

IT Schedule Program Office

IT Schedule 70: Quarterly Industry Partnership Meeting July 12, 2012

Kay Ely
Director
IT Schedule Programs



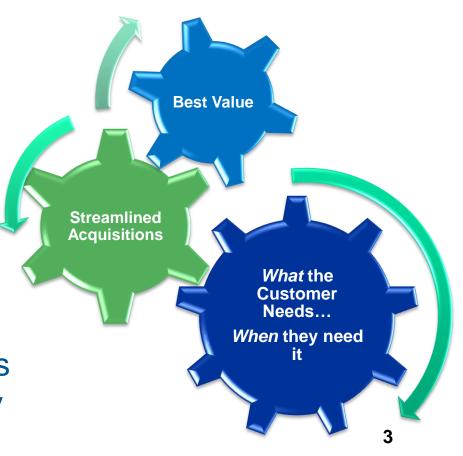
What we will discuss?

- Why are we here as an organization?
- How will we succeed?
- What does that mean to you?
- How can we help each other?
- How are we doing so far?



Why are we here?

- To save taxpayer dollars
- To support the missions of our Customer Agencies by:
 - Delivering better and more efficient services
 - Streamlining the acquisition process
- To ensure the Customer has What they need, When they need it





How will we succeed?

- Keeping the acquisition workforce informed
- Utilizing business intelligence
- Increasing "Speed to Market"
- Capturing innovation
- > Helping agencies meet socioeconomic goals



Keeping the Acquisition Workforce Informed

- Ensures consistency within all programs
- Acquisition Management has successfully trained 5,972 acquisition workforce members
- MAS contribution to the Acquisition Workforce Training fund is \$15M/year
- Continuous Learning Modules Basic Contracting for GSA Schedules



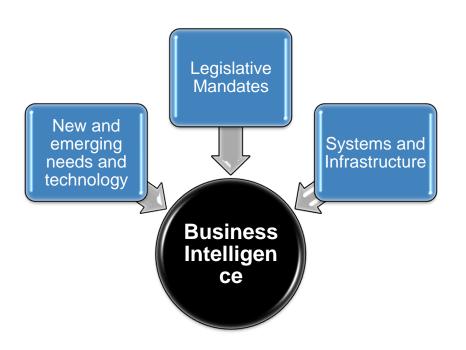
Keeping the Acquisition Workforce Informed

- Training videos accessible on demand on YouTube
- Topics include:
 - Basic Contracting for GSA Schedules
 - eBUY
 - FAR
 - CTAs, And More!
- http://www.youtube.com/watch ?v=Xxuc5Zozk2g





Utilizing Business Intelligence

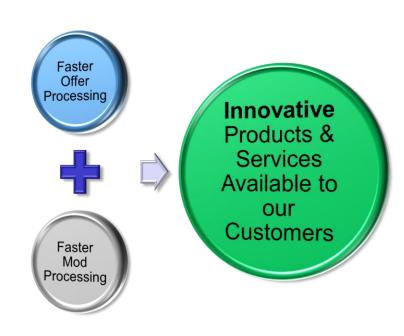


- As discretionary budgets fall, the Federal IT Market is expected to flatten
- Need to laser focus on that limited Federal spending
 - Legislative mandates
 - Systems and Infrastructure
 - New and emerging needs and technologies
- Growth Market: State and Local government7



Increasing Speed to Market

- Implementation of eContracting – information at your fingertips
- "Low/No sales" initiative Putting critical resources where it matters
- Reducing cycle times
- Workload management/balance





Capturing Innovation

- Lead by example
 - Transform the way we work through better technology
 - Move to 1800 F Maximizing a collaborative mobile open space
 - Be agile, responsive, and responsible to our Customer and the Taxpayer



- Think today about what our Customer needs tomorrow
- Next Generation of MAS schedules



Helping Agencies Meet Socioeconomic Goals

- ➤ Contracting Officers can now, at their discretion, set aside orders and BPAs to small business or subset of small business [8.405-5(a)]
- ➤ IT Schedule 70 Refresh 30 (Feb. 13, 2012) incorporated the Small Business Clauses
- 1,800 MAS RFPs released in April and May as small business set-asides
- Government Small Business Contracting Goals: At least 23%



What does that mean to you?

- Shared goals:
 - Saving taxpayer dollars
 - Increasing Schedule 70 business volume
- ➤ IT Schedule 70 is more attractive to agencies and easy to use
- Your IT Schedule 70 contract becomes even more marketable!



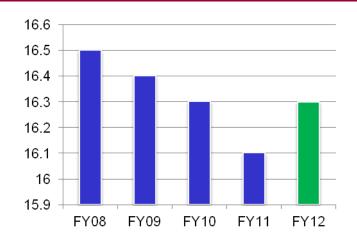
How can we help each other?

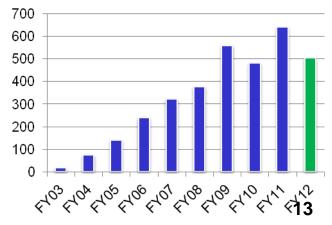
- Facilitate the evolution in federal IT buying for tomorrow's solutions
- Identify unmet customer requirements
- Increase communications
 - Quarterly Partnership meetings
 - Newsletters
 - IT Schedule 70 Helpline
 - Training meetings



FY12 – How are we doing so far?

- Total sales are projected to improve slightly over FY11:
 - FY 11: \$16.1 B
 - FY 12: \$16.35 B (projected)
- State and Local sales are projected to have a slight decline from FY11:
 - FY 11: \$660
 - FY 12: \$505 (projected)







IT Schedule Program Office

IT Schedule 70: Quarterly Industry Partnership Meeting Outreach and Marketing Update

Angela D. Jones
Director
IT Market Development Division



Outreach and Marketing Update

- "Upping our game" with Outreach
- Resources
 - IT Schedule 70 Helpline
 - Collaboration with Subject Matter Experts (SMEs)
 - IT Schedule 70 Contract Guide
- Customer Loyalty Survey



"Upping our Game": Customer Training

- Training tailored to individual Customer needs:
 - Benefits of IT Schedule 70
 - Small Business Set-Asides
 - BPAs
 - State and Local / Cooperative Purchasing
- Successfully produced programs for:
 - NIH
 - Corporation for National and Community Services
 - State Department
 - Army
- Currently working to develop training for Health and Human Services



"Upping our Game": Industry Training

- Increase outreach through technology Webinars and Virtual Meetings
 - More opportunities for more participants
 - Saves \$\$ for Industry Partners and GSA
- Class offerings have included:
 - State and Local / Cooperative Purchasing
 - Pre- and Post-Award Training
 - GSA Mentor / Protégé Program
 - Keeping your IT Schedule 70 Contract Compliant



"Upping our Game": Newsletters

Separate newsletters published quarterly for Industry Partners and Customers

To join the mailing list, send a request via email to IT.Center@GSA.gov





"Upping or Game": Exhibits and Presentations

- Mount Vernon Lee Chamber of Commerce: Overview of Cooperative Purchasing Program
- ➤ GSA Expo May 15-17, San Antonio, TX
 - Industry and Customer panels
 - Seven training sessions



Resources

- > Helpline
 - (877) 466-IT70 (4870)
 - IT.Center@gsa.gov
- Collaboration with SMEs
- > IT Schedule 70 Contract Guide



Customer Loyalty Survey

- ➤ July 11 August 6
- > 10 minutes to complete
- ➤ Topics addressed:
 - Value price paid on Schedule vs. open market
 - Ease of ordering
 - Website
 - Quality of customer service
 - Communications
 - If you don't use IT Schedule 70, why not?



IT Schedule Program Office

IT Schedule 70: Quarterly Industry Partnership Meeting Operational Update

Damon McClure
Deputy Director
Center for IT Schedule Operations



Operational Update

- Digitization
- Low/No Sales Initiative
- Cycle Time
- End User License Agreements (EULAs)
- Consistency/Quality



Digitization

- We have identified a concrete population of contracts to digitize
- Target time of completion is summer of next year
- File lock down coming soon
- Roughly 500 contract files have been completed to date



Low/No Sales Initiative

- Goal: Productivity
- Cross-organizational team within IT Schedule 70
 - Conducts outreach to Industry Partners with no sales
 - Performs review of options and opportunities with the Industry Partner
- Result: Contract is either continued or canceled based on information gathered



Cycle Time

- Currently meeting targets for modifications
- Currently about a week off from meeting our new award targets
- Some impact as a result of EULAs



EULAs

- Refresh 30 provided instructions on the submission of EULA and TOS agreements
- Refining submission instructions and other terms and conditions as it relates to EULAs
- Provide guidance for the Schedule level and task order level
- Creating search and posting area so customers can search for EULA supplements
- Working with General Counsel to refine internal process
- Working with AM and OGP to address industry concerns



Consistency/Quality

- Addressing consistency topics in management meetings
- Increase the number of webinars for staff training
- Working with AM and other portfolios on enterprisewide MAS initiatives



IT Schedule Program Office

IT Schedule 70: Quarterly Industry Partnership Meeting Policy Update

Dennis Harrison
Division Director
Contract Cost and Price Analysis



Policy Update

- Size Standards
- Services Contract Act
- Demand Based Model
- Evergreen



Size Standards

- > SBA review
- Size standards review for Sector 54
- Several SINs may be affected
- Changes in next Refresh



Services Contract Act

- Will be clearly implemented for services
- Messaging and training at implementation
- Provide guidance at the Schedule level and task order level



Demand Based Model

- Federal Registry posting
- Review Schedules and SINs for closure
- Proposed change in operational policy in the FRN will apply to Schedule 70
- Initially no Schedule 70 SIN closures will be included



Evergreen

- No FAS revision to 20 years contracting clause
- Contractors in 14th year are encouraged to submit offers for new contracts
- Dual contracts



Questions?

IT Schedule 70 Helpline:

1-877-446-IT70 (4870) or IT.Center.GSA.gov