_16.pdf 2023 May 19, ☑ Travel_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf 2023 ☑ Transportation and Logistics May 19, Services_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf 2023 ☑ Security and May 19, Protection_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf 2023 ☑ Scientific Management and May 19, Solutions_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf 2023 ☑ Professional May 19, Services_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf 2023 May 19, Miscellaneous Category Attachment Sol 47QSMD20R0001 Amd 16.pdf 2023 **Category Attachments** ☑ Information May 19, Technology_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf 2023 ☑ Industrial Products and May 19, Services_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf 2023 May 19, Capital_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf 2023 May 19, Furnishings_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf 2023 May 19, ${\it @} Facilities_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf$ 2023 May 19, Management_Category_Attachment_Sol_47QSMD20R0001_Amd_16.pdf 2023 May 19, **Base Solicitation** SOLICITATION DOCUMENT FOR 47QSMD20R0001.pdf 2023



The Roadmap

MAS Roadmap

What is the MAS Roadmap?

 Provides information on the contract award process to make it easier to do business with the government.

Why is this helpful?

 Breaks down the offer process into easy to follow step-by-step instructions.

www.gsa.gov/masroadmap

Questions to Consider Up Front

- 1. Does market research show that Federal, state and local governments are buying the types of products and services that your company wants to offer?
- 2. Have you been in business for at least two years and have two years of financial statements to support this?
- 3. Do you have evidence of successful past performance?
- 4. Do you have the resources to market your commercial products and services after the award of the contract?

Items to Consider Before Submitting an Offer

- Minimum Sales Requirements: You must generate at least \$25,000 in sales within the first 2 years of your GSA Schedule contract and at least \$25,000 each year thereafter.
 - GSA may cancel your schedule contract in accordance with GSAR clause 552.238-73, for failure to meet minimum sales criteria.
- Lead Time: It may take up to 6 months to get a MAS contract, provided that the firm meets all evaluation criteria and has a successful negotiation.

Evaluation Criteria

- Must be in business for two years and you must provide two years of financial statements
 - Unless you are proposing under the <u>Startup Springboard</u>
- Ability to demonstrate past performance
- Products or services must be commercially available
- Products or services must be compliant with the Trade Agreements Act (TAA)

Startup Springboard

In lieu of the two-year corporate experience requirement, you may:

- Use professional experience of executives and key personnel as a substitute
- Use project experience of key personnel
- Provide financial documentation that demonstrates the company's financial responsibility in lieu of submitting two years of financial statements.
- For more information visit: www.gsa.gov/springboard

Trade Agreements Act (TAA) Compliance

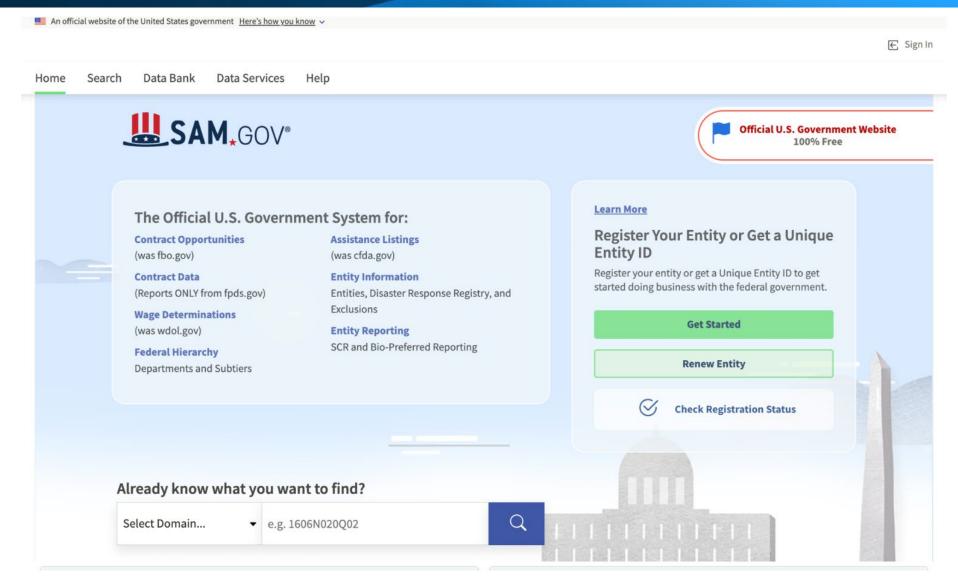
- The TAA, described in FAR Subpart 25.4, applies to all Schedule contracts and orders.
 The TAA, which provides a waiver to the Buy American Act, states that only U.S.-made or designated-country end products may be offered or sold under Schedule contracts.
- **For services**, country of origin is determined by the country in which firm providing the services is established.
- Please refer to the TAA clause in your contract for complete details, including relevant definitions and the list of designated countries.
- Remember that it is the responsibility of each Schedule contractor to ensure that
 product information is accurately incorporated into the contract and displayed on GSA
 Advantage!® throughout the life of the contract.
- For more information about the TAA, refer to <u>FAR clause 52.225-5, Trade Agreements</u>.

SAM Registration and Certification

- In order to do business with the federal government:
 - You must register for a Unique Entity Identifier (UEI) at the System for Award Management (SAM)
 - https://sam.gov/content/entity-registration
- Registration is 100% Free!



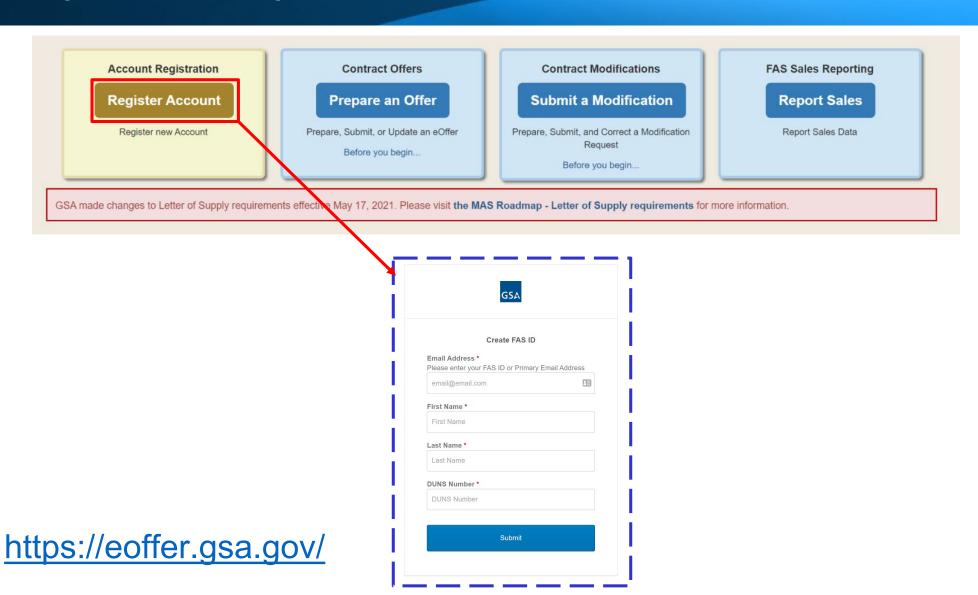
Registration and Certification



FAS ID

- All contractors must register for the FAS ID multi-factor authentication to access the eOffer and eMod systems.
- Please ensure that you are listed in SAM as one of the following points of contact:
 - Government Business POC / Alternate POC
 - Electronic Business POC / Alternate POC
 - Past Performance POC / Alternate POC

FAS ID (continued)



The Offer

Offer Preparation

After you have completed the **preliminary training**, **registered**, and **familiarized yourself** with the solicitation, you will start developing your proposal to submit to GSA.

As part of assembling your offer, you must complete the following forms, which are located at the Available Offerings and Requirements page at www.gsa.gov/masscopeandtemplates under "Required Templates to Submit Through eOffer (as applicable)."

- Agent Authorization Letter
- Letter of Supply
- Price Proposal Template







Scope and Structure

The GSA Multiple Award Schedule (MAS) is organized by 12 Large Categories, 83 Subcategories, and over 300 North American Industry Classification System (NAICS)-based Special Item Numbers (SINs).

Please view the latest Available Offerings Attachment [XLSX - 96 KB] or a complete listing of this structure.

For reference only, the 24 legacy Schedules and their SINs are mapped to the MAS SINs available in this version of the available offerings attachment [XLSX - 208 KB].

Attachments and Templates

The MAS solicitation of outlines requirements for all offerors, including certain templates and attachments that must be submitted with your offer.

For more information on the applicability of each template or attachment, please refer to SCP-FSS-001, Instructions to Offerors, under Section I of the MAS solicitation and each applicable "Large Category" Attachment" related to your offerings.

Required Templates to Submit Through eOffer (as applicable) **Commercial Sales Practice and Commercial Subcontracting Plan Templates SCLS Wage Determinations Applicable to MAS Contracts**

Order Level Materials and Transactional Data Reporting Information

Center

- · Hours: Sundays 8 p.m. to Fridays 8:30 p.m. Central Time
- 800-488-3111

+

 ncsccustomer.service @gsa.gov

Help with GSA Schedule

- Review MAS Offeror Training
- Attend MAS Office Hours
- Subscribe to the MAS Interact Group &

www.gsa.gov/masscopeandtemplates

Offer Preparation (continued)

You will need to compile all the information below and submit it through the eOffer system.

You can find the forms and their descriptions at https://go.usa.gov/xSUaA.

- Financial statements
- Subcontracting plan
- Technical proposal
- Commercial Sales Practice-1 (CSP-1)
- Professional compensation plan
- Commercial price list
- Previous cancellation and rejection letters
- Price narrative with supporting documentation

Offer Submission

- Submit your completed offer in eOffer at https://eoffer.gsa.gov.
- After you submit your offer via eOffer, it will be assigned to one of our contracting professionals for review.
- Work directly with your assigned representative to clarify any questions or issues and negotiate pricing or other elements of your offer, if necessary.
- After review and negotiation, you will know whether you will receive a Schedule contract, based on the decision of the GSA Contracting Officer.
- Learn more about finalizing your offer at https://go.usa.gov/xHssV.

Offer Preparation (continued)

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The Resources

Schedules Sales Query Plus (SSQ+)

- Designed to provide our suppliers with the figures they want and need.
- SSQ+ is a tool that depicts sales in both report and dashboard format.
- SSQ+ replaces the SSQ and offers searchable and filterable information from FY 1991 to present, including sales dollars for TDR contracts.

https://d2d.gsa.gov/report/fas-schedule-sales-query-plus-ssq

Schedules Sales Query Plus (SSQ+) (continued)

Key report features include:

- Ability to build a custom report to view MAS sales by fiscal year and quarter based on various level of details: Product or Service, Government wide Category, Government wide Subcategory, Schedule Number, SIN, NAICs, Business Size, Contract Number etc.
- Access to prebuilt dashboards that allow visibility into sales trends by the various levels, trends specific to contracts within the first two years, and overall success rate for new contracts.

https://d2d.gsa.gov/report/fas-schedule-sales-query-plus-ssq

Helpful Links

- www.gsa.gov/masroadmap
- www.gsa.gov/schedule
- www.gsa.gov/events
- www.gsa.gov/smallbizresources
- https://interact.gsa.gov/groups/small-business-solutions
- Georgia PTAC https://gtpac.org/
- Email: maspmo@gsa.gov







Questions









STEVE SIZEMORE

Deputy Director, Multiple Award Schedule Program Management Office U.S. General Services Administration

CONTACT INFO

steve.sizemore@gsa.gov