Catalog Management Initiative
3rd Party Provider Information Session
March 17, 2021 and March 24, 2021

Catalog Management wants share information with 3rd Party Providers on its new user interface, the Common Catalog Platform

Information Session Objectives

1. Provide an overview of current customer pain points and vendor feedback

2. Introduce the Common Catalog Platform (CCP) and the key improvements it will bring to GSA catalog management

3. Address potential impacts on 3rd Party Catalog Service Providers

GSA has received considerable critical feedback from customers on its catalog management environment

Percentage of Surveyed Customers Reporting Issues:

44% | **Dissatisfied with Product Photos** | *Photos are often missing* from product descriptions, and customers indicate that **available photos are low quality**, **mismatched, or uninformative** (e.g. company logo).

38% | **Dissatisfied with Product Descriptions** | *Descriptions lack key details* needed to make purchasing decisions. Customer verbatims indicate vendor **descriptions often have insufficient or meaningless information.**

32% | **Unable to Find What They Are Looking For** | *Customers report that product information is confusing.* Often, vendors provide information that **negatively impacts customer search experience**, such as repeating MPNs.

9% | **Report Product Availability Issues** | *Product availability issues negatively impact satisfaction metrics 2x more* than the above issues. It is difficult for vendors to remove unavailable items from catalogs.

Results derived from Advantage Site Feedback Survey Results

Vendors have requested improvements to CM processes and systems to meet customer needs and bolster purchasing

MAS Contractor Focus Groups

- **The Oct. 2020 focus groups** collected feedback from **98 participants** representing **63 companies**
- **Contractors detailed extensive pain points**, particularly the significant limitations associated with a desktop application
- **Key response themes included:**
  - Reducing submission complexity
  - Improving user-friendliness
  - Flexibility in providing product details
  - Augmenting vendor support

MAS Contractor RFI Survey

- **The Nov. 2020 Request for Information** generated **241 responses**
- **Current systems were cited as the top hindrance** to maintaining an accurate catalog
- **Key response themes included:**
  - Providing real-time notifications & on-screen instructions
  - Switching to a web-based application

Follow this link for more detailed information and findings from the Contractor Focus Groups & RFI Survey

GSA's solution, the Common Catalog Platform, will modernize CM and integrate with other key improvement initiatives

Contracting & Catalog Management Systems

Contract Acquisition Life-cycle Management (CALM)
The new consolidated, standardized system for internal contracting processes

API Connection

Common Catalog Platform (CCP)
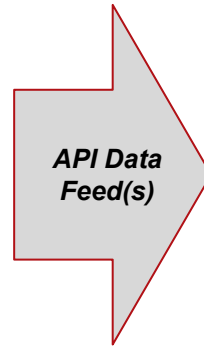*The user interface / website for accessing and managing catalogs and catalog data*

API Connection

Authoritative Catalog Repository (ACR)
The database for all catalog data

API Connection

Verified Product Portal (VPP)
A portal for verified manufacturer / wholesaler data that will also augment existing catalog data

API Data Feed(s)

Notional Downstream Applications

Advantage and other Virtual Stores

Search Engine

GECO

GSA Global Supply

OMS

CALC

eBuy

eLibrary 2.0 (Discovery, Navigator)

As the CCP is developed, CM hopes to work towards the following objectives to drive value for stakeholders

Key CCP Objectives (non-exhaustive)

A web-based and easy-to-use user interface for managing catalog data, equipped with customizable catalog management functionality

Simplified, single-step catalog upload with streamlined review and approval via a **direct link with contracting** and API capabilities (non-MVP)

Configure data entry fields to a vendor's specific offerings and replace MAS Price Proposal Template (PPT) and SIP Data Template

Relevant market research, similar to current 4P data, provided to the vendor during the new offer/mod preparation phase

Enhance data governance through new business rules, VPP integration, and other enrichment sources to improve overall data quality

Allow line-item review and approval of new or modified catalogs and **track line-item changes** for vendors / COs

Enable vendor-initiated catalog actions that can take effect immediately, including actions that do and do not require a mod
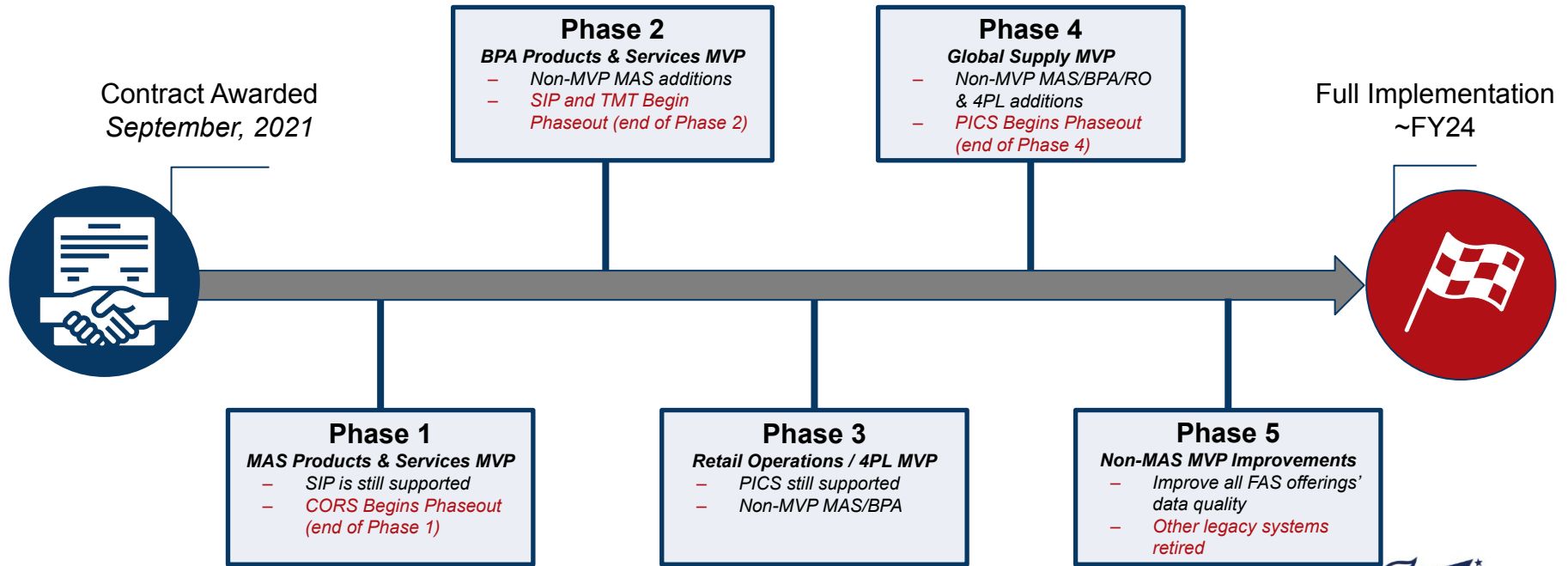
Permission settings to allow vendors to delegate catalog management, helping to streamline 3rd party provider interaction

GSA will develop the CCP in phases, bringing value to vendors in iterations and slowly retiring legacy systems over time

CCP Development Phases and Legacy Replacement

Contract Awarded
September, 2021

Phase 2
BPA Products & Services MVP
– *Non-MVP MAS additions*
– *SIP and TMT Begin Phaseout (end of Phase 2)*

Phase 4
Global Supply MVP
– *Non-MVP MAS/BPA/RO & 4PL additions*
– *PICS Begins Phaseout (end of Phase 4)*

Full Implementation
~FY24

Phase 1
MAS Products & Services MVP
– *SIP is still supported*
– *CORS Begins Phaseout (end of Phase 1)*

Phase 3
Retail Operations / 4PL MVP
– *PICS still supported*
– *Non-MVP MAS/BPA*

Phase 5
Non-MAS MVP Improvements
– *Improve all FAS offerings' data quality*
– *Other legacy systems retired*

CCP development and changes to the CM environment will likely impact our 3rd Party Catalog Service Providers
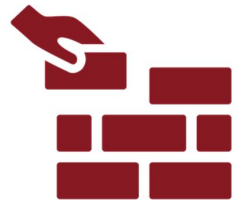
Extensive **changes to GSA policies and legacy systems will integrate contracting and catalog processes** to enable a new, single-step ingest

SIP will be phased out over 2-3 years as MVP functionality is implemented; sunset plans for other GSA technologies are currently being evaluated

The CCP will have user permission settings that will enable contract holders to designate 3rd party providers for catalog management

Non-MVP development will begin following MVP deployment for each phase to establish a glidepath to more mature functionality, e.g. API

Wrap Up & Next Steps

To share additional questions or comments, please email CatalogManagement@gsa.gov or visit our Interact Page to receive project updates and learn more!

The CM Team will continue to alert MAS contract holders to new CCP functionality and shifts in development strategy as they occur.

The CM Team is finalizing the CCP requirements, with the aim to onboard a contractor in FY21 and produce a shareable product in FY22.

<u>Thank you for your time!</u>