

### Federal Acquisition Service

# How to Prepare a Quality Offer for IT Schedule 70 Solicitation FCIS-JB-980001B – Refresh #22

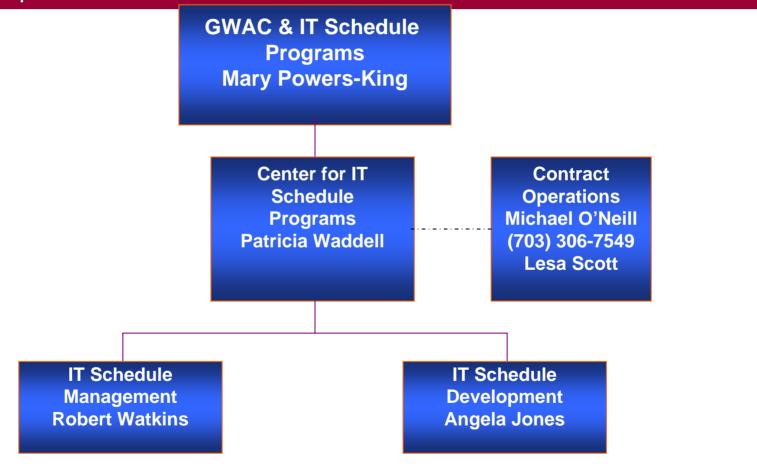
Stephanie Turner Federal Acquisition Services Center for IT Schedule Program



- Overview
- GSA Schedule 70 Solicitation
- Preparing your Offer
- Ways to Submit your Offer
- Questions and Answers









### Overview - Multiple Award Schedule (MAS)

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- What is a Multiple Award Schedule (MAS)?
  - A listing of vendors contracted with GSA to supply commercial products and/or services at varying prices to authorized users.
- For more information:
  - www.gsa.gov/schedules
  - www.gsa.gov/gettingonschedule



### Overview - Multiple Award Schedule (MAS)

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#### Who can order from a GSA MAS?

- All Federal Government Agencies
- The District of Columbia
- Mixed-Ownership Government Corporations

#### Authorized Users in accordance with 48 CFR 51.1

- State and Local Governments
  - Cooperative Purchasing Schedule 70 & 84
  - Disaster Recovery All Schedules

#### For more information:

- General Services Administration Acquisition Manual (GSAM)
   Clause 552.238-78
- www.gsa.gov/schedules



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- Open Solicitation Offers can be submitted at any time
- Indefinite Delivery, Indefinite Quantity (IDIQ)
- "Evergreen Contract"
  - A five-year base period, plus
  - Three five-year option periods
- Economic price adjustment provisions
- Mandatory Acceptance of Credit Card for payments equal to or less than the micro-purchase threshold
- Selection based on "Best Value"; not limited to lowest price



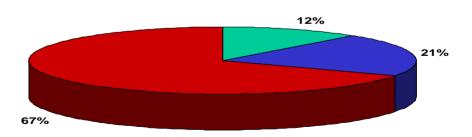
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#### FY08 Sales

- Final sales in the process of being confirmed.
- Current Estimates indicate:
  - Software:
    - 12%
  - Hardware:
    - **21%**
  - Services:
    - **-** 67%







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### State and Local Cooperative Purchasing

- Section 211 of the e-Gov Act of 2002 authorizes GSA Schedule 70 sales of IT products and services to State and Local Governments
- Consolidated Schedule with IT Special Item Numbers (SINs)
- Local Preparedness Acquisition Act authorizes GSA Schedule 84 sales
  of total solutions for law enforcement, security, facilities management,
  fire, rescue, clothing, marine craft and emergency/disaster response
- Authorized Users:
  - All states, counties, municipalities, cities, towns and townships
  - Tribal Governments
  - Public Authorities
  - School Districts and Colleges
- For more information visit: <a href="www.gsa.gov/cooperativepurchasing">www.gsa.gov/cooperativepurchasing</a>





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### Disaster Relief Purchasing

- Section 833 of the John Warner National Defense Authorization Act for Fiscal Year 2007 establishes:
  - Use of Federal Supply Schedules by State and Local Governments for Disaster Recovery
  - Advanced Purchasing for Disaster Preparedness only if Major Disaster is Declared by President or deemed necessary to facilitate recovery from:
    - Terrorism, nuclear, biological, chemical or radiological attack
    - Secretary of DHS determines eligible goods and services
- For more information visit: <a href="www.gsa.gov/disasterrecovery">www.gsa.gov/disasterrecovery</a>





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### Schedule 70 - Special Item Numbers (SINs)

SIN	Description	SIN	Description
132 3	Leasing of Product	132 34	Maintenance of Software
132 4	Daily/Short Term Rental	132 50	Training Courses
132 8	Purchase of Equipment	132 51	IT Professional Services
132 12	Maintenance of Equip./Repair	132 52	E-Commerce Services
132 32	Term Software Licenses	132 53	Wireless Services
132 33	Perpetual Software Licenses		

#### SINs for Identity Management Services HSPD-12 & E-Authentication

132 60	Access Certificates for Electronic Services (ACES) Program	
132 61	Public Key Infrastructure (PKI) Shared Service Provider (SSP) Program	n
132 62	HSPD-12 Product and Service Components	10



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#### HSPD-12 & E-Authentication

- Applicable SINs:
  - 132-60: Access Certification for Services (ACES) Program
  - 132-61: PKI Shared Service Providers
  - 132-62: HSPD-12 Product and Service Components
- Services and products qualified by NIST and/or GSA prior to award
- Only approved/qualified products and services can go under SIN 132-62



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### HSPD-12 & E-Authentication (continued)

- Proposed items must be determined to be compliant with Federal Requirements for that SIN
- Qualification Requirements and procedures are posted at: <a href="http://www.idmanagement.gov">http://www.idmanagement.gov</a>
- After award, Contractor agrees that certified products and services will not be offered under any other SIN on any GSA Multiple Award Schedule
- E-Authentication website: www.cio.gov/eauthentication



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#### Accessing the Approved Products List





The idmanagement.gov website is a portal. To access HSPD-12 approved products click on "Govt. Approved Services and Products"



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## ▶ Identity Management Services HSPD-12 & E-Authentication Points of Contact

	01 0011000		
SIN 132-60	Stephen Sill		
	703-605-3445		
SIN 132-61	Judith Spencer		
	202-208-6576		
SIN 132-62 for Approved FIPS 201	April Giles		
Compliant	202-501-1123		
SIN 132-62 for Integration Services	Mike Brooks		
	703-605-3440		
http://idmanagement.gov			



### **GSA Schedule 70 Solicitation**

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Go to FedBizOpps (FBO):

www.fedbizopps.gov

**Search by Solicitation Number:** 

**FCISJB980001B** 

or

www.gsa.gov/schedule70solicitation



### **Preparing Your Offer**

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### ➤ A Complete Offer Includes:

- Vendor Response Document
- Signed SF1449 Solicitation/Contract/For Commercial Items
- GSA Required Attachments
- Offeror's Optional Attachments



### **Preparing your Offer – Vendor Response Document**

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- Provides overall instructions for preparing your Offer
- Establishes the following for your Offer:
  - Points of Contact
  - Authorized Negotiators
  - Selected SINs
  - Offeror Responses
    - Contract Clauses
    - Solicitation Provisions
- Provides a List of Required and Optional **Attachments**
- Document is provided as Item 03 of the Solicitation



### **Preparing your Offer – SF1449**

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### **Preparing your Offer – Required** GSA Attachments

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#### Federal Acquisition Service

- Commercial Pricelist
- Production Point
- Descriptive Literature
- Offered Pricing
- Proposed Economic Price Adjustment (EPA) Mechanism (including supporting documentation)
- Organization Structure
- Discounting Policies
- Copy of Online Representations & Certifications Application (ORCA) Record
- Copy of Central Contractor Registry (CCR) Record
- Past Performance Evaluation Report (D&B)
- Commercial Sales Practices Format (CSP-1)



### Required Attachment – Commercial Pricelist

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- Offeror must provide a copy of its Commercial Pricelist
  - Catalog
  - Other Pricelist
    - If excerpted from another document, reference source document
- If no Commercial Pricelist is available, (e.g. for Professional Services), provide data to substantiate rates, including:
  - Labor Category
  - Experience Qualifications
  - Functional Responsibility
  - Educational Requirements
  - Contract Number
  - Billing Rate
- Use Sample Labor Category Matrix included as Item 11 of the Solicitation



### Required Attachment – Production Point

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- List where your offered products are manufactured
- May be included as a column in your Offered Pricing spreadsheet
- Included as well in Letters of Supply
- Not applicable for Service-only Providers

### **Required Attachment – Descriptive** Literature

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- Samples of Marketing Materials
  - **Brochures**
  - Product Descriptions
  - Services Descriptions





### Required Attachment – Offered Pricing

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- See Item 08 of the Solicitation Proposal Price List Preparation
- Offered Pricing package should include:
  - Pricelist Cover Page
  - Table of Contents
  - Information for Ordering Activities
  - Terms and Conditions Applicable to Specific SINs under IT Schedule 70
  - Any descriptive information relating to the equipment and/or software offered
  - Products and Services Pricelist should include, at a minimum, the following:
    - Brand Name, Model and/or Catalog Number (as applicable)
    - Brief description of item
    - Negotiated unit price (NET PRICE) for the product or service
  - Blanket Purchase Agreements (BPAs)
  - Contractor Team Arrangements
  - List of Service and Distribution Points, as applicable
  - List of Participating Dealers, as applicable



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- Industrial Funding Fee (IFF)
  - The IFF <u>must</u> <u>be</u> built into your pricing
  - Covers GSA's cost of operating the Schedules program
  - .75% of Sales
  - Reported and paid quarterly
  - Reference GSAM clause 552,238-74



### Required Attachment – EPA Mechanism

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### Pricing WITH an Established Commercial Pricelist

- Clause 552.216-70 applies
- Adjustments to prices can based on reissues of commercial pricelist
- Limited to 3 increases per 12 month period
- Cannot exceed 10% per 12 month period
- Cannot be requested in the first 12 month period



### Required Attachment – EPA Mechanism

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### Pricing WITHOUT an Established Commercial Pricelist

- Clause I-FSS-969 applies
- Adjustments to prices can be based on:
  - Published Index (e.g. Consumer Price Index)
  - Negotiated Escalation Rate
  - Economic Price Adjustment cannot exceed 10% per 12 month period
- Negotiated prior to award

### Required Attachment – Organization **Structure**

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- Describe the management and organization of the company
- The Offeror shall address the following:
  - History and overview of the organization;
  - Org Chart; and,
  - Financial Statement/Annual Report





### Required Attachment – Discounting Policies

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- Additional Support Documentation for Offered Pricing
- Written Discount Policies provided as a narrative portion of the Commercial Sales Practices Format (CSP-1)



### Required Attachment – ORCA Registration

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- Proof of registration in Online Representations & Certifications Application (ORCA)
  - http://orca.bpn.gov
  - Online paperless collection point for Reps & Certs
  - Annual completion/updates required



### Required Attachment – CCR Registration

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- Proof of registration in Central Contractor Registry (CCR)
  - www.ccr.gov
  - CCR collects, validates, stores, and disseminates data in support of agency acquisition missions



# Required Attachment – Past Performance Evaluation Report (D&B)

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- Request a Past Performance Evaluation report from D&B Open Ratings, Inc. at:
  - www.ppereports.com
- Cost of report is \$175.00
- > Report is sent directly to Requestor
- Request copy to be sent to GSA via e-mail at:
  - it.center@gsa.gov
- Additional information provided as Item 06 of the Solicitation



# Required Attachment – Commercial Sales Practices Format (CSP-1)

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### CSP Format is provided as Item 09 of the Solicitation

- Sales to the general public 12 month period
- Projected Sales under this contract
- Discounting Policies
- Matrix of Customers and Discounts (see instructions in Item 9 for CSP Format)



### **Preparing your Offer – Optional Attachments**

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Optional Attachments are <u>REQUIRED</u> depending on the size of your company and/or the SINs offered by your company.

Attachment	Who Must Submit?
Subcontracting Plan	Large Businesses with expected sales >\$550K
Letters of Supply	Resellers
Professional Services Experience	Professional Service Providers
Labor Category Descriptions	Professional Service Providers
Authorized Dealer(s) Information	Resellers
Training Course Descriptions	Professional Service Providers – Classroom Training
Compensation Plan for Professional Employees	Professional Service Providers with expected sales >\$550K
Solicitation Exceptions	Any Offeror Taking Exception with any of the Applicable Terms and Conditions, FAR Clauses, or GSAR Clauses
Pricing Support	Any Offeror Wishing to Provide Additional Pricing Information in Support of the Pricing Proposal



# Optional Attachment – Small Business Subcontracting Plan U.S. General Services Administration

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- Required only by Large business concerns with expected sales >\$550K
- Outlines your company's:
  - Small Business Subcontracting Goals
  - Reporting Requirements
  - Recordkeeping Requirements
- Model Plan is provided as Item 07 of the Solicitation

\*Please Note: Your subcontracting goals should reflect the principal types of supplies and/or services that your company anticipates to be subcontracted. For example: This can consist of janitorial services, administrative, and indirect & overhead costs.



### **Optional Attachment – Letter of Supply**

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- Required by all Offerors who are dealers/ resellers offering other manufacturer's products
- Demonstrate source of supply
- Submit letters of supply on company's letterhead
- Signed by corporate company official
- Template is provided as Item 12 of the Solicitation

# Optional Attachment – Professional Services Experience U.S. General Services Administration

- Required by all Offerors Providing Professional Services
- Provide the following information:
  - Project/Contract Name
  - Project Description
  - Dollar Amount of Contract
  - Project Duration
  - Point of Contact and Telephone Number

## **Optional Attachment – Labor Category Descriptions**

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- Required by all Offerors Providing Professional **Services**
- Labor Category Descriptions
  - Title of labor category
  - Functional responsibility performed
  - Qualifications
  - Education required



## **Optional Attachment – Authorized Dealer(s) Information**

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- Required by all Offerors Providing Products
- List of all Authorized Dealers for products offered
- You Must Keep this Up-to-Date





## **Optional Attachment – Training Course Descriptions**

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- Required by all Offerors Providing Classroom Training as a Service
- Formal catalog, or written descriptions of class offerings



## Optional Attachment –Compensation Plan for Professional Employees

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- ➤ Required by all Offerors Providing Professional Services, with expected sales >\$550K, per FAR 52.222-46
- Reflects a sound management approach and understanding of the contract requirements
- Your plan will be considered in terms of:
  - its impact upon recruiting and retention;
  - its realism; and,
  - its consistency with a total plan for compensation
- May submit general compensation practices from Offeror's Employee Handbook

# Optional Attachment – Solicitation U.S. General Services Administration

- May be submitted by any Offeror taking exception with one or more of the following portions of the Solicitation:
  - FAR Clauses
  - GSAR Clauses
  - Any other Terms and Conditions
- Provide written documentation of the rationale behind your exception



## **Optional Attachment – Pricing Support**

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- May be submitted by any Offeror wishing to provide additional information to support the Pricing Proposal
- Examples of Additional Pricing Support:
  - Additional discounts
    - Volume;
    - Quantity; or,
    - Prompt payment, etc...
  - Why you believe pricing is fair and reasonable
  - Indicate if rates are audited by a Federal Agency



## Ways to Submit your Offer

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#### Federal Acquisition Service

#### Paper Offers

Send to:

GSA/FAS

Center for IT Schedule Program

Solicitation No. FCIS-JB-980001-B

Attn: BOOCO

2200 Crystal Drive

CP #4, Room 606

Arlington, VA 22202



### Ways to Submit your Offer

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#### Federal Acquisition Service

#### eOffers

- Web-based application
- Electronically prepare and submit MAS contract proposals
- For Information: <a href="www.eoffer.gsa.gov">www.eoffer.gsa.gov</a>
- For Technical Assistance: 1-866-472-9114
- To use the eOffer system you must have a digital certificate
- If you have not yet applied for your digital certificate, you may do so by going to the eOffer website and clicking on the link "Are you qualified to get an Electronic Authentication Certificate (Cert) at no cost?"





- View/Download the Solicitation: <a href="www.fedbizopps.gov">www.fedbizopps.gov</a> or <a href="www.fedbizopps.gov">ww
- Federal Acquisition Regulation (FAR): www.acquisition.gov/far
- GSA Acquisition Manual (GSAM)/GSA Acquisition Regulation (GSAR): <a href="www.acquisition.gov/far">www.acquisition.gov/far</a>
- Acquisition Central: <u>www.acquisition.gov</u>
- Review other Contractors via Schedules e-Library: www.gsaelibrary.gsa.gov
- GSA Schedules Program: www.gsa.gov/schedules
- Getting on Schedule For Vendors information: www.gsa.gov/gettingonschedule
- GSA MAS Express Offer Program: www.gsa.gov/masexpress
- GSA Advantage! <a href="http://gsaadvantage.gov">http://gsaadvantage.gov</a>





## **Helpful Websites**

- GSA e-Buy: www.ebuy.gsa.gov
- GSA eOffer: <a href="http://eoffer.gsa.gov">http://eoffer.gsa.gov</a>
- Dun & Bradstreet (D&B): www.dnb.com/us
- D&B Open Ratings, Inc., Past Performance Evaluation report: www.ppereports.com
- Central Contractor Registry (CCR): www.ccr.gov
- Online Representations and Certification Application (ORCA): <a href="http://orca.bpn.gov">http://orca.bpn.gov</a>
- Wage Determinations OnLine.gov: www.wdol.gov
- Center for IT Schedule Programs: www.gsa.gov/itcenter
- Schedule 70 Solicitation: <a href="https://www.gsa/gov/schedule70solicitation">www.gsa/gov/schedule70solicitation</a>
- U.S. Small Business Administration: www.sba.gov





## **Helpful Websites**

- Small Business Size Standards and North American Industry Classification System (NACIS) Industry Codes: <a href="https://www.sba.gov">www.sba.gov</a>
- > 72A Quarterly Reporting System: <a href="https://72a.gsa.gov">https://72a.gsa.gov</a>
- Veterans' Employment & Training Service (VETS)-100: http://vets.dol.gov/vets100
- > GSA SmartPay Program: www.gsa.gov/smartpay
- Excepted Parties List System: www.epls.gov
- > Disaster Recovery Purchasing: <a href="https://www.gsa.gov/disasterrecovery">www.gsa.gov/disasterrecovery</a>
- Electronic Subcontract Reporting System (eSRS): www.esrs.gov
- MAS Schedule Sales Query (SSQ): <a href="http://ssq.gsa.gov">http://ssq.gsa.gov</a>
- > Training Center for Acquisition Excellence: www.gsa.gov/centerforacquisitionexcellence



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**Customer Service** 

Phone: 703.605.2700

E-mail: it.center@gsa.gov





