Catalog Management

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Framing the Problem

FAS's existing catalog management processes, systems, and policies adversely impact the user experience for buyers, suppliers, and the FAS Workforce.

Process

- Enterprise Catalog Management processes are not well understood / mapped
- Vendor catalog reviews are complex & manual

Systems

- Lack of a single system to handles ingest of catalog data
- Multiple systems required for handling different aspects of catalog management

Policy / Requirements

- Policies are confusing and not consistently enforced
- Lack of clear requirements leads to both unnecessary and insufficient data collection

Data Standards

- Lack of consistent data standards for vendor catalogs
- Data cannot be effectively validated, categorized, or analyzed

The shortcomings of FAS's existing catalog capabilities manifest in FAS customer surveys and FAS-wide performance measures.

- **Top issue** on GSA Advantage Feedback Survey is Catalog Data
- Advantage feedback consistently shows **dissatisfaction** with product descriptions and images
- Vendor Help Desk related to Catalog ingest: **~10,000** inquires over 10 months
- Catalog cycle time: **~84 hours** from Catalog submission to publication

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Overview

- **Catalog Management**
  - A “catalog” provides information on products and services offered and sold, including key elements such as product name, description, image, and price
  - Catalog management is about ensuring the quality of product data; it involves how we ingest, validate, enrich, manage, and share data
  - It is also a dynamic process that enables suppliers to quickly update existing products and prices, as well as introduce new items

- **Five Areas of Focus**
  - Governance & Strategy
  - Systems Analysis
  - Business Processes & Data Mapping
  - Policy Assessment
  - Market Research & Stakeholder Engagement

- **The Team**
  - Executive sponsor: Dena McLaughlin
  - Operational Steering Committee with Representatives across FAS (Central Office and Regions), Office of the Chief Information Officer (GSA IT), Office of Customer Experience

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Where We Are Headed

- **The Goal:**
  - The CM Initiative will make catalog management simpler, more modern, and efficient by enabling:
    - Buyers to easily search, compare, purchase, and receive offerings that meet their requirements
    - Suppliers to easily add and modify offerings
    - The FAS Workforce to easily access and analyze data

- **The Timeline**
  - Phase 1: Discovery and Scoping (FY19 Q1 and Q2)
  - Phase 2: Analysis / Market Research (FY19 Q3 and Q4)
  - Phase 3: Stage 1 CM Solution(s) Implementation (FY20)
  - Phase 4: Broader CM Solution(s) Rollout (FY20 and beyond)

- **Have an idea?**
  - catalogmanagement@gsa.gov
  - GSA Interact: https://interact.gsa.gov/group/catalog-management-initiative