Supplier Relationship Management: Developing a Collaborative Partnership

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Agenda

- SRM Overview and its Relationship to Category Management
- Levers for Change
- January 2018 to Now
- Developing Tools, Developing Discovery
- How to play a part
SRM Overview and Relationship to Category Management
The Professional Services Category (PSC)

**The Category** is large and its supplier base is diverse (FY17 figures)

- $72B in spend
- 47,000 distinct contracts

In FY16

- ~27,000 distinct contractors
- 756 contractors represent 80% of total FY16 spend, with 7,121 distinct contracts
The SRM Goal

The overarching goal of the GSA’s Office of Professional Services and Human Capital Categories and the government-wide Professional Services Category (PSC) Supplier Relationship Management (SRM) program is to develop long term, collaborative partnerships with industry partners. More collaborative relationships will result in more qualified suppliers participating in procurements to provide key professional services federal agencies use to accomplish their mission. The intent is to move interaction between federal agencies and suppliers from the transactional to relational.

Long term collaborative partnerships lead to increased qualified competition on established contracts, which will help the Category achieve the following key performance indicators (bolded):

- Spend under management
- Savings
- Contract reduction
- Small businesses usage
**Levers for Change**

This is how your feedback is put to use in the Professional Services Category.
How SRM in PSC Makes a Difference

Communicate up

Develop tools

Communicate out

OMB’s Category Management Leadership Council
- Gives guidance and mandates
- Makes recommendations

PSC Interagency Team
- Shares impact of guidance and mandates
- Share progress with and manages Interagency Team meetings

PSC Management
- Shares outcomes with
- Publishes to

Media
- Acquisition Gateway
- GSA Interact

PSC Information Exchange Forum
- See past and future events, can comment.
- Delivers mandates to the

Federal Acquisition Workforce

Best-in-Class contract vehicles
- Tier 1 and 2 contract vehicles
- Become policy that guides usage, reported in

Federal Organs
- Fed Register, Executive Orders, Law, Memos
Government wants to encourage (talented, innovative, good value) industry partners of all sizes to submit bids on professional services RFP/Qs. How can the PSC reduce friction in the procurement process and make opportunities more transparent to industry partners?
Levers to Tactics

- Industry interviews
- Information Exchange Forum
- Small Business Engagement
- SRM Community of Interest
- Capability Statement Repository
- Category Segmentation
- Publishing content for the Acquisition Gateway and Interact

- The Information Exchange Forum for SB (6/28); Mid-Tier: Q1 FY19; Large: Q1 FY 19
January to Now
January Outreach

- Presentation to CGP, PSC and SECAF
- Feedback collected
- RFI impacts assessed
- Interact article
- Acquisition Gateway Article
January’s Key Message

Contracting officers should have the means to satisfy mandated market research requirements before issuing a sources sought notice/request for information (RFI) to industry.
## What we heard in January

### Features
- Pulls from existing government systems and non-gov sites (multiple mentions)
- Minimizes the amount of entry from suppliers
- Addresses age of information in system
- Includes NAICS/PSC fields
- Includes security clearance fields
- CO review before upload

### Likely FAQs
- What types of RFIs will it replace?
- How are capability statements sourced?
- How frequently are they updated?
- What is to stop a company from saying their capable of anything or copying a large successful supplier’s keywords?
- Why not just pull from GSA eLibrary

### Purpose
- Change how RFIs are used to gauge interest, industry capabilities
- It should be taken into consideration for regulations on market research
- Should aid, not supplant, pre-solicitation conversations between COs and industry

### Stakeholders (beyond COs and Industry)
- Procurement technicians (PTACs)
- Agency SRM programs
- Owners of capability statement databases and market research processes
- OSDBUs and other small business champions
Developing Tools, Developing Discovery
What is Discovery

- Discovery <Discovery.gsa.gov> is a market research tool originally designed for OASIS and OASIS SB federal users to assess supplier profiles that include socioeconomic designations, pool assignment and BiC contract vehicles.

- Recent updates include:
  - SAM and FPDS data pulls on a daily basis.
  - BMO and HCaTS (SB and unrestricted) supplier bases added.
    - BMO can also be filtered by zones.
  - Authority to Operate granted on a 3 year basis (highest clearance level).
  - Addition of capability statements to OASIS SB supplier pages.
Discovery in the Near Future, a partial list

- **Navigability:** Key word search and search by phrase
- **Navigability:** More descriptive filters
- **Depth of Data:** Greater capture of capability statements for suppliers on Discovery
- **Depth of Data:** RFI issued to Discovery supplier bases to capture FAQs with binary answers
- **Depth of Data:** PSCs in addition to NAICS
- **Testing:** User interface updated based upon feedback from federal acquisition workforce and suppliers
Future Discovery Flow

Acquisition Gateway Solutions Finder

Lists contract vehicles at the component level up through government-wide availability

Discovery

Market research on supply base, Information is searchable and answers simple “Can you do this?” type questions

Marketing Research as a Service

Complex questions are issued against the contract vehicles in Discovery. Where possible that information is fed back into Discovery as searchable content.
How to Play a Part
Feedback is Necessary

- Discovery
- Look for forthcoming RFIs for BMO, HCaTS and OASIS
- Federal procurement practices, in any phase
- **Comments on the Acquisition Gateway’s Forecast of Opportunities**
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Questions?

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