



**Your Preferred Source for  
IT Acquisition Across the DoD**

**Vendor's ESI Tool Kit**

**A Primer for Working with the DoD ESI**

Version 2.1  
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[www.esi.mil](http://www.esi.mil)

# Fundamental Requirement

- Vendor's Tool Kit requirement:
  - This Tool Kit addresses “how to do business with ESI” as well as policies (i.e., certifications and net worthiness) appropriate to at least the larger Components.
  - The ESI will ensure the tool kit is kept at a high-level to preclude creating a document maintenance problem in terms of policy changes and other details.



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# Why do Business with ESI?

Provide industry support in the establishment and management of enterprise Commercial Off-the-Shelf (COTS) IT agreements, assets, and policies for the purpose of lowering total cost of ownership across the DoD, Coast Guard and Intelligence communities.



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# Who Is Involved?

- Manufacturer/Publisher/OEM - Provides the product and services, either directly or through a Reseller.
- ESI Co-Chairs - Working Group and Team leadership and management.
- ESI Working Group - Consensus and decision-making body of ESI.
- Software Product Managers (SPMs)
  - Work with Contracting Officer to establish and manage Enterprise Software Agreements (ESAs)
  - Expert in publisher products, licensing practices, maintenance, prices



# Who Is Involved? (con't)

- Contracting Officers
  - Work with SPM to negotiate and award ESI Agreements
  - Acquisition planning advice
  - Expert in the acquisition process
- ESI Team
  - ESI Co-Chairs
  - SPMs
  - Contracting Officers
  - IT Asset Management (ITAM) Program Manager
  - ESI Working Group members
  - GSA Executive Agent for SmartBUY
  - Publishers and Resellers who hold ESI Agreements
  - Other acquisition partners
- Awardee
  - Manufacturer/Publisher/OEM or Reseller who is awarded the ESI agreement



# ESI Pre-Award Process – Getting an ESA Awarded

- Step 1: Vendor becomes familiar with ESI
  - Visit the ESI website, [www.esi.mil](http://www.esi.mil) and select the “Vendor Information bullet” on the ESI Web site Home page and look at the Vendor FAQs.
  - Review the ESI Vendor Tool Kit
  - If you think you have a business model that will benefit DoD, contact either one of the DoD ESI Co-Chairs or an appropriate SPM to arrange a face-to-face meeting

**SELECT ESI Co CHAIR AND SPM  
CONTACTS SLIDE**



# ESI Pre-Award Process – Getting an ESA Awarded (con't)

- Step 2: Vendor meets with the ESI Co-Chairs
  - If after reviewing the ESI web site and Vendor Tool Kit, you feel you have a potential business case, arrange a meeting with the ESI Working Group Co-Chair(s) where you'll:
    - Discuss products, services, DoD Customer demand, and potential benefits (e.g., Why do business with me? Why should I negotiate an agreement with DoD or SmartBUY?)
    - Verify that products are good candidates for an ESI Agreement and decide to proceed to next step, which is to schedule briefing to ESI SPM Team





# ESI Pre Award Process – Getting an ESA Awarded (con't)

- Step 3: Vendor briefs ESI Team
  - Co-Chair will coordinate to schedule date/time to brief ESI SPM Team meeting, normally held monthly
  - Vendor presents products, services, licensing models, GSA/FSS contract status, business case, and current/future demand to ESI SPM Team
  - ESI SPM Team verifies that products are a good candidate/fit for an ESI Agreement, and if so, decides to proceed to the next step where Co-Chairs brief the ESI Working Group
  - Co-Chairs will provide Vendor with feedback



# ESI Pre Award Process – Getting an ESA Awarded (con't)

- Step 4: ESI Working Group assigns responsible DoD Component
  - Co-Chairs will present results of Vendor briefing at the ESI Working Group meeting, normally held every other week
  - ESI Working Group discusses and assigns a lead Component to work the ESI Agreement.
  - Responsible Component assigns SPM and Contracting Officer (SPM Team)
  - Co-Chair and/or SPM will contact and advise Vendor



# ESI Pre-Award Process – Getting an ESA Awarded (con't)

- Step 5: SPM Team develops acquisition strategy
  - SPM team begins discussion on various aspects of your business, such as:
    - Products offered
    - Projected future demand
    - GSA FSS Contract status, licensing plans, and Terms& Conditions
    - Pricing models available
    - Installed base, to include installed licenses and licenses under maintenance
    - Business case for ESA including: DoD demand; benefits, including price; other advantages; and risks
    - Product “Roadmap”
  - SPM provides copy of BPA template
  - Preliminary acquisition strategy is developed



# ESI Pre-Award Process – Getting an ESA Awarded (con't)

- Step 6: ESI Working Group makes “Go/No Go” decision
  - Acquisition strategy briefed to ESI Working Group by the SPM Team
  - Working Group provides feedback and approval
  - If a “Go”, the acquisition strategy is finalized and approved by the ESI Working Group
- Step 7: Assigned SPM & Contracting Officer
  - Address any concerns from ESI Working Group, if applicable
- Step 8: SPM Team proceeds with procurement process
  - Contract negotiations are finalized
  - Assigned SPM and Contracting Officer proceed with appropriate internal clearances, reviews, etc.
  - Solicitation is generated and issued
  - Solicitation responses received and evaluated



# ESI Pre Award Process – Getting an ESA Awarded (con't)

- Step 9: SPM Team presents final BPA, Pricing, Terms & Conditions
  - Presents business case to ESI Working Group
  - ESI Working Group approves business case for award, or requests changes
- Step 10: Contracting Officer awards ESI Agreement
  - ESI agreement is signed by Awardee(s) and appropriate Contracting Officer
  - Agreement posted on ESI, SPM and Awardee(s) web sites



# ESI Post Award Process – Roles and Responsibilities

- Awardee(s) shall:
  - Work with the appropriate SPM and Contracting Officer (SPM Team) to develop and maintain ordering guide
  - Educate sales staff on selling to customers under the ESI Agreement
  - Market ESI Agreement (coordinate content with SPM Team)
    - Brochures
    - Trade Shows
    - Web Sites
    - Press Releases
  - Provide Monthly and Quarterly Report of Sales to SPM Team
  - Maintain good communications with SPM Team
  - Participate in Program Management Reviews (PMR)
  - Recommend improvements to ESA to improve efficiencies, ordering ease, technology updates, etc.
  - Keep points of contact data current and inform the SPM Team of changes
  - Refresh GSA FSS and ESA with latest technology, upgrades, and services
  - Work with SPM Team to minimize “sales leakage”



# ESI Post Award – Roles and Responsibilities (con't)

- SPM Teams (SPMs and Contracting Officers) shall:
  - Educate DoD customers about buying under the ESA
  - Work with Awardee to develop and maintain ordering guide
  - Review/Approve Monthly and Quarterly Report of Sales
  - Maintain good communications throughout life of the vehicle
  - Conduct regular Program Management Reviews (PMR)
  - Recommend improvements to ESA to improve efficiencies, ordering ease, technology updates, etc.
  - Keep Points of Contact data current and inform Awardee of changes
  - Process Awardee's proposed technical refresh of ESA latest technology, upgrades, and services
  - Provide liaison between customer and Awardee when needed
  - Partner with GSA FSS Contracting Officer about Awardee changes, and explain how timely modifications support DoD business
  - Work with Awardee and Publisher to minimize “sales leakage”



# ESI Post Award – Roles and Responsibilities (con't)

- ESI Working Group shall:
  - Assign ESI Agreements to participating DoD Components
  - Review/Approve Acquisition Strategies and Business Cases
  - Provide policy and/or technical direction when needed





# Doing Business with Major DoD Components

- In order to do business with Major DoD Components, Vendors should be aware of/comply with:
  - Technical Certifications; e.g.:
    - IPv6 Profile Conformance
    - Product Registration
    - Product Testing
    - Architectural Compliance
    - Federal Desktop Computer Configuration (FDCC) Compliance
  - Net-Worthiness
  - Security
    - NIAP - NSTISSP No. 11
    - Component Information Assurance (IA) Requirements
  - Policy Compliance such as:
    - Ability to support DoD Data and Services Strategies
    - Component-specialized restrictions on product use/acquisition
  - Component acquisition and contracting procedures



# Doing Business with Major DoD Components (con't)

- Help can be obtained by contacting the appropriate Component ESI POCs:
  - Navy - Ms. Suzi Ellison, [susan.ellison@navy.mil](mailto:susan.ellison@navy.mil)
  - Air Force - Mr. Duane Haughton, [duane.haughton@gunter.af.mil](mailto:duane.haughton@gunter.af.mil)
  - Army - Ms. Dee Wardle, [adelia.wardle@us.army.mil](mailto:adelia.wardle@us.army.mil)
  - DLA - Ms. Susan Lizzi, [susan.lizzi@dla.mil](mailto:susan.lizzi@dla.mil)
  - DISA - Ms. Jonnice Medley, [jonnice.medley@disa.mil](mailto:jonnice.medley@disa.mil)
- Additional help can be obtained by contacting the ESI Co-Chairs:
  - Jim Clausen, [james.clausen@osd.mil](mailto:james.clausen@osd.mil)
  - Floyd Groce, [floyd.groce@navy.mil](mailto:floyd.groce@navy.mil)

**SELECT:**  
**RETURN TO STEP 1: Manufacturer/Publisher/OEM**  
**becomes familiar with ESI**



# ESI Toolkit Talking Points

- Vendor & ESI Government Team Talking Points
  - When meeting with ESI Government representatives you should:
    - Be familiar with the ESI Web site [www.esi.mil](http://www.esi.mil)
    - Have navigated through the ESI Web site and reviewed the documents in “About ESI” and the “Resource Library” tabs of the ESI web site home page.



# ESI Toolkit Talking Points (con't)

- As a Publisher, be prepared to discuss:
  - Your current and future potential market(s) within DoD. Projected market discussions should be based on fact, with backup data and illustrate benefit to DoD.
  - The GSA SmartBuy program at [www.gsa.gov/smartbuy](http://www.gsa.gov/smartbuy)
  - If applicable, your current GSA contract or agreement with a reseller who holds a GSA contract for your products and/or related services.
  - Any other major contracts where your products may be found (ex. SEWP, NIH, etc.).
  - How you plan to work with the ESI team to provide all DoD customers with the best priced products and related services.
  - How your proposed business case is better than the current way we do business.
  - Government's need for access to tracking and reporting data.
  - Delivery options, hard copy media, electronic distribution, etc.



# ESI Toolkit Talking Points (con't)

- During discussions with ESI Team members, you may be engaged in discussions on the following technical and standards compliance subject matter as it relates to your products and services:
  - DoD Net-Centric Data Strategy, <http://www.defenselink.mil/cio-nii/docs/Net-Centric-Data-Strategy-2003-05-092.pdf>
  - Software as a Service (SaaS), [http://www.thinkstrategies.com/images/SaaS\\_WP\\_Final\\_072405.pdf](http://www.thinkstrategies.com/images/SaaS_WP_Final_072405.pdf)
  - Service Oriented Architecture (SOA), <http://www.opengroup.org/projects/soa/>
  - Federal Desktop Computer Configuration (FDCC), <http://nvd.nist.gov/fdcc/index.cfm>
  - DoD IT Standards Repository (DISR) Compliance, <https://acc.dau.mil/CommunityBrowser.aspx?id=148577>, Open '[DISR Summary 2 22 07.doc](#)'
  - IPV6 Requirements, <http://www.nav6tf.org/>
  - 508 Compliance, <http://www.section508.gov>
  - GSA SmartBUY, <http://www.gsa.gov/smartbuy>



# Common Questions for Vendors

- What is the name of your product?
- How do you categorize your product?
- Is your product related to, or can your product provide value in any of the following areas?
  - IT Investment/Portfolio Management
  - Web Portals
  - Service Oriented Architecture (SOA)
  - Knowledge Management (KM)
  - DON IM/IT Workforce Management
    - Performance Measurement
    - Enterprise Architecture
  - Data Management
    - Data Standards
  - Standards
    - Electromagnetic Spectrum
    - Telecommunications
    - Wireless Solutions
  - Information Assurance (IA)
  - Information Security
    - Privacy
    - Identity Management
  - Critical Infrastructure Protection



# Common Questions for Vendors (con't)

- What does your product do and can you provide a brief description?
- Can you identify your DoD customer base and detail agencies, commands, user groups and number of users in each?
- Who do you consider your direct competition?
- What distinguishes your product from the competition?
- Has your product been Joint Interoperability Test Command (JITC) certified (if applicable)?



# Common Questions for Vendors (con't)

- Does your product have a Defense Information Assurance Certification and Accreditation Process (DIACAP) approval status of ATO/IATO and SSAA on any DON System?
- Is your product offering new technology?
- Is your product Common Criteria certified?
- Is your product IPv6 compliant?
- If encrypting data, are you Federal Information Processing Standards (FIPS) validated?
- Are you interoperable with the Department of Defense Public Key Infrastructure (PKI), if applicable?





# Common Questions for Vendors (con't)

- Product Architecture
  - Is this a propriety product?
  - Is the product built on open architecture?
  - Does this software utilize XML?
  - Is the software Web Services based?
  - Does the software support Single Sign On?
  - Is this an integrated product suite? If so, what are the modules or components available?
  - Does this product integrate with other product/suites? If so, please describe.
- Can you list any industry ratings, as applicable?
  - Gartner
  - Forrester
  - Others



# Feedback: Did You Find This Helpful?

Please send feed back to:

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support: [David.Whiteman.ctr@navy.mil](mailto:David.Whiteman.ctr@navy.mil)

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