

GSA Schedules - Requirements & Strategies for Success

October 19, 2023

Agenda

- Introductions
- Presentation
- Q&A – Please use the chat feature to ask question

Our Speakers

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GovSpend+Fedmine

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About Us

GovSpend's vision is to be the leading trusted source of data, analytics, and insight for organizations buying and selling in the public sector marketplace.

Our Federal solution (Fedmine) enables better decisions, cultivates collaboration, and builds a greater sense of community in the government procurement ecosystem.

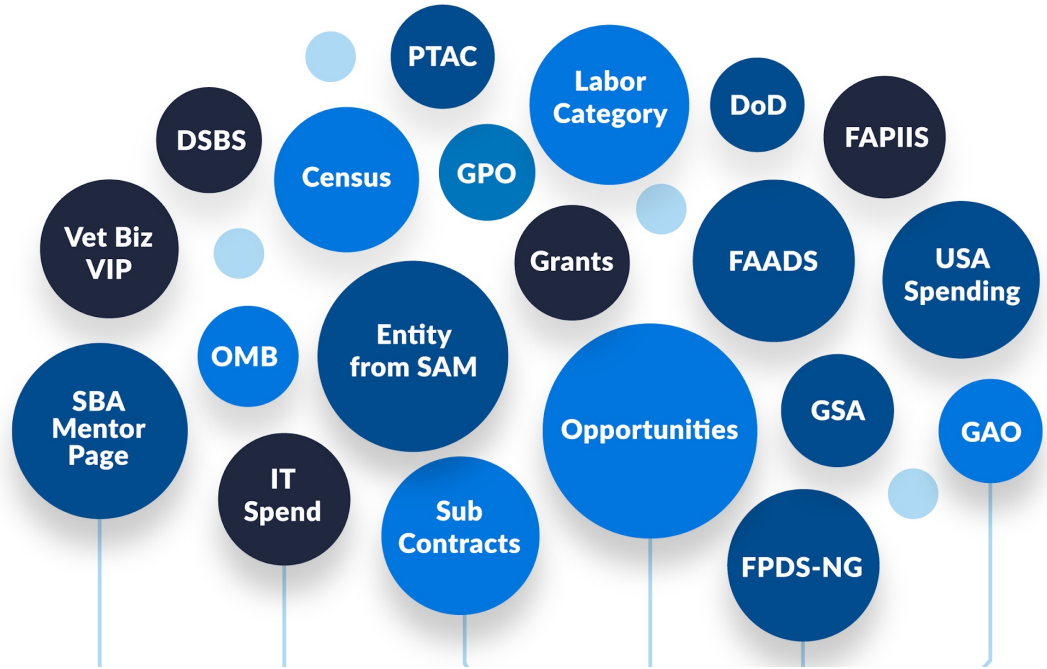
Our SLED solution provides relevant intelligence using spending, contract, contact and bid data directly from thousands of State, Local and Educational agencies.

Our new module, Meeting Intelligence, uses AI to transcribe thousands of agency meetings to deliver insights directly to your inbox.

Fedmine

Founded 2004, Fedmine is a federal market intelligence software company that aggregates data from 18 federal data-sets into ONE platform – allowing reporting & analysis not previously possible.

In 2021, Fedmine became part of GovSpend to provide the best Solution in the procurement space.



An Overview of the GSA Spend

Focused on Multiple Award Schedule (MAS) awards

- 24 schedules were consolidated into one schedule
- Contract awards transition of various schedules
- DoD contracts have 90-day delay, so expect FY 23 numbers to increase

Data as of October 17, 2023

MAS Schedule Awards – Trends

	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
Total Contact Awards	\$ 688,852,593,813.00	\$ 662,034,823,995.00	\$ 706,899,415,152.00	\$ 641,909,404,271.00	\$ 4,597,152,553.00
Total Awards on GSA MAS Schedule	\$15,798,717,929	\$18,067,843,156	\$18,634,351,513	\$19,348,284,660	\$137,236,980
Awards on GSA MAS Schedule as a percent	2.29%	2.73%	2.64%	3.01%	2.99%

- Increase in dollars obligated
- As a percent of total contracts awarded increased to 3% in FY 23

MAS Schedule Awards – Top Agencies

Top Federal Contracting Agencies	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
7500 - HEALTH AND HUMAN SERVICES	\$2,033,684,863	\$2,817,974,267	\$3,196,621,987	\$3,784,799,470	\$5,896,282
3600 - DEPARTMENT OF VETERANS AFFAIRS	\$1,444,329,130	\$1,447,872,818	\$1,537,724,890	\$1,798,215,657	\$84,543,268
9700 - DEFENSE, DEPARTMENT OF	\$1,695,520,894	\$1,898,215,893	\$1,925,604,932	\$1,660,450,103	\$0
7000 - HOMELAND SECURITY	\$1,431,568,449	\$1,549,997,802	\$1,549,574,908	\$1,650,958,425	\$2,987,606
4700 - GENERAL SERVICES ADMINISTRATION	\$1,382,753,463	\$1,623,611,980	\$1,639,732,199	\$1,612,797,651	\$25,449,787
2100 - ARMY	\$1,507,239,485	\$1,632,319,747	\$1,751,615,368	\$1,355,243,509	\$0
2000 - TREASURY, DEPARTMENT OF	\$423,438,290	\$624,169,807	\$576,703,807	\$822,958,151	\$5,626,993
1500 - JUSTICE, DEPARTMENT OF	\$758,707,162	\$912,999,637	\$668,099,555	\$820,088,730	\$6,618,744
1400 - INTERIOR, DEPARTMENT OF	\$463,676,588	\$526,063,074	\$602,673,077	\$794,851,664	\$7,507
1200 - AGRICULTURE, DEPARTMENT OF	\$523,329,986	\$575,090,844	\$475,157,810	\$761,048,725	(\$92,305)
8900 - ENERGY, DEPARTMENT OF	\$358,915,599	\$379,933,305	\$505,616,928	\$636,527,713	(\$87,757)
1300 - COMMERCE, DEPARTMENT OF	\$499,672,373	\$487,815,393	\$462,388,010	\$495,648,435	\$3,211,867
5700 - AIR FORCE	\$804,380,277	\$706,824,577	\$746,037,931	\$492,215,539	\$0
7200 - AGENCY FOR INTERNATIONAL DEVELOPMENT	\$289,557,410	\$345,654,531	\$380,484,964	\$340,315,050	\$0
1600 - LABOR, DEPARTMENT OF	\$246,989,949	\$327,502,308	\$301,610,808	\$286,442,471	\$54,505
Total Awards on GSA MAS Schedule	\$15,798,717,929	\$18,067,843,156	\$18,634,351,513	\$19,348,284,660	\$137,236,980

MAS Schedule Awards – Top NAICS

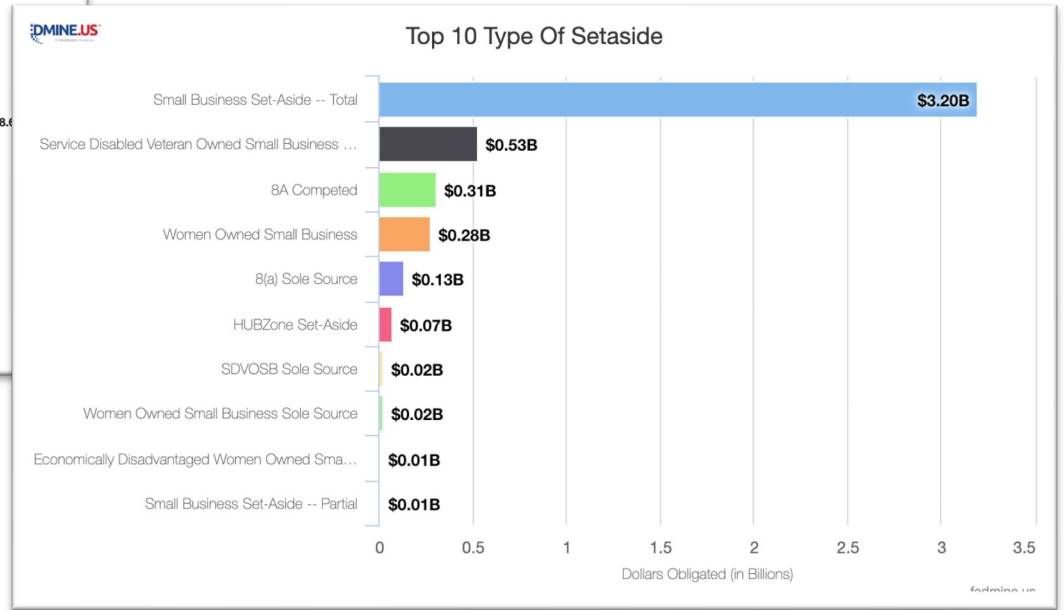
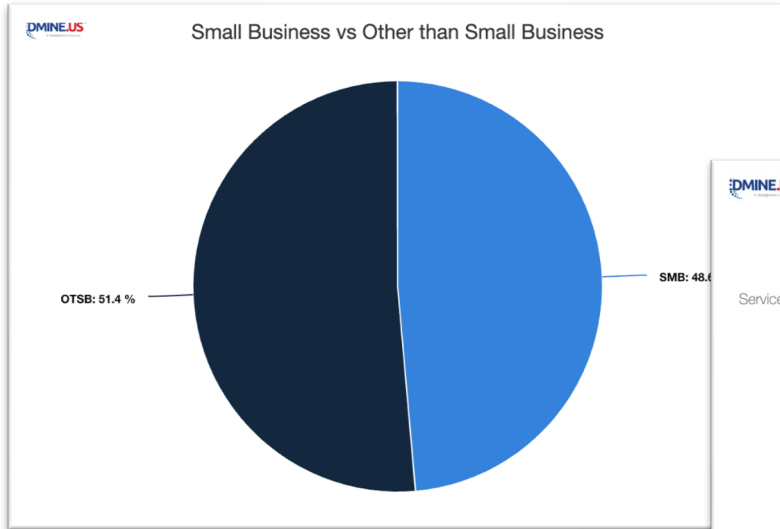
NAICS Code	NAICS Code Description	2024	2023	2022	2021
541511	Custom Computer Programming Services	\$18,939,806	\$3,631,153,981	\$3,006,540,943	\$2,952,060,311
541611	Administrative Management and General Management Consulting Services	\$5,522,303	\$3,205,923,761	\$3,005,335,375	\$3,010,111,070
541519	Other Computer Related Services	\$32,202,961	\$2,696,811,727	\$2,629,558,375	\$3,023,636,732
511210	Software Publishers	\$11,382,511	\$1,415,982,256	\$1,437,959,558	\$1,021,639,846
541512	Computer Systems Design Services	\$5,435,675	\$1,085,837,592	\$989,744,640	\$800,537,765
541330	Engineering Services	\$878,617	\$821,942,385	\$813,385,972	\$750,590,306
541211	Offices of Certified Public Accountants	\$763,970	\$737,202,865	\$561,906,300	\$601,457,435
561210	Facilities Support Services	\$11,906,471	\$569,699,264	\$633,115,095	\$472,738,269
561612	Security Guards and Patrol Services	\$6,477,922	\$375,402,461	\$299,249,711	\$244,875,938
334111	Electronic Computer Manufacturing	\$101,139	\$276,858,444	\$250,425,852	\$273,365,429

MAS Schedule Awards – Top GSA Schedules – FY 23

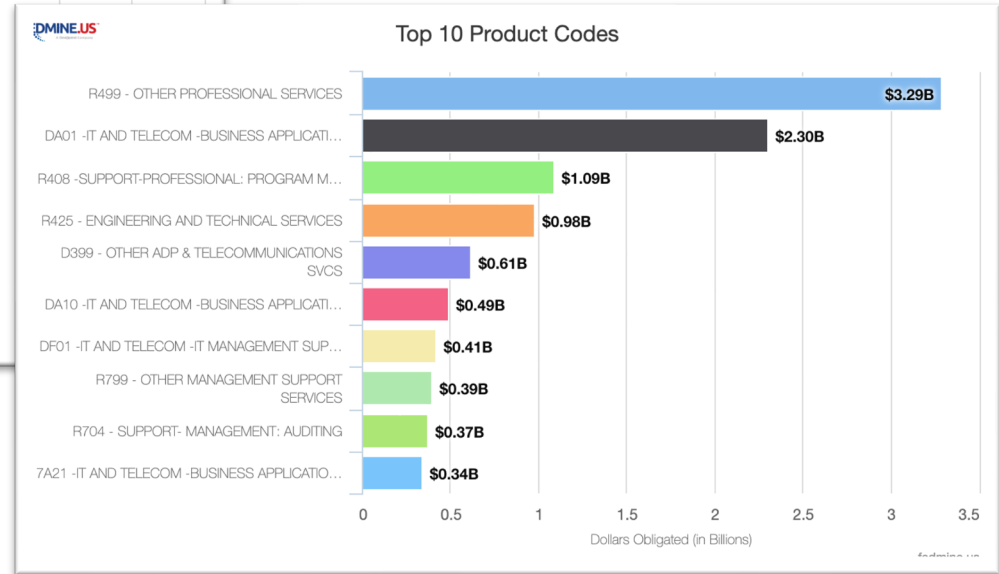
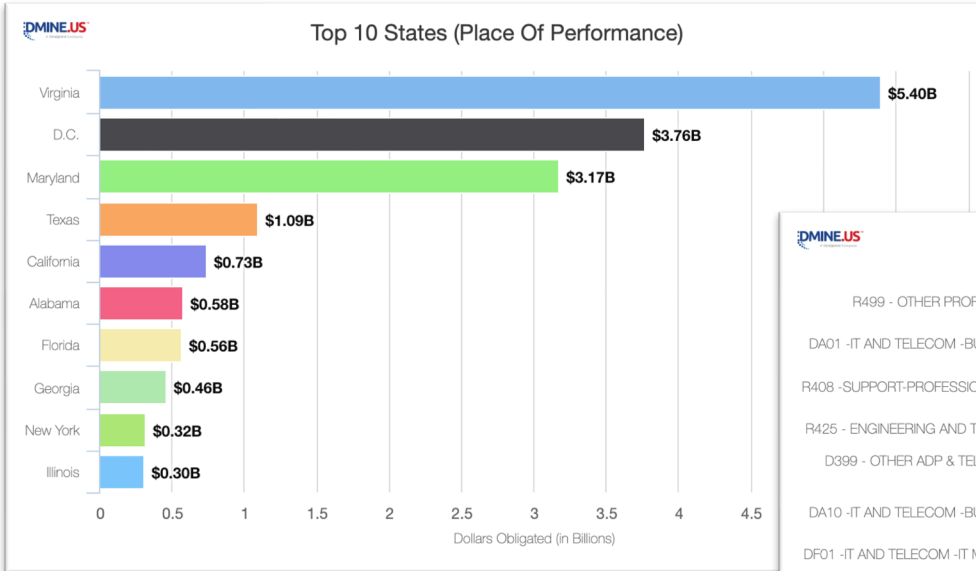
Company Name	Division Name
DELL FEDERAL SYSTEMS L.P.	
ERNST & YOUNG LLP	
GENERAL DYNAMICS INFORMATION TECHNOLOGY, INC.	Headquarters
DELOITTE CONSULTING LLP	
BOOZ ALLEN HAMILTON INC.	
INTERNATIONAL BUSINESS MACHINES CORPORATION	
CARASOFT TECHNOLOGY CORP.	
CARASOFT TECHNOLOGY CORP.	
ACCENTURE FEDERAL SERVICES LLC	Accenture Federal Services LLC
KPMG LLP	

Contract #	Total Dollars	No of Actions
47QTCA22D003G	\$535,864,685.45	257
GS00F290CA	\$334,455,721.47	125
GS35F393CA	\$285,365,420.27	97
47QRAA18D001P	\$252,505,733.37	174
GS35F386DA	\$246,353,325.62	99
GS35F110DA	\$185,602,926.70	145
47QSWA18D008F	\$183,289,274.86	650
GS35F0119Y	\$179,398,796.32	554
GS35F540GA	\$174,416,300.49	133
GS00F275CA	\$172,433,019.65	170

MAS Schedule Awards – Small Business & Set Asides FY 23



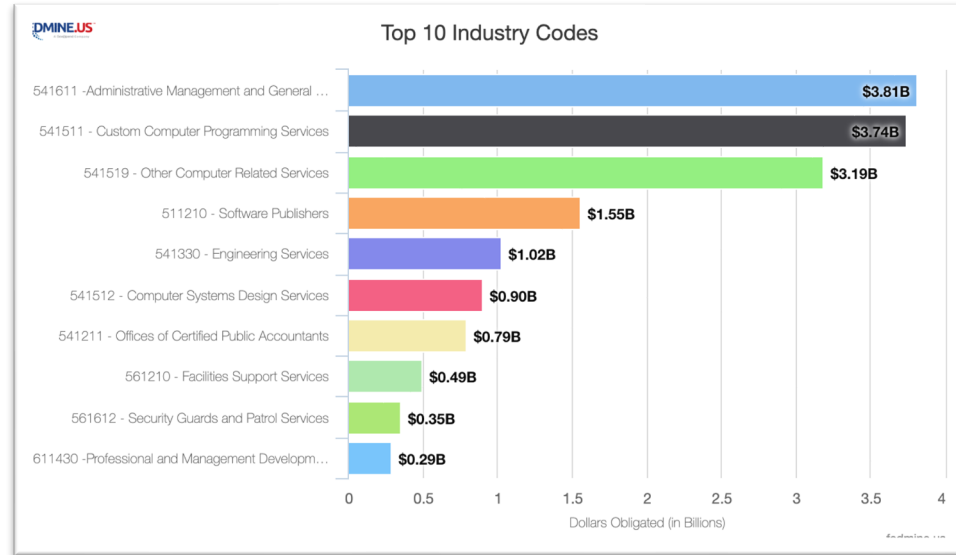
MAS Schedule Awards – FY 23



MAS Schedule Awards – Expiring Contracts

\$20.75M in awards expiring in the next 12 months

Company Name	Contract #	Total Sales	No of Transactions	NAICS Code	PSC Code
FOUR	GS35F0312U	\$ 619,660,836.35	251	511210	7030
TORCH TECHNOLOGIES INC	GS23F0321N	\$ 546,864,724.96	407	541330	R425
ERNST & YOUNG LLP	GS00F290CA	\$ 542,724,110.35	194	541211	R499
BOOZ ALLEN HAMILTON INC.	GS35F386DA	\$ 405,510,249.57	78	541511	R499
GENERAL DYNAMICS INFORMATION TECHNOLOGY, INC.	GS35F393CA	\$ 404,483,502.89	45	541511	D305
NTT DATA FEDERAL SERVICES, INC	GS35F518GA	\$ 342,970,724.92	105	541511	R408
DELL FEDERAL SYSTEMS L.P.	GS35F0884P	\$ 338,666,891.92	61	541519	D399
MINBURN TECHNOLOGY GROUP, LLC	GS35F309AA	\$ 333,737,864.00	108	511210	7030
CSRA LLC	GS35F393CA	\$ 270,485,176.59	26	541511	D399
JANUS RESEARCH GROUP, INC.	GS00F310CA	\$ 252,562,147.06	63	611430	R425



GSA Schedules: Requirements & Strategies For Success

October 19, 2023

J Schaus & Associates – Washington DC
hello@JenniferSchaus.com



Agenda



AGENDA

- Background – About Us
- GSA Overview
- Proposal Requirements
- Strategies & Tactics
- Conclusions



Background – About Us



BACKGROUND – ABOUT US

- Washington DC based
- 20+ Years in federal contract consulting
- Clients: Product, Service, Software firms
- Clients: Established businesses
- Market analysis, contract vehicles, BD/marketing
- YouTube = 600+ GovCon Videos (complimentary)
<https://www.youtube.com/@jenniferschaus/videos>



GSA Overview



GSA OVERVIEW

- Non-appropriated agency
- PBS (Public Building Service)
- Schedules Program/s
- Websites ([SAM.gov](https://sam.gov), [FPDS](https://fpds.gov), [USASpending](https://usaspending.gov), etc)



GSA OVERVIEW

- GSA Schedule = Marketing Tool = Contract Vehicle (not required)
- MAS = Multiple Award Schedule
18-20K Vendors listed
- Segmented by SIN, Special Item Number
Roughly 300+ SINs
- Past Performance, Invoice Justification, Lowest Price



GSA OVERVIEW

- One of many options for the government
- Used by all feds, can be used by some SLED market, quasi, etc.
- Used ONLY about 10-15% of the time in federal purchases - billions of dollars
- Still competition and proposal writing post GSA award



GSA OVERVIEW

- Initial 5 year contract, 3 five year renewable periods (20 Years total)
- \$25K per year – GSA sales requirement
- .75% IFF (Industrial Funding Fee) on GSA sales
- GSA Rates are a price ceiling / not to exceed rates
- 60% of Vendors = 0 Sales!



Proposal Requirements



PROPOSAL REQUIREMENTS

- GSA's Primary Proposal Goals:
- Secure *"better than or equal to"* your MFC, (Most Favored Customer / lowest standard price)
- Ensure you have done this work in the past (satisfied customers)
- Ensure financial stability of the firm



PROPOSAL REQUIREMENTS

- Vendor Disclosures Required:
- *Financials*
- *Past Performance (narrative & references)*
- *Invoices*



PROPOSAL REQUIREMENTS

- Proposal Sections:
- *Administrative*
- *Technical*
- *Pricing*



PROPOSAL REQUIREMENTS

- **Administrative Section**
- Financials
- Readiness Assessment & Pathway To Success
- Authorized Negotiator
- SAM record



PROPOSAL REQUIREMENTS

- **Technical Section**
- Corporate Narrative
- Quality Control
- Past Performance per SIN
(Narrative, Copy of Contract)
- References (CPARs or listed references)



PROPOSAL REQUIREMENTS

- **Pricing Section**
- Price List – Published or Market Rates
- Invoice Justification (per line item / current)
- Price Proposal Template
- EPA (Economic Price Adjustment)



PROPOSAL REQUIREMENTS

- **Pricing Section - Continued**
- Commercial / Market Rates
- Standard Discounts
(part of daily practice)
- Non-Standard Discounts
(one off and not a large portion of your business revenue)



PROPOSAL REQUIREMENTS

- **Pricing Section – Continued**
- GSA conducts 2 litmus tests:
- **#1:** Compares your GSA Proposed Rates to your Standard Discounts
- **#2:** Compares your GSA Proposed Rates to other GSA vendors



PROPOSAL REQUIREMENTS

- **Proposal Submitted To GSA**
- Price Negotiations – additional discounts
Prompt payment, volume, quantity, etc.
- Awarded rates are price ceiling / not to exceed
- End result is low prices, lower margins



PROPOSAL REQUIREMENTS

- **Pricing Considerations**
- Past performance as a sub = lower rates
- Build out levels for each LCAT (professional services companies)
- Increase rates and wait to get on Schedule



Strategies & Tactics



STRATEGIES & TACTICS

- Due diligence / homework / research
- Preferred contract vehicle for your customer/s?
- Can you guide your customer here?
- Pricing within MAS & SIN competitive?



STRATEGIES & TACTICS

- Contract vehicles limit competition
- Smaller set of eyes seeing the solicitation
- Same strategy, smaller playing field:
If you are first seeing the solicitation on [SAM.gov](https://sam.gov) or [GSA E-Buy](https://www.gsa.gov/e-buy), you are **TOO LATE** to the game!



STRATEGIES & TACTICS

- Not the only contract vehicle in town!
- **Navy** - *Seaport-E*
- **NASA** - *SEWP*
- **DHS** - *Eagle*
- **DISA** – *Encore II*
- **STATE Dpt** - *Evolve*
- What is your prospect / client preferred vehicle?
- Where are you most competitive?



STRATEGIES & TACTICS

- Marketing (should be done upfront!!!)
- GSA logo on website
- Link to GSAadvantage
- Business cards
- Capability statement
- Auto-signature
- Ensure compliant / current / prices updated



STRATEGIES & TACTICS

- No silver bullet
- Research before deciding Go / No Go
- Gather intelligence: Data AND Conversations
([Buy.GSA.gov](https://www.buy.gsa.gov) – [GSAAdvantage.gov](https://www.gsaadvantage.gov))
- Be proactive, not reactive
- Relationships matter! Shake some hands!



Conclusions



CONCLUSIONS

- Schedule is not for everyone
- Meet requirements does not equal pursue!!!
- Proposal Requirements – meet or exceed
- Game for experienced companies with relationships
- Cost of doing business
(sales, reporting, compliance, modifications, etc)



Questions??

GovSpend Educational Webinar Series

Our Upcoming Webinars include:

- November 14th, 2023 at 12 noon Eastern Time: Critical Changes for Small Businesses with Maria Panichelli, Partner, McCarter & English. Register [here](#)
- January 24th, 2024 at 12 noon Eastern Time: REAs, Claims, and CDA Claims Litigation: A Primer with Maria Panichelli, Partner, McCarter & English. Register [here](#)
- March 12th, 2024 at 12 noon Eastern Time: Key Concepts in Federal SubContracting with Maria Panichelli, Partner, McCarter & English. Register [here](#)

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GovSpend

THANK YOU

