GSA Schedule
A Contractors Strategic Choice:

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NVSBE 1005hrs Dec 9th 2014

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Agenda

- **GSA Schedule 101**

- **Strategic Selection of GSA Schedule**

- **Proposal Process Expectations**

- **Common Proposal Pitfalls**

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What Is A GSA Schedule?

- **A General Services Administration (GSA) Schedule is considered a Multiple Award Schedule (MAS) and contract:**
  - **GSA Schedules are Long-term contracts:**
    - **5-year base with option years (up to 20 years, Evergreen Clause)**
    - **Unlimited ceiling (at the contract level)**
  - **GSA Schedules are allowed to be used Government Wide:**
    - **Available to all Federal agencies for use (DOD, IRS, EPA, etc)**
    - **The IT GSA Schedule can also be used to sell to all State, Local, and Tribal Governments under the Cooperative Purchasing Program**
    - **Schedule 84 Law Enforcement State and Local (as of 9/23/2008)**
    - **Disaster Recovery Funding (as of 02/01/2007) All Schedules**
- **Indefinite Delivery/Indefinite Quantity (ID/IQ) Vehicle**
  - **"Empty" contract with predetermined prices and terms**
    - **Task Orders are issued against the GSA Schedule Contract**
    - **Unlimited ceiling (Can be awarded any amount of value)**

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What Is A GSA Schedule? (cont'd)

Work performance on the GSA Schedule:

- **Work can be performed Globally**

- **Government site or at prime/sub facilities – separate pricing**

Level of Effort Contracts:

- **Firm Fixed Price Contracts**

- **Labor Hour and Time and Material Contracts**

- **No Cost Reimbursable Type Contracts**

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GSA Schedule 101

There are 2 actual types of Federal Supply Schedules (FSS) Schedules offered:

- **GSA Schedules (29 Schedules) Over $40B in sales annually**
- **VA FSS Schedules (9 Schedules) Over $9B in sales annually**

GSA Schedules are administered by the General Services Administration and offers a wide range of goods and services that can be procured by Government Agencies.

FSS Schedules are administered by the Department of Veteran's Affairs and offers only Medical Supplies and Services that can be procured by Government Agencies.

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GSA Schedule 101

- **80% of GSA Schedule Holders are small businesses who represent 36% of sales**

- **More than $40B flows through GSA Schedules contracts every year from Government Procurement**

- **In FY14, approximately 10% of all the government needs were procured through the GSA Schedule contracts**

- **GSA had over 19,000 MAS contracts total in FY14**

- **The Information Technology Schedule 70 had a total of $14,148,750,018 in FY 2014**
    - **For Information Technology Professional Services Under Schedule 70 SIN 132-51 $6,668,684,650 was the total services sold.**

- **Over 28 million products and services - GSA Schedules offer tremendous depth and breadth of available solutions.**

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Professional Services Schedule Coming

Professional Services Schedule Coming: GSA will consolidate eight schedules into the new professional services vehicle. These eight GSA Schedules which are some of the largest in GSA's multiple-award schedules (MAS) program, have collectively generated annual obligations exceeding $5 billion, although this amount has declined in recent years in step with overall federal contracting.

MOBIS, FABS, PES, LOGWORLD,00CORP, EAS, AIMS and Language Services are being consolidated into the Professional Services Schedule.

If you currently have these Schedules (2 or more) GSA will send you a modification to migrate the schedules into the PSS Schedule. There will be a data call exercise and potentially a negotiation to either pare down some redundant labor categories as the schedules are combined or other items that duplicate because of the combining of schedules.

If you have just one of the schedules you will simply receive a modification that changes some administrative data to your schedule but your migration will be automatic.

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Breakdown of a GSA Schedule

There are 38 total GSA Schedules (Will change with Professional Services Schedule)

Each Schedule is specific to a type of work scope

- Schedule 70 is the Information Technology Schedule
- Schedule 871 is the Professional Engineering Services Schedule

How are GSA Schedules Identified:

- Schedules are organized by a top level identifier as indicated above (Schedule 70 etc)
- Each Schedule then has Special Identification Numbers (SIN)s
- Each SIN represents a specific scope of work under the top level of the GSA Schedule
- An example would be Schedule 70, SIN 132 51 is Information Technology Professional Services
- The Schedule is Schedule 70 and the SIN is 132-51 the scope of work. Each Schedule has multiple SINs. Under Schedule 70
- Another example under Schedule 70 would be SIN 132-32 which is Term Software Licenses
    in which all Term Software License Vendors on the GSA Schedule sell Term Software to the Federal Government

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Which GSA Schedule is Right For Your Company?

GSA Elibrary will provide you the direct route into which Schedule is right for you. http://www.gsaelibrary.gsa.gov/ElibMain/home.do

- Select the right Schedule and SIN per the descriptions listed in Elibrary and the GSA Schedule Solicitation.

- Understand the rule of preponderance of work to qualify for each SIN.

- If the preponderance of the work that is performed is under a different scope of work for the Schedule then you should pursue the schedule.

- 1# biggest error encountered is between IT 70 (132-51 Professional Services) and MOBIS 874 (874-7 Integrated Program Support)

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Which GSA Schedule is Right For Your Company?

Review all relevant Schedule and SINs on GSA Elibrary

- Multiple Categories exist for like services:

- Schedule 84 (Law Enforcement)
    - SIN 246 52 Professional Security/Facility Management Services - including security consulting, training and facility management consulting
    - SIN 426 6 Law Enforcement and Security Training

As company you could qualify for both SINS with your past performance

Its important because if you are not on a certain SIN and the RFQ is released only under that SIN you will not be able to bid on it.

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Which GSA Schedule is Right For Your Company?

If you are a product reseller also make sure you are thoroughly researching the product SIN as well:

• Multiple Categories exist for like products:

• Air Compressors:
  • Schedule 56 SIN 253 39 Air Compressors
  • Schedule 51V SIN 105 002 Hardware Superstore

The bulk of air compressor sales are sold under 51V and not 56

Research sales data to determine which is best for you.
https://ssq.gsa.gov/

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SSQ and GSA Elibrary for Strategic Decision Making

Research your Offerings to determine if there is a space in the market for you to pursue a schedule:

- Elibrary: Search your Schedule and SIN to see your competition and their pricing for like products and or services

- SSQ: Determine if there are any sales on the Schedule
  - You must sell 25k worth of product or service in the first 2 years of your schedule and then each year after.

- GSA IT 70 (SIN 132 51 IT Professional Services)
  - 4,376 Vendors on Schedule
  - 2,429 Vendors have $0 since receiving the schedule award

Make a informed decision if your service or product will sell on the GSA Schedule or are there are other vehicles or efforts to focus on.

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GSA Schedule Proposal Process

Multiple Requirements

- Understand the Solicitation

- Lowest Commercial Pricing

Time Investment:

Once submitted it could take up to a year to have your schedule awarded

- MOBIS 9-12 Months
- Schedule 84 10-12 Months

Rejection rates hover at 60-70% range in some Schedules

- Errors and or Omissions

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Most Common Pitfalls for GSA Schedule Proposals

Not providing GSA with true pricing data

GSA not having static evaluation requirements (depending on GSA region who is conducting the evaluation)

- 15 IT Schedule Proposals Submitted (In a 30 day period)
  - 12 Proposals were evaluated in Washington DC
  - 3 were evaluated in Kansas City

Kansas City requested Salary Range Information, different documents then what was provided in the solicitation and wanted to know the name of healthcare providers for the employee handbook. Kansas City didn't ask for SCA Matrix information. Washington asked for it in about 10 out of the 12 proposals.

Washington DC asked for none of the information Kansas City asked for, but also used different documents for pricing information that was provided in the solicitation.

Negotiations for pricing and understanding of the solicitation requirements ranged depending on the contracting specialist we dealt with but there was no consistency to the interaction.

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Most Common Pitfalls for GSA Schedule Proposals

- Understand the consequences for not providing true pricing data.

- Path of least resistance is to provide invoices for each of the services or products.

- Do not create pricing data for the purpose of the schedule.

- Understand what the true meaning of the Price Reduction Clause is and how it applies to the GSA Schedule.

- Understand what definitions apply to GSA Schedules:
  - Basis of Award Customer
  - Most Favored Customers

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GSA Schedule Definitions

Basis of Award Customer (BOA)

A BoA customer represents the customer or group of customers who sales and price/labor rates are effected on the same terms and conditions as those that the GSA Schedule was awarded on.

The BoA customer was used as a baseline for pricing negotiations with GSA while the schedule was being awarded. The rates that were established are considered the ceiling rates and cannot be provided to a commercial class of customers for the same services during the life of the schedule without triggering the Price Reduction Clause

Most Favored Customer (MFC)

A MFC Customer is the commercial customer or group of customers who are provided with the lowest rates per each labor category commercially.

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Most Common Pitfalls for GSA Schedule Proposals

Labor Category Descriptions:

- Biggest Issue is that the categories are written to a such a specific task that you will not be able to map them to opportunities in the future

- You should be able to map to a broad amount of work within the scope of the schedule

- Minimum Education and Experience Requirements are always set too high. Minimum not Maximum

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Questions ?

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