

“ GETTING IT RIGHT ”

COMPETITION IN THE GSA SCHEDULES  
PROGRAM ENVIRONMENT

Edward L. Naro  
Vice President, GSA and IDIQ Programs  
Northrop Grumman Information  
Technology  
May 2004

IT



- **Partnerships succeed when the partners recognize:**
  - **Benefits of the partnership (WIIFM) and**
  - **Their need to contribute to the success of the partnership**
- **As “Industry Partners” in the GSA Schedules program, Companies have both an ability and a self interest driven need to help customers “get it right” when they are buying through the GSA Schedules Program.**

- It is in the best interests of industry to help customers “get it right” with Schedules
  - Loss of the most successful ongoing experiment in acquisition streamlining reform is at stake
  - We in industry need to take the long view, and not the expedient near term view at each individual task order
- Working with GSA and Agency customers, industry can help address some common areas to improve the competitive process
  - Market Research
  - Procurement tools
  - Training

**Industry Needs to Take the Long View of  
What’s at Stake Here!**

- Market research opportunities are often not used as much as they could be
  - GSA's Worldwide EXPO and Professional Services Expo
  - Agency sponsored "table top" shows
  - GSA Regions' tabletop shows
  - Association sponsored Trade Shows
- If they are used, they often don't get documented as market research

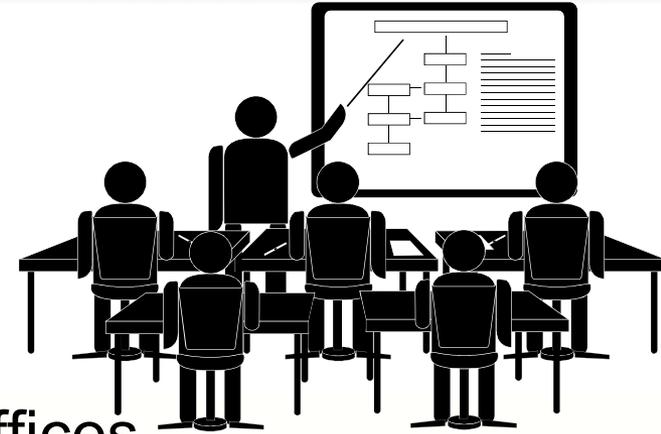
**These Shows Are Also Ideal Places to Obtain Industry and GSA Training on the Schedules Procurement Environment and Tools!**

## GSA's "Advantage" and "e-Buy"

- Great market research tools
- e-Buy also great tool for making the actual procurement
- Bullet proof Section 803 Compliance when RFP issued through e-Buy
- Averaging over 3 bids on procurements through e-Buy
- A relatively simple system, continuously being updated/upgraded

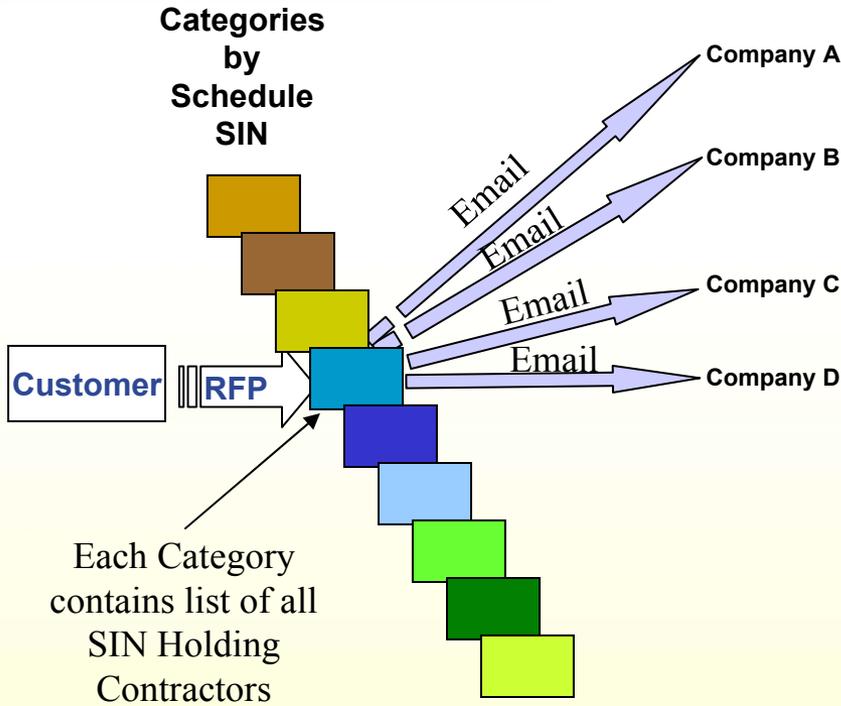
**E-Buy Is Being Modified To Accommodate DoD Procurement System's Data Entry Requirements**

- DoD
  - DAU
  - DoD Procurement Conferences
  - Local Command Training
- GSA's EXPOs and Regional Offices
  - U-MAS (On line courses)
  - Ad hoc training on request
    - ▣ GSA Regional Office
    - ▣ Customer service Reps in FSS Centers
  - Solutions EDU in FSS GWAC Centers
- Government and Industry Associations
  - NCMA and other professional associations
  - Coalition for Gov't Procurement; PSC; etc.
- Individual Companies (Ad-hoc on request)

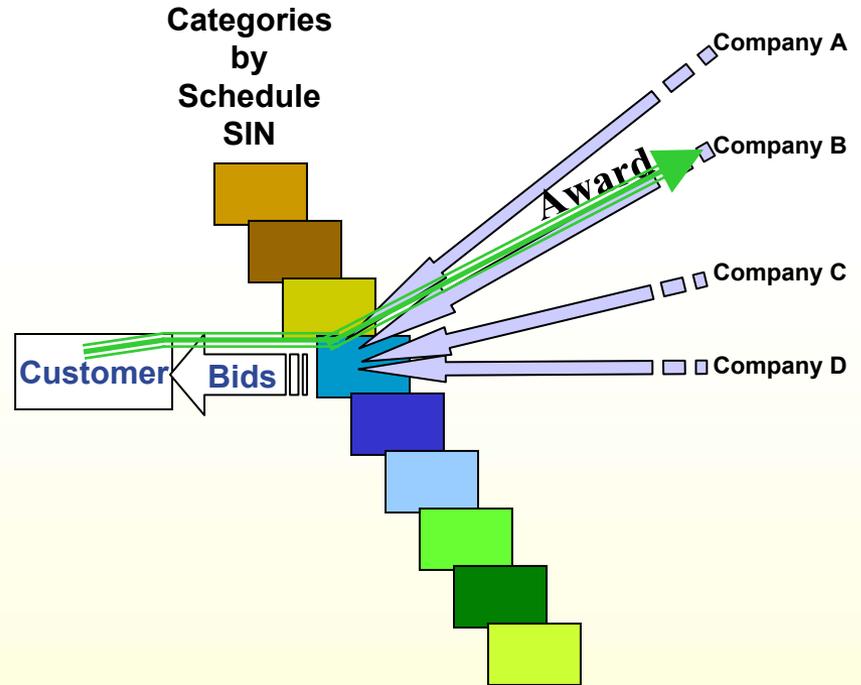


# E-BUY – HOW IT WORKS

## Phase 1



## Phase 2



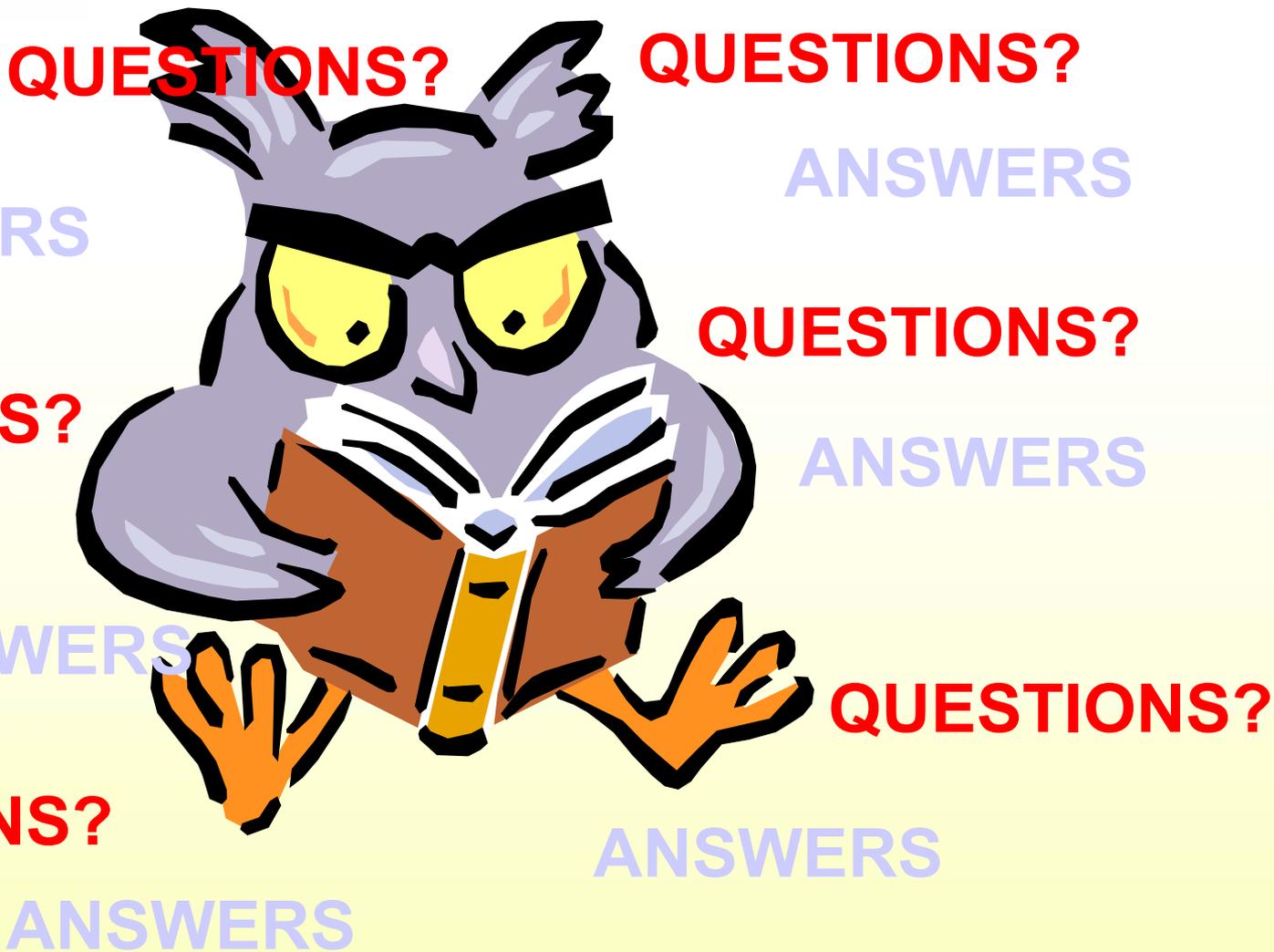
1. Agency customer loads RFP into appropriate category and reviews list of all vendors in that category.
2. Customer then selects some number of vendors and auto e-mail is sent to them asking them to submit bid/proposal.
3. Other vendors can see requirement but only selected vendors are notified by e-mail requesting their proposal/quote.
4. Minimum turnaround 2 days

1. Those companies asked to bid provide Bids/Proposals.
2. Proposals/Bids received by customer from bidders
3. Award made to best value bidder

**Note:** Companies not asked to bid can see requirement and may ask customer for opportunity to bid.

- Industry can help customers “get it right”
  - Market Research
    - Take advantage of existing shows – ***and document it***
    - Host some shows in your agency – ***and document it***
    - EXPOs and Shows should be about more than trinket collecting
  - Procurement Tools
    - Use Advantage for market research
    - Use e-Buy for market research and for the procurement process
  - Training
    - Take advantage of DoD, GSA and Industry Training
    - Ask GSA for training on GSA Schedules if you need it
    - Ask for and use Industry training during the shows

# Q&A



Edward L. Naro  
Vice President  
GSA & IDIQ Programs  
Northrop Grumman Corporation  
Information Technology  
Headquarters

12001 Sunrise Valley Drive, Suite 400  
Reston, VA 20191  
Phone: (703) 620-8022

[edward.naro@ngc.com](mailto:edward.naro@ngc.com)