Doing Business with GSA:
GSA IT Schedule 70
FAStLane Branch
IT Schedule 70 Division Branches

FAStlane Branch

• The FAStlane program implements a process that helps FAS process contract modifications and add new hardware products to a Schedule 70 contract in as quickly as 48 hours.

• The FASt Lane program also reduces the time it takes to process eOffer’s to vendors that meet stated criteria, cutting the award cycle time from 110 days down to 30-45 days.

• The program seeks to:
  – Increase vendor and customer satisfaction.
  – Focused on ensuring our agency customers have direct access to vendors that provide new and emerging technologies.
Why Get a Schedule 70 Contract?

- More than $14 billion in annual sales.
- More than 38% of all sales to small business.
- Significant growth in State & Local Government sales
- Over 4600 IT schedule 70 contracts
- Est. 85% of all contracts held by Small Businesses
IT Schedule 70 Structure

**Hardware/Products**

- **132-3**: Leasing of Products
- **132-4**: Daily/Short Term Rental
- **132-8**: Purchase of New Equipment
- **132-9**: Purchase of Used or Refurbished Equipment
- **132-12**: Maintenance of Equipment, Repair Services and/or Repair/Spare Parts

**Software**

- **132-32**: Term Software License
- **132-33**: Perpetual Software License
- **132-34**: Maintenance of Software as a Service

**Services**

- **132-40**: Cloud Services
- **132-41**: Earth Observation Solutions (EOS)
- **132-45A-D**: Highly Adaptive Cyber Security (HACS)
- **132-50**: Training Courses
- **132-51**: Information Technology Professional
- **132-52**: Electronic Commerce and Subscription Services
- **132-53**: Wireless Services
- **132-56**: Health IT

**Telecommunications**

- **132-54**: COMSATCOM Transponded Capacity
- **132-55**: COMSATCOM Subscription Services

**Security**

- **132-60A**: Electronic Credentials, Not Identity Proofed
- **132-60B**: Electronic Credentials, Identity Proofed
- **132-60C**: Digital Certificates, Incl. ACES
- **132-60D**: E-Authentication Hardware Tokens
- **132-61**: Remote Identity and Access Managed Svc.
- **132-60F**: Identity and Access Mgt. Prof. Svc.
- **132-61**: PKI SSP Program
- **132-62**: HSPD-12 Product and Svc. Components

**132-100**: Ancillary Supplies and/or Services

**132-99**: Introduction of New IT Services and/or Products
Know the Lingo

What these terms mean in the solicitation:

• FSS: Federal Supply Schedule

• Solicitation:
  ➢ Contains the requirements and instructions to prepare an offer/proposal
  ➢ Contains terms and conditions of an FSS contract
  ➢ Details contractor obligations under contract

• Special Item Numbers (SINs): Categories of IT products and services.

• Most Favored Customer (MFC): Customer that receives the best discounts and/or terms and conditions.
Solicitation Highlights

- IT Schedule 70 website: http://www.gsa.gov/schedule70
- The solicitation is posted on Fed Biz Opps
- The solicitation is open continuously
- Vendors can submit an offer at any time
- The solicitation is updated (Refreshed) semi-annually
- Solicitation Number: FCIS-JB-980001-B

FedBizOpps.gov
Offer Preparation

(How To Get Started)
Solicitation Web Page

70--General Purpose Commercial Information Technology Equipment, Software and Services
Solicitation Number: FCIS-JB-980001-B
Agency: General Services Administration
Office: Federal Supply Service (FSS)
Location: Information Technology Acquisition Center (FCI)

Notice Details Packages Interested Vendors List

Note: There have been modifications to this notice. To view the most recent modification/amendment, click here.

Complete View

Original Synopsis
Combined Synopsis/Solicitation
Sep 25, 2013 3:21 pm

Changed
Sep 25, 2013 3:21 pm
Solicitation

Solicitation Number: FCIS-JB-980001-B
Notice Type: Combined Synopsis/Solicitation

Synopsis:
Added: Sep 25, 2013 3:21 pm Modified: Apr 02, 2014 2:00 pm Track

ALL FILES

- Solicitation 1
  Sep 25, 2013
  01 - Read Me First
  02 - Solicitation
  03 - SF1449
  04 - Regulations Inc
  05 - Past Performance
  06 - Small Business
Schedule 70 Offer: Important Sections

- Cover Page – Overview of what to expect
- General Proposal Submission Instructions (SCP-FSS-001 & 004)
- Evaluation Factors – SCP-FSS-001 & 004
- Special Item Number (SIN) Descriptions
- Economic Price Adjustment (EPA) Clauses
- Price Reductions Clause
Required Documents

• Administrative/Contract Data:
  • Readiness Assessment
  • Pathways to Success Certificate
  • Financial Statements
  • Offer Responses Document
  • Production Point
  • Commercial Agreements

• Technical Proposal:
  • Evaluation Factor Documents

• Pricing Proposal:
  • Commercial Pricelist/Market Rate Sheet
  • Proposed Pricing Document
  • Commercial Sales Practices Format (CSP-1)
  • Economic Price Adjustment (EPA) Mechanism
  • Labor Category Matrix and Descriptions
  • Professional Compensation Plan
Organizing Your Approach

Administrative Requirements
- Take Assessments
- Register for SAM
- Get a Digital Certificate
- Gather Required Documents

Technical Proposal
- Order Open Ratings Report
- Select appropriate SIN
- Develop responses to the evaluation factors
- Gather Required Documents

Pricing Proposal
- Research market & competition
- Formulate your proposed pricing

Proposal Submission & Award
- Review Required Documents
- Submit the Offer Responses Document
Required Assessments from GSA

Pathways to Success Certificate:
• Must be completed by at least one authorized negotiator

Readiness Assessment:
• Detailed questionnaire to gauge overall understanding of MAS program
Important Registrations

• System for Award Management (SAM)
  ➢ One system to manage entity information that merged:
    • Central Contractor Registration (CCR)
    • Online Representations & Certifications Application (ORCA)
      http://www.sam.gov
  ➢ SAM.gov Tips:
    ➢ DUNS number & Tax Identification Number (TIN) required
    ➢ D&B and IRS company info must match
    ➢ Allow 48 - 72 hours for DUNS & TIN match
    ➢ Additional 48 hours for eOffer recognition.
Important Registrations Cont.

• Digital Certificate
  ➢ Online digital identity
  ➢ Access to eOffer
  ➢ Costs approximately $120
  ➢ Must be updated every two (2) years

• Available from:
  ➢ IdenTrust Inc – www.indentrust.com
  ➢ Operational Research Consultants (ORC) Inc – www.orc.com
Financial Statements

• Required Documentation:
  • Balance Sheets (for past two fiscal years)
  • Income Statements (for past two fiscal years)
  • Indicated whether they have been audited.

• Optional Documentation:
  • Irrevocable of Letter of Credit for at least $125,000.
  • Certificate of Competency from Small Business Administration (small businesses only)
What GSA Looks For:

- **Short-term Liquidity:** Current Ratio, Quick Ratio, etc.
- **Long-term solvency:** Debt to Equity Ratio
- **Sales:** Average sales over 2-3 years, annual sales growth, etc.

**General Guidelines:**

- More Assets than Liabilities
- Have significant sales - positive sales trend
- Access to credit
- Be proactive - explain any issues
Offer Responses Document

- Contains Proposed SINs
- Preponderance of work (NAICS Code)
- Annual Sales Projections per SIN
- Past Schedule 70 contracts
- Required clauses e.g. Delivery Info, Marketing POC, etc.
- Authorized Negotiators
- Inputs entered into the eOffer system
- Final document generated by the eOffer system
Dealers & Resellers

- Submit complete Letter(s) of Supply from Manufacturers or other evidence of sustainable sources of supply
- Letter of Supply template is available in solicitation attachments
Additional Compliance Checks

Commercial Agreements
• All agreements must be submitted for review.
• Terms and conditions must be FAR-compliant
• Agreements include – EULAs, Service Agreements, etc.

Production Point
• Location where “End Product” was manufactured
• Establishes Trade Agreement Act Compliance
• Not applicable to services
Additional Required Documents

Agent Authorization Letter

- Identifies any third parties authorized to discuss offer.
- Identifies pre & post award authority to:
  - Sign contract actions
  - Negotiate with the Government
  - Submit modifications
- Required template is include in solicitation.

Sub-contracting Plan

- Details small business subcontracting goals
- Required for large businesses only
Evaluation Factors

- Factor 1: Corporate Experience
- Factor 2: Past Performance
- Factor 3: Quality Control
- Factor 4: Relevant Project Experience for SINs 132 51 and 132 60F
Evaluation Factors

Factor 1: Corporate Experience

• Submit a document of two (2) page maximum detailing:
  ➢ Years of relevant experience (Min. 2 years)
  ➢ Organization’s structure, including size, experience and resources
  ➢ Brief history of the organization’s activities
  ➢ Ability to acquire resources/manpower proposed
  ➢ Schedule-specific marketing strategy
Evaluation Factors

**Factor 2: Past Performance**

- Submit a Past Performance Evaluation from Open Ratings, Inc. (ORI).
  - Available at: [http://www.ppereports.com](http://www.ppereports.com)
  - Minimum of six (6) references
  - May take up to 30 days to receive report
  - Cost of the report is at offeror’s expense (Approx $185)
  - Valid for 1 year.

- Address any negative feedback in the report:
  - Provide a plan to mitigate the concerns.
Evaluation Factors

Factor 3: Quality Control

• A description of internal review procedures that facilitate high-quality standards
• Identification of individuals responsible for ensuring quality control
• How potential problem areas and solutions are handled
• How quality control will be managed when completing multiple projects for multiple agencies simultaneously
Evaluation Factors

**Factor 4: Relevant Project Experience**
(For SINs 132-51 & 60F)

- Demonstrate capability to perform SINs offered by providing information on two (2) projects:
  - Project/Contract Name
  - Project Description
  - Dollar Amount of Contract
  - Project Duration
  - Point of Contact and Telephone Number
Pricing Proposal/Narrative

• Pricing Proposal Document (template in solicitation):
  ➢ Special Item Number
  ➢ Item Description & Part Number
  ➢ Commercial Rate
  ➢ GSA Discounts & Pricing (with and without Industrial Funding Fee)
  ➢ Most Favored Customer Discount & Pricing
  ➢ Volume Discounts

• Offerors must submit:
  ➢ Commercial Price/Market List (including effective date)
  ➢ Pricing support (invoices, quote sheets, etc.) for all items
Proposal Pricing Document

Schedule # 70– Information Technology, Software Services

<table>
<thead>
<tr>
<th>SIN(s) PROPOSED</th>
<th>SERVICE PROPOSED (e.g. Job Title/Task)</th>
<th>MINIMUM EDUCATION / CERTIFICATION LEVEL</th>
<th>MINIMUM YEARS OF EXPERIENCE</th>
<th>COMMERCIAL LIST PRICE (CPL OR MARKET PRICES)</th>
<th>UNIT OF ISSUE (e.g. Hour, Task, Sq ft)</th>
<th>MOST FAVORED CUSTOMER (MFC)</th>
<th>BEST DISCOUNT OFFERED TO MFC (%)</th>
<th>MFC PRICE</th>
<th>GSA(%) DISCOUNT (exclusive of the .75% IFF)</th>
<th>PRICE OFFERED TO GSA (excluding IFF)</th>
<th>PRICE OFFERED TO GSA (including IFF)</th>
<th>QUANTITY/ VOLUME DISCOUNT</th>
</tr>
</thead>
</table>

Most Favored Customer’s Discount or Discount Range (MFC) __________.
GSA’s Discount or Discount Range W/O IFF __________.
Quantity/Volume Discount __________.

Acronyms

UOI: Unit of Issue
COO: Country of Origin
SIN: Special Item Number
MFC: Most Favored Customer
IFF: Industrial Funding Fee (Clause 552.238-74): Fee is 0.75% (less than 1%)

IFF Calculation

<table>
<thead>
<tr>
<th>List Price: $100.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSA % Discount: 10%</td>
</tr>
<tr>
<td>GSA Price excluding IFF: $90.00</td>
</tr>
<tr>
<td>GSA Price including IFF: $90.00 / 0.9925 = $90.68</td>
</tr>
</tbody>
</table>
Training Course Descriptions

For SIN 132-50 the following info is required if giving a training:

• Required for IT specific Classroom Training as a Service
• A formal catalog or a written description of class offerings
• Length of course
• Location (Contractor or Customer site)
• Education credits per course (if any)
• Template available in solicitation
Commercial Sales Practices (CSP)

What is the CSP?

• Details of error’s discounting practices & policies.
• Prepared for each SIN offered
• Entered into eOffer system

Must provide:

• Sales to the general public – 12-month period
• Projected sales under this contract
• Discounting Policies or Standard CSP
  ➢ Matrix of Customers and Discounts
  ➢ Narrative description
# Commercial Sales Practice Matrix

Use for Most Favored Customer Analysis

<table>
<thead>
<tr>
<th>Type of Customer</th>
<th>Standard Discounts &amp; Pricing Policies</th>
<th>Non-Standard Discounts (including degree and frequency)</th>
<th>Prompt Payment Discount</th>
<th>% of Gross Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>State &amp; Local Governments</td>
<td>10%</td>
<td>None</td>
<td>None</td>
<td>30%</td>
</tr>
<tr>
<td>National &amp; Corporate Accounts</td>
<td>Does not sell to the category of customer</td>
<td>None</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Commercial End Users</td>
<td>16%</td>
<td>None</td>
<td>None</td>
<td>10%</td>
</tr>
<tr>
<td>Other Federal Government (List individual agencies)</td>
<td>NASA - 15%</td>
<td>None</td>
<td>None</td>
<td>60%</td>
</tr>
<tr>
<td>Other: (Specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GSA Discounts</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Price Reductions Clause

GSAR 552.238-75

- Establishes a Basis of Award Customer/Most Favored Customer Relationship
- Relationship shall not be disturbed
- Price reductions shall apply when contractor:
  - Revises the commercial catalog to reduce prices;
  - Grants more favorable discounts or terms and conditions
  - Grants special discounts to the BOA customer
Economic Price Adjustment Clause

GSAR 552.216-70: Items/Services with a Commercial Pricelist

• Prices increases based on increases to commercial price list
• No increases in the first 12 months
• Up to 3 increases per 12 month period
  • Not to exceed 10%
  • Govt. may raise ceiling if market conditions necessitate
Economic Price Adjustment Clause

I-FSS-969: Contracts Not Based on a Commercial Pricelist

- Annual Escalation Rate
  - Percentage Rate for each 5-year contract period
- Market Indicator (typically the Employment Cost Index)
Price List Overview

• Will be uploaded to GSAAAdvantage & GSA eLibrary
• Visible to potential ordering agencies
• Clause I-FSS-600 provides the format for the pricelist:
  ➢ Identify SINs and items offered
  ➢ Pricing
  ➢ Geographic Scope of Contract
  ➢ Payment and Delivery Info
  ➢ Terms and Conditions
Compensation Plan for Professional Employees

SIN 132-51 & 60F

- Required for IT professional services offerings
- May submit general compensation practices from Offeror’s Employee Handbook
- Should include information about:
  - Paid vacation/sick leave policies
  - Healthcare benefits (if any)
  - Retirement benefits (if any)
- Should be in line with industry compensation practices
Recap: Required Documents

• Administrative/Contract Data:
  • Readiness Assessment
  • Pathways to Success Certificate
  • Financial Statements
  • Offer Responses Document
  • Production Point
  • Commercial Agreements

• Technical Proposal:
  • Evaluation Factor Documents

• Pricing Proposal:
  • Commercial Pricelist/Market Rate Sheet
  • Proposed Pricing Document
  • Commercial Sales Practices Format (CSP-1)
  • Economic Price Adjustment (EPA) Mechanism
  • Labor Category Matrix and Descriptions
  • Professional Compensation Plan
Final Tips for Success

• Read and understand the important solicitation sections
• Be proactive – clearly explain any offer weaknesses
  ➢ Provide any mitigating information
• Ensure all figures are consistent throughout offer
• Submit all required documents
• Be prepared to negotiate
Review Offer & Submit
Helpful Tool: Vendor Support Center

MAS 520 (FABS) and 599 (TSS) Contractors - Pricing Pilot

GSA FAS is publishing Formatted Price List (FPL) specifications in advance of the FAS Pricing Pilot. This notification provides MAS 520/599 contractors the opportunity to better understand the upcoming pilot and prepare accordingly for the GoLive. Read More

Get the training you need to become a successful contractor with GSA.
- SIP Web Training
- Unique Identification (UID) Forum
- New Contractor Orientation
- What Do We Mean By Green
- Training Resources for Vendors
- Pathway to Success
- Greenhouse Gases
- Federal Green Purchasing Requirements

E-Library
- GSA Advantage!
- e-Offers
- FedBizOps
- Business Partner Network
- Schedule Sales Query (SSQ)

Related Links

Follow Our Updates, News, and Information

Lost your Password? Please contact the Vendor Support Center if you have lost your password to one of our eTools. Toll Free: 877-405-4849.
Need More Information?

eOffer/eMod Helpdesk
Phone: 866-472-9114

Email:
eoffer@gsa.gov
or
ITCSC@GSA.com

IT Schedule 70 Helpline
Phone: 877-446-4870