Federal Acquisition Service

Doing Business with GSA

Debbie Paralemos
GSA Customer Service Director
June 19, 2014
Objectives

✓ Determine your Market/Niche
✓ Conduct Market Research
✓ Creating Opportunities
✓ Doing Business with GSA
How Agencies Make Purchases

- Simplified Acquisitions
- Small Business Set-asides
- Sealed bids
- Negotiated Proposals
- GSA Schedule Contracts (FAR 8.4)
- Micro purchases – Government credit Card
Who buys what you sell?

Consider the following resources to conduct market research

Acquisition Central
www.acquisition.gov

USASpending.gov
www.usaspending.gov

Federal Business Opportunities
www.fedbizopps.gov

Federal Procurement Data System
https://www.fpds.gov
Locating Buyers

www.fbo.gov – Advanced Search

• Pre-solicitation, Sources Sought, Solicitation/Synopsis, Special Notices

• Classification Code

• NAICS Code

• Collect Contact Info Always
Federal Acquisition Service

Market Research - Federal Business Opportunities

Search more than 37,100* active federal opportunities.

Where can I find the U.S. Coast Guard's announcement seeking innovative ideas supporting the Deepwater Horizon Response efforts for the oil spill in the Gulf of Mexico?

Buyers / Engineers
Government users may post, manage, and award opportunities.

Vendors / Citizens
Vendors and citizens may search, monitor, and refute opportunities.

* Notice posted within the last 90 days.
FY 2011 – Federal Contracts Award Data

Prime Award Spending Data

Narrow down your search:

- By Type of Spending
  - Contracts: 12
- By Agency
  - General Services Admin.: 12
- By Extent Competed
  - Competed under SAP: 12
- By Recipient
  - CAREERSTONE GROUP: 5
  - WORLD WIDE STAFFING EX: 3
  - CAPITAL CONSULTING CDR: 1

Map List View
- Rhode Island
- Delaware
- Maryland
- District of Columbia
- American Samoa
- Guam
- Micronesia
- Marshall Islands
- N. Mariana Islands
- Palau
- Puerto Rico
- U. S. Outlying Islands
- U. S. Virgin Islands

Map List View
- $123.7K

Note: Please note that from any transaction listed below, you may click on the Recipient name, Agency, Sub-Agency,
One simple search using NAICS code

Utilize [www.fpds.gov](http://www.fpds.gov) and your NAICS code to determine who buy your product or services:

[Image of website interface]

Insert NAICS code – hit enter
# Simple FPDS Search Result

<table>
<thead>
<tr>
<th>Award ID (Mod):</th>
<th>541611</th>
<th>Award Type:</th>
<th>Delivery Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor Name:</td>
<td>SEA BOX INCORPORATED</td>
<td>Contracting Agency:</td>
<td>FEDERAL ACQUISITION SERVICE</td>
</tr>
<tr>
<td>Date Signed:</td>
<td>February 02, 2007</td>
<td>Action:</td>
<td>$541,811</td>
</tr>
<tr>
<td>NAICS (Code):</td>
<td>316111</td>
<td>Obligation:</td>
<td>03101001</td>
</tr>
<tr>
<td>Vendor City:</td>
<td>PHILADELPHIA, PA</td>
<td>Contracting Office:</td>
<td>316111</td>
</tr>
<tr>
<td>Vendor State:</td>
<td>PA</td>
<td>Vendor DUNS:</td>
<td>316111</td>
</tr>
<tr>
<td>Vendor ZIP:</td>
<td>19124</td>
<td>Vendor ZIP:</td>
<td>19124</td>
</tr>
<tr>
<td>Top 10: Department Full Name</td>
<td>USAF</td>
<td>Top 10: Contracting Agency Name</td>
<td>USAF</td>
</tr>
</tbody>
</table>
Welcome to ACQUISITION CENTRAL, the web site for the federal acquisition community and the government’s business partners. From this site you can access shared systems and tools to help you conduct business efficiently.

ACQUISITION CENTRAL is hosted by IAE (Integrated Acquisition Environment), the E-Gov Initiative that is streamlining the federal acquisition process. Acquisition Central is here to help every member of the acquisition community by providing one website for all things acquisition. From here you can learn about regulations, systems, resources, opportunities, and training.

This website was designed to create an easily navigable resource to share the efforts of IAE as it works to achieve its vision of more efficient and transparent practices through better use of information, people, processes and technology. Users are encouraged to contact us to let us know if you have found the website useful or to offer comments on how utility can be improved.

Public Disclosure of Justification and Approval (J&A) Documents
Justification and Approval (J&A) documents can be found at www.fedbizopps.gov

Access the Federal Acquisition System Requirements. [Accessible Version]

Central Contractor Registration (CCR) Extracts
Publicly Releasable; under the Freedom of Information Act (FOIA)

Let us know how we can make FPDS more useful to you. Provide Feedback to FPDS2009 >>>

Contractor Performance Evaluations
The Federal Acquisition Service (FAS) helps federal agency customers leverage the purchasing power of the federal government to achieve the best value possible in purchasing products, services, technology, motor vehicles, transportation, and travel.

The Public Buildings Service (PBS) manages the owned and leased federal real estate portfolio, providing workplaces for federal customer agencies at value to the American taxpayer.
How to Sell to and through GSA

www.gsa.gov/howtoselltothegovernment

• Obtain: Dun & Bradstreet Numbers (DUNS)
  http://fedgov.dnb.com/webform or call (866) 705-5711

• Register: System for Award Management (SAM) www.sam.gov
  • Replaces both systems CCR & ORCA.
  • Single point of entry for the federal government
  • Must be kept current (Update at least annually)

• Pathways to Success – Mandatory Training for Schedules
  https://vsc.gsa.gov

• Check-out: Federal Business Opportunities www.fbo.gov
The Multiple Award Schedule (MAS) Program

The GSA MAS Schedule program is the preferred procurement solution for a wide range of Government needs for services and products.

FY 2013 Sales from the GSA Multiple Award Schedule reached approximately $50 Billion

Sales data available from SSQ.GSA.GOV
Who uses GSA Schedules?

- Federal Agencies & Military
- Mixed-Ownership Government Corporations (FDIC, Federal Home Loan Banks, etc.)
- The District of Columbia
- Cost Reimbursable Government Contractors authorized in writing by a Federal agency (48 CFR 51.1)
- State and Local Government (includes Educational Institutions) (Cooperative Purchasing)
- Domestic and Worldwide
MAS Customer Advantages

- Competition requirements have been met
- Compliant with environmental and socio-economic laws and regulations
- Discounts have been negotiated
- Blanket Purchase Agreements save time and money
- *Schedule orders count toward Small Business goals*
GSA Schedule- The Pros

- Preferred Source of Supply
- Great Earning Potential
- World Wide Program
- High Visibility
- Credibility
- Potential Financial Success
- 5-20 Year Contract
GSA Schedule Contract - The Cons

- Sales Criteria - $25K per year
- Auditing and Set-Up Requirements
- Paperwork
- Award process time – back up to 6 months for some schedules
- Success Not Guaranteed – numerous schedule holders with zero or low sales
More Support

- 11 Regional GSA OSBU
  www.gsa.gov/smallbizsupport

- OSDBU for all agencies
  www.osdbu.gov

- Procurement Technical Assistance Centers
  www.aptac-us.org

- Small Business Administration
  www.sba.gov
Federal Acquisition Service

Government Green Buying Needs
www.gsa.gov/greenproductcompliance

- HVAC Ducts & Casings
- Building Insulation
- Electric Chiller
- Paint
- Cement & Concrete
- Caulking
- Carpet
- Carpet Cushion
- Floor Strippers
- Dust Suppressant
- Adhesives
- Sealants

- Exterior Finish and Trims
- Facility Operations & Office Products
- Break room Supplies
- Kitchen Appliances
- Packaging products
- Office Supplies
- Computers/Displays
- Printer/Copiers
- Landscaping
- Compost/Fertilizer
- Garden/Soaker Hose
Federal Acquisition Service

**Government Green Buying Needs**

[www.gsa.gov/greenproductcompliance](http://www.gsa.gov/greenproductcompliance)

<table>
<thead>
<tr>
<th>Air filtration</th>
<th>Plastic Lumber</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roofing</td>
<td>Landscaping Timbers</td>
</tr>
<tr>
<td>Plaster and Gypsum Board</td>
<td>Plastic/Paper Lawn &amp; Leaf Bags</td>
</tr>
<tr>
<td>Lighting Systems</td>
<td>Cleaning</td>
</tr>
<tr>
<td>Water Fixtures</td>
<td>Commercial/Industrial</td>
</tr>
<tr>
<td>Doors and Windows</td>
<td>Sanitary Tissue Mats</td>
</tr>
<tr>
<td>Interior Finishes and Trims</td>
<td>Recycling/Waste Containers</td>
</tr>
<tr>
<td>Garden/Soaker Hose</td>
<td>Plastic Trash Bags</td>
</tr>
<tr>
<td>Hydraulic Mulch</td>
<td>Household and Industrial Cleaning Agents</td>
</tr>
<tr>
<td>Lawn/Garden Edging</td>
<td></td>
</tr>
</tbody>
</table>
Federal Acquisition Service

Acquisition Centers

Management Services

Center for Facilities Maintenance & Hardware

Greater Southwest Acquisition Center
(National Disaster Support)

Office Supplies & Administrative Services

Furniture

IT

Automotive Services
<table>
<thead>
<tr>
<th>Acquisition Centers</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Center for Facilities Maintenance &amp; Hardware</td>
<td>816-926-6760</td>
</tr>
<tr>
<td>Greater Southwest Acquisition Center</td>
<td>817-978-4545</td>
</tr>
<tr>
<td>IT Acquisition Center</td>
<td>703-305-3038</td>
</tr>
<tr>
<td>Management Services Center</td>
<td>800-241-7246</td>
</tr>
<tr>
<td>Office Supplies &amp; Administrative Services Ctr.</td>
<td>212-264-5173</td>
</tr>
<tr>
<td>National Furniture Center</td>
<td>703-305-7003</td>
</tr>
<tr>
<td>Office of Vehicle Acquisition and Leasing Services</td>
<td>703-308-CARS</td>
</tr>
</tbody>
</table>
Federal Acquisition Service

Obtaining a GSA Contract
www.gsa.gov/gettingonschedule

For Businesses: Working with GSA

GETTING STARTED
Whether you're new at this or experienced, we've got you covered.

- Getting a Government Contract
- Tools for GSA Contractors
- How to Sell to the Government
- Opportunities for Small Businesses

SUPPORTED PROGRAMS
GSA has programs and initiatives that provide additional support to vendor segments doing business with GSA.

- 21 Gun Salute
- AbilityOne

HOW GSA BUYS
GSA provides options for vendors by leveraging numerous methods for procuring products and services.

- Overview
- blanket Purchase Agreement (BPA)
- Governmentwide Acquisition Contracts (GWACs)
- Indefinite Delivery Indefinite Quantity (IDIQ) Contracts
- Multiple-Award Schedules (MAS)
- Single Awards
- Small Business Assistance
- Source Selection

SERVICES THAT GSA BUYS
GSA procures a multitude of products and services in support of its initiatives.

- Vendor Information Line
- (866) 727-8383
- Follow voice prompts for:
  - Doing business with GSA’s Public Buildings Service
  - Information on GSA Recovery Act
  - Information on GSA Schedules program
- Industry Relations
- (866) 727-8383
- IndustryRelations@gsa.gov

Vendor Support Center
Vendors can visit the Vendor Support Center to obtain information, review and report sales, and more.
Vendor Support Center

Small Businesses
GSA advocates for small, minority, veteran, HUBZone, and women-owned businesses and fosters a diverse marketplace through its Office of Small Business Utilization.
GSA Schedule Solicitations

Vendors should review the complete listing below to determine the appropriate GSA Schedule under which their supplies and/or services may be offered, the applicable Solicitation Number, and the Point of Contact for the particular GSA Schedule. Those Schedules accepting offers using eOffer, a web based application that allows vendors to prepare and submit their GSA Schedule offers electronically, are noted in the applicable tables below.

Vendors may obtain additional information by clicking on the following links in each table:

- Click on the Schedule Number to view descriptions of the generic supplies and/or services under the Schedule.
- Click on the Solicitation Number to view the online solicitation files in FedBizOpps.
- Click on the Point of Contact link to send an e-mail message.

Services Acquisition Center: This office has expertise in the primary service areas of Financial and Professional Services, Financial Support Services include auditing, financial management, accounting, financial asset, business information services, and GSA SmartPay®. Professional Services include engineering, advertising, integrated marketing solutions, and public information services.

<table>
<thead>
<tr>
<th>Services Acquisition Center</th>
<th>Solicitation Number</th>
<th>Point of Contact</th>
</tr>
</thead>
</table>
| Financial and Business Solutions (FABS) Schedule 520 | FCXB-F4-020002-B | (703) 605-2820
| *Accepts eOffer | Jacqueline Austin | jacqueline.austin@gsa.gov |
Every federal government purchase anticipated to be valued from $3,000 to $150,000 is automatically set aside for small businesses as long as there are at least two companies that can provide the product or service.

Small Business Categories

SBA Certifications
- 8(a) Disadvantaged (Formal Certification)
- HUBZone SB (Formal Certification)
- Woman Owned SB (Self Certify)
- Economically Disadvantaged Woman Owned SB (Self Certify)
- Service Disabled Veteran SB (Self Certify)
- Veteran Owned SB (Self Certify)
Partnering

- **Contractor Teaming Arrangements and Joint Ventures** create prime opportunities for both business partners. (FAR 9.6)
  - www.gsa.gov/cta

- **Subcontracting** is a great opportunity for developing your business to prepare for prime contract opportunities by working for current GSA Prime Contractors (FAR 19.7)
  - www.gsa.gov/subdirectory

FAR References can be reviewed at www.acquisition.gov/far
GSA’s Mentor-Protégé Program is designed to encourage and motivate GSA prime contractors to assist small businesses and enhance their capability of performing successfully on GSA contracts and subcontracts.

Participation:
- Current GSA Contractor
- Mentor Required
- Protégé Optional
- Mentor or Protégé
- Self-Matching
- Complete Application and Agreement

Tony Eiland  
Program Manager  
1-855-OSBUGSA (672-8472)
Welcome to the new GSA Advantage!

Welcome!

how can we be of service today?

We offer the widest selection of products and services!

At GSA, we are committed to assisting Federal employees worldwide by meeting today’s acquisition challenges. GSA Advantage® is the government’s premier online shopping system. With GSA Advantage®, you’ll have instant access to literally millions of high quality products, services, and solutions from thousands of approved commercial vendors.

Thanks for choosing GSA!

Special Programs

- **AbilityOne Program**: One-stop shopping for available AbilityOne solutions
- **Wildland Fire Program**: Quickly locate available approved NFES products
- **Disaster Relief**: On-the-spot availability of products and services for relief and preparedness
- **Energy Solutions**: Locate critical security-related products and services
- **Environmental Program**: Direct access to green products & services
- **American Recovery & Reinvestment Act**: Use GSA Contract Vehicles for recovery/stimulus purchases

Strategic Sourcing BPAs

- **BPAs for Products**
- **BPAs for Services**

Environmental Symbol Modernization

Improving GSA Advantage to align with current sustainable purchasing requirements! Learn More »
Welcome to Schedules e-Library

Schedules e-Library is your source for the latest GSA and VA schedules and GWAC contract award information. Schedules e-Library is updated daily to provide you with the latest award information!

Search

enter Keywords, Contract Number, Contractor/Manufacturer Name, Schedule/SIN/GWAC Number

Search

View an Alphabetical Listing of available Contractors (a-z)

CATEGORY GUIDE

NEW Spring Supplies & Services
- Furniture & Furnishings
- Hospitality, Cleaning, & Chemicals
- Laboratory, Scientific, & Medical
- Office Solutions
- Services
- Travel & Transportation Solutions

Building & Industrial
- Homeland Security
- IT Solutions & Electronics
- Law Enforcement, Fire, & Security
- Recreation & Apparel
- Tools, Hardware, & Machinery
- Vehicles & Watercraft

IN THE SPOTLIGHT

NEW categories on Schedule 621 I! By customer request, 10 new categories will soon be added to Schedule 621 I.

Attention Schedule Partners

If you currently have a Federal Supply Schedule contract under Schedule 70 or 75, please click here for an important message.
## Schedule List

<table>
<thead>
<tr>
<th>Source</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>00CORP</td>
<td>THE CONSOLIDATED SCHEDULE (formerly Corporate Contracts Schedule) - Refer to each Special Item Number (SIN) for a point of contact and the individual schedule reference for additional providers of the item. Pursuant to Section 211 of the e-Gov Act of 2002, Cooperative Purchasing provides authorized State and local government entities access to information technology items offered through GSA’s Schedule 70 and the Consolidated Products and Services Schedule contracts for associated special item numbers. Contracts with the COOP PURC icon indicate that authorized state and local government entities may procure from that contract.</td>
</tr>
<tr>
<td>00JWOD</td>
<td>NIB/NISH PRODUCTS</td>
</tr>
<tr>
<td>03FAC</td>
<td>FACILITIES MAINTENANCE AND MANAGEMENT</td>
</tr>
<tr>
<td>23 V</td>
<td>VEHICULAR MULTIPLE AWARD SCHEDULE (VMAS)</td>
</tr>
<tr>
<td>26 I</td>
<td>TIRES, PNEUMATIC (NEW), FOR PASSENGER, LIGHT TRUCK, MEDIUM TRUCK, AND BUS, AND RETREAD SERVICES</td>
</tr>
<tr>
<td>36</td>
<td>THE OFFICE, IMAGING AND DOCUMENT SOLUTION</td>
</tr>
<tr>
<td>48</td>
<td>TRANSPORTATION, DELIVERY AND RELOCATION SOLUTIONS</td>
</tr>
<tr>
<td>51 V</td>
<td>HARDWARE SUPERSTORE - This includes Lawn Mowers, Tractors, Utility Vehicles, Edgers, Trimmers, Tillers, Spreaders, Sprayers, Vacuums, Sweepers, Snow Blowers and Throwers, Cattle Guards, Chain Saws, Parts and Accessories, Household and Office Appliances, Tools, Tool Kits, Tool Boxes, Woodworking and Metal Working Machinery, Related Leasing and Rentals, Paints, Sealants, Adhesives and Lubricants</td>
</tr>
<tr>
<td>520</td>
<td>FINANCIAL AND BUSINESS SOLUTIONS (FABS)</td>
</tr>
<tr>
<td>541</td>
<td>ADVERTISING &amp; INTEGRATED MARKETING SOLUTIONS (AIMS)</td>
</tr>
<tr>
<td>56</td>
<td>BUILDINGS AND BUILDING MATERIALS/INDUSTRIAL SERVICES AND SUPPLIES</td>
</tr>
<tr>
<td>58 I</td>
<td>PROFESSIONAL AUDIO/VIDEO, TELECOMMUNICATIONS, AND SECURITY SOLUTIONS</td>
</tr>
</tbody>
</table>
Welcome

GSA’s latest e-Business innovation, e-Buy, is an electronic Request for Quote (RFQ) / Request for Proposal (RFP) system designed to allow Federal buyers to request information, find sources, and prepare RFQs/RFPs, online, for millions of services and products offered through GSA’s Multiple Award Schedule (MAS) program.

Federal buyers can use e-Buy to obtain quotes or proposals for services, large quantity purchases, big ticket items, and purchases with complex requirements.

- What is e-Buy?
- Why should I use e-Buy?
- What are the Benefits of e-Buy?
- View a Tutorial

Federal Government

Buyers

Please enter your GSA Advantage! Membership User ID and Password.

User ID
Password

- Register for a User ID and Password
- I Forgot my User ID and/or Password.

Multiple Award Schedule

Contractors

Please enter your Contract number and Password as provided by the Vendor Support Center.

Contract Number
Password

- Forgot Your Password?
  Please contact the VSC at 1-877-495-4849 or e-mail us at vendor.support@gsa.gov.

www.gsa.gov/ebuy
GSA Online Training for Vendors

Featured training includes:

• On-site Schedules contract training, targeted specifically to small business hosted by Office of Small Business Utilization

• Scheduled webinars

• Web-based, self-learning modules found at the Center for Acquisition Excellence and the Vendor Support Center

gsa.gov/training
## Resources

<table>
<thead>
<tr>
<th>E-COMMERCE</th>
<th>WHO CAN HELP?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solicitations Online</td>
<td>GSA Small Business Utilization Center</td>
</tr>
<tr>
<td>GSAAAdvantage!</td>
<td>SBA</td>
</tr>
<tr>
<td>e-Library</td>
<td>Local Procurement Technical Assistance Center (PTAC)</td>
</tr>
<tr>
<td>E-Buy</td>
<td>GSA Marketing</td>
</tr>
<tr>
<td>E-Mod</td>
<td></td>
</tr>
<tr>
<td>Vendor Support Center</td>
<td></td>
</tr>
</tbody>
</table>
GSA Contact
For additional information contact:

Janice Bracey
Lead Small Business Specialist
26 Federal Plaza (20th Floor)
New York, NY
janice.bracey@gsa.gov
212-264-1235

*******************

For copies of presentation:
email debbie.paralemos@gsa.gov