

# Professional Services & Human Capital Training

June 18-20, 2019 | Tacoma, WA

Collaborate



+

Cultivate



+

Maximize



+

Achieve



Collaborate **For Success**

Cultivate **Knowledge**

Maximize **Value**

Achieve **Awareness**

## Professional Services Category Management *Driving Innovation and Collaboration*

Geri Haworth, Professional Services Category Manager

Stephanie Kenitzer, Professional Services Community Manager

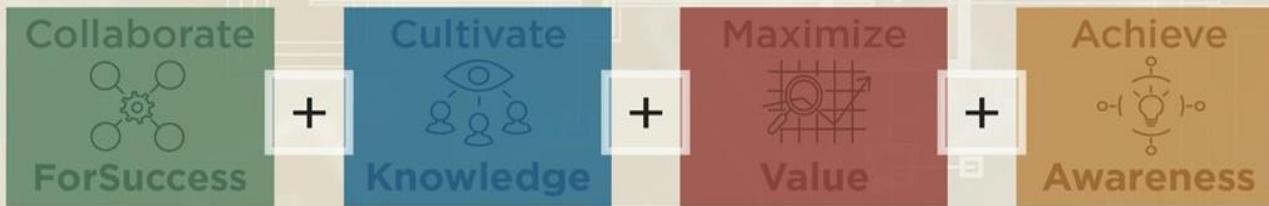












## Category Management

**Government**

**Industry**



- ✓ Bringing Spend Under Management
- ✓ Reducing Contract Duplication
- ✓ Avoiding Unnecessary Costs
- ✓ Driving Innovative Solutions
- ✓ Supporting Small Business

Collaborate  
ForSuccess

Cultivate  
Knowledge

Maximize  
Value

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Awareness



### Tier 0

Spend not aligned to CM Principals

Contract dollars not fitting into any other Tier

OMB encourages Agencies to shift to higher tier solutions

OMB M-19-22

### Tier 1

Agency-Wide Mandatory Solutions

Agency-wide contract dollars with mandatory use or mandatory consideration policies & data sharing standards

*Example:*  
*Air Force NETCENTS-2 IDIQ*

### Tier 2

Multi-Agency Solutions

Obligated dollars on agency-wide contracts satisfying rigorous standards for strategy, data, tools & metrics

*Example:*  
*GSA Multiple Award Schedules*

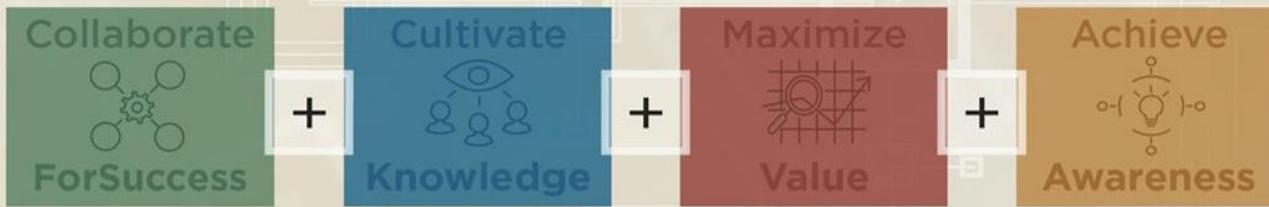
### Tier 3

Government-wide Best-in-Class (BIC) Solutions

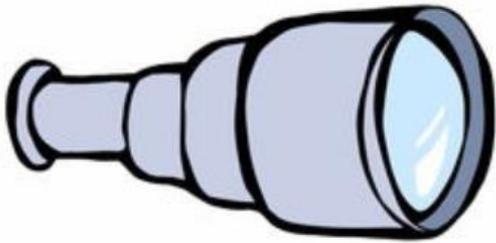
Contract dollars obligated on Best-In-Class contracts

*Example:*  
*OASIS, Alliant*





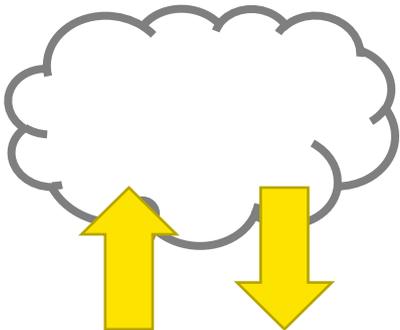
# Supplier Success Strategy



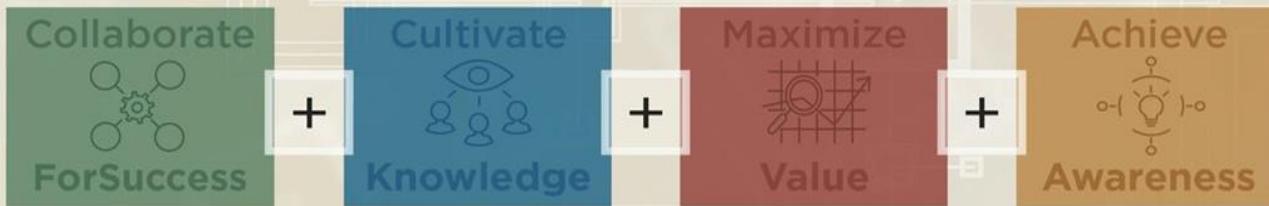
**Supplier Visibility Tools**



**Federal Trend Tools**



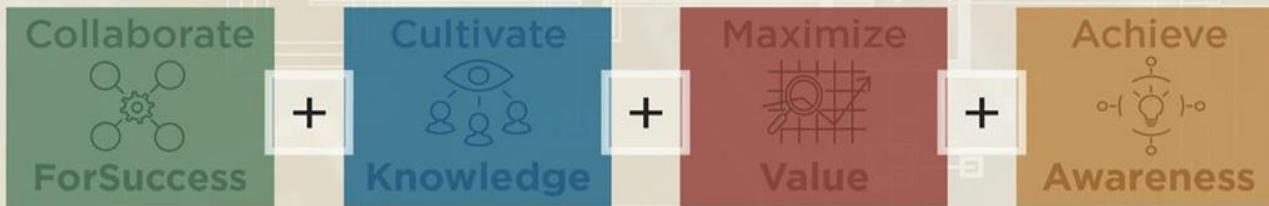
**Category Management Insight**



# CIVILIAN CONTRACT AUDIT SERVICES



Ordering Guide for Contract Audit  
Related Services Under the  
Professional Services Schedule



# Spotlight Webinars

## SUCCESSFUL REQUIREMENTS DEVELOPMENT

March 29, 2018  
 Carole H. Green  
 Professor of Contract Management



OCI  
 201  
 Strategic Planning

Eve Lyon  
 NASA HQ

SBA  
 U.S. Small Business Administration

The All Small Mentor-Protégé Program, July 19, 2018

Office of CONTRACTING & PROCUREMENT  
 Solutions to equip the frontline.

Professional Services Category Spotlight  
 TSA Procurement Review Processes

Procurement Strategy Boards and  
 Solicitation Review Boards

Avoiding the Pitfalls in  
 Commercial Management  
 by Jim Bergman

MAXIMIZING YOUR COMMERCIAL YIELD

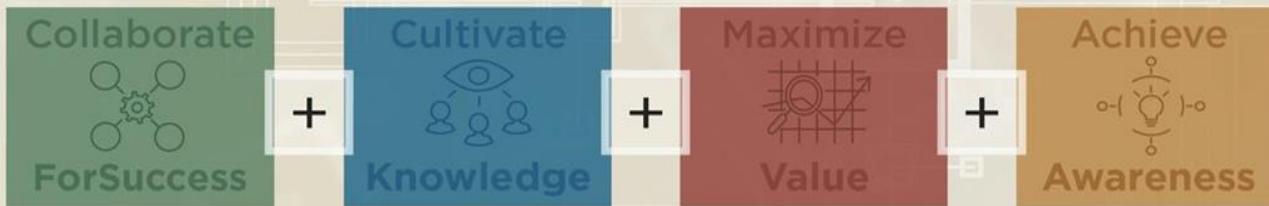
A photograph of a cluttered workshop or laboratory. The room is filled with shelves, workbenches, and various pieces of equipment. On the left, there are shelves with many small, colorful containers (green, blue, yellow). In the center, there are workbenches with various tools and materials. On the right, there are more shelves with boxes and equipment. The floor is covered with various items, including a large grey bin in the foreground. The lighting is bright, with a fluorescent light fixture visible in the upper right.

- Discovery

- CALC

- SPBA

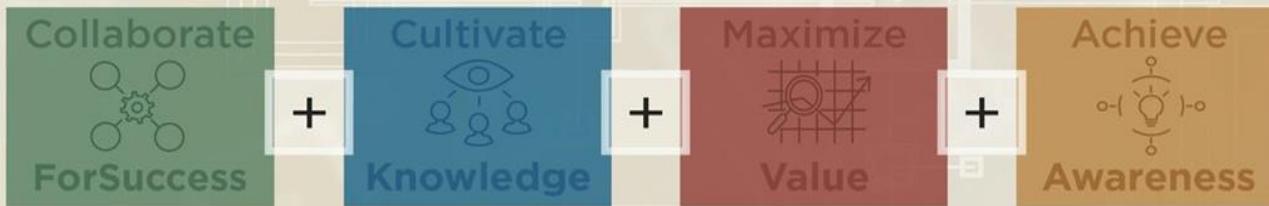




## Why?

*“... to help the Government buy as a coordinated enterprise and avoid the waste associated with duplicative contract actions.”*

*- OMB Memo M-19-13*



# *Enough small businesses to compete?*



Just Google - *GSA Discovery*

# Search by NAICS, PSC, or Keywords to compare contracts

NAICS	◆	Enter your code or keywords...	▼	<b>Search</b>
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**Discovery** is a market research tool that helps you explore GSA services contracts, vendors, and vendor contract history to determine whether a GSA contract can meet your needs.

Search by NAICS

NAICS 

  
**541330 - Engineering Services**  
541712 - Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)  
Enter your code or keywords... 

are contracts

**Search**

**Discovery** is a market research tool that helps you explore GSA services contracts, vendors, and vendor contract history to determine whether a GSA contract can meet your needs.

# Comparing 5 Contract Vehicles with a total of 976 vendors

Scroll right

	OASIS Small Business	Professional Services Schedule
Total Vendors in Vehicle	158	4069
Vendors that meet your criteria	<b>75</b>	<b>810</b>
Eligible Service Categories <a href="#">More</a> 	<ul style="list-style-type: none"><li>- Management, Scientific, and Technical Services</li><li>- Military, Marine, and Energy Engineering</li></ul>	<ul style="list-style-type: none"><li>- Professional Engineering Services</li></ul> <p><b>Contract Details</b> <a href="#">Contract Point of Contact</a> <a href="#">Ordering Guide</a></p>

Contracts

Vendors

**Showing all vendors based on your criteria for the following eligible contract:**

- BMO Small Business
- BMO Unrestricted
- OASIS Unrestricted
- OASIS Small Business
- Professional Services Schedule

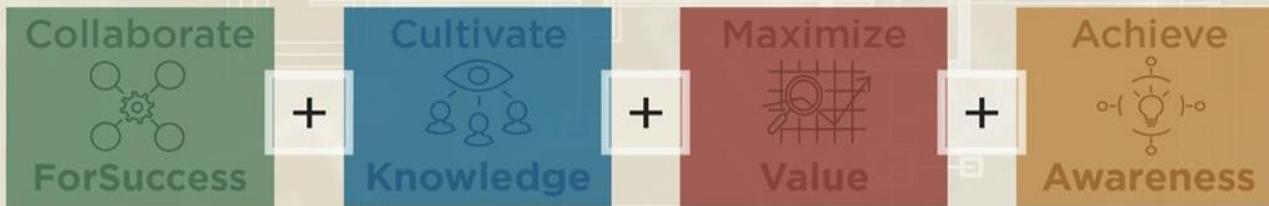
[Show Small Business Designation](#)

**75 vendors** meet your criteria.

[Download vendor data\(CSV\)](#)

Company	Eligible Service Categories	Contract Actions





***What's a reasonable range for a given labor rate?***

**CALC**

**Search awarded ceiling rates for labor categories**

Just Google - GSA CALC

# Search CALC

Search labor categories in 18 contract vehicles 

## Search vendors and contracts

Find a vendor by name

Find a contract by number

## Search labor categories

In all 18 contract vehicles

Professional Services Schedule

IT Schedule 70

78 Promotional, Recreation, Trophies

36 Office, Imaging & Document Solution

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Search labor categories in 18 contract vehicles 

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Professional Services Schedule

IT Schedule 70

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# Search CALC

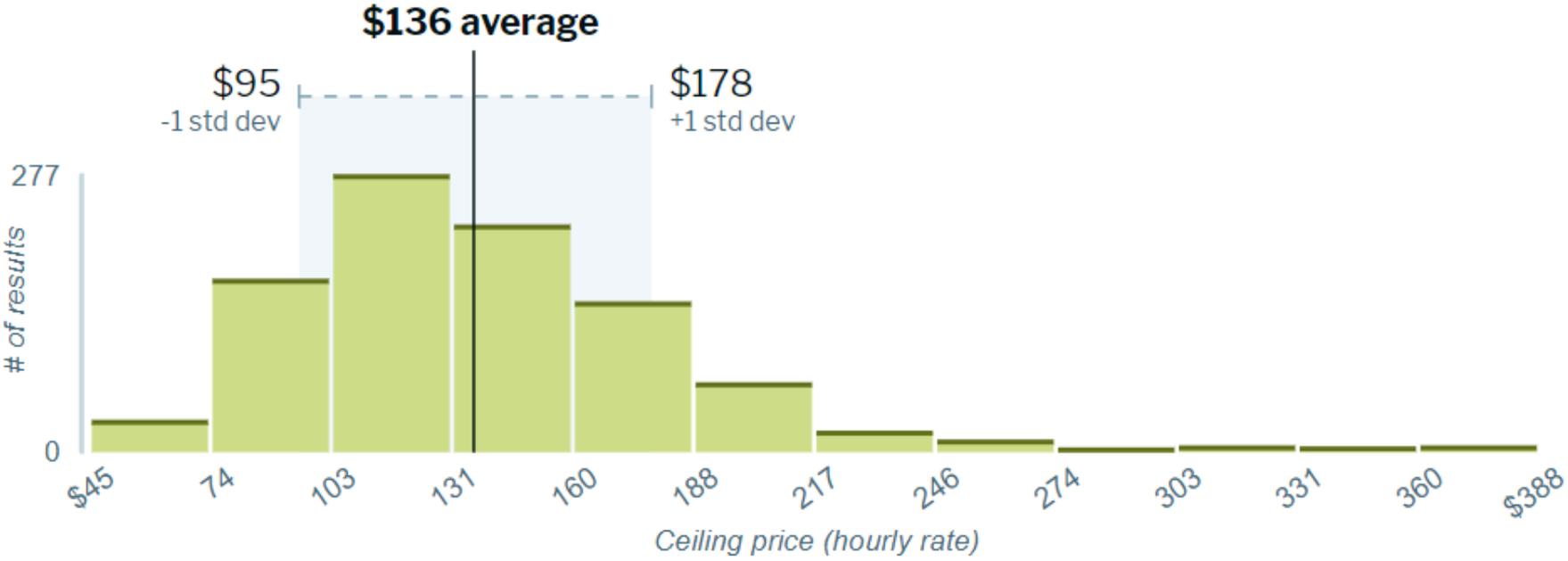
Search labor categories in Professional Services Schedule ▾

Engin

senior <b>engineer</b>	174
<b>engineer</b> ii	156
<b>engineer</b> iii	155
<b>engineer</b> i	153
<b>engineer</b>	131
<b>engineer</b> iv	112
systems <b>engineer</b>	89
project <b>engineer</b>	86

# Hourly rate data for senior engineer

Showing 200 of **946** results with schedule: **professional services schedule**



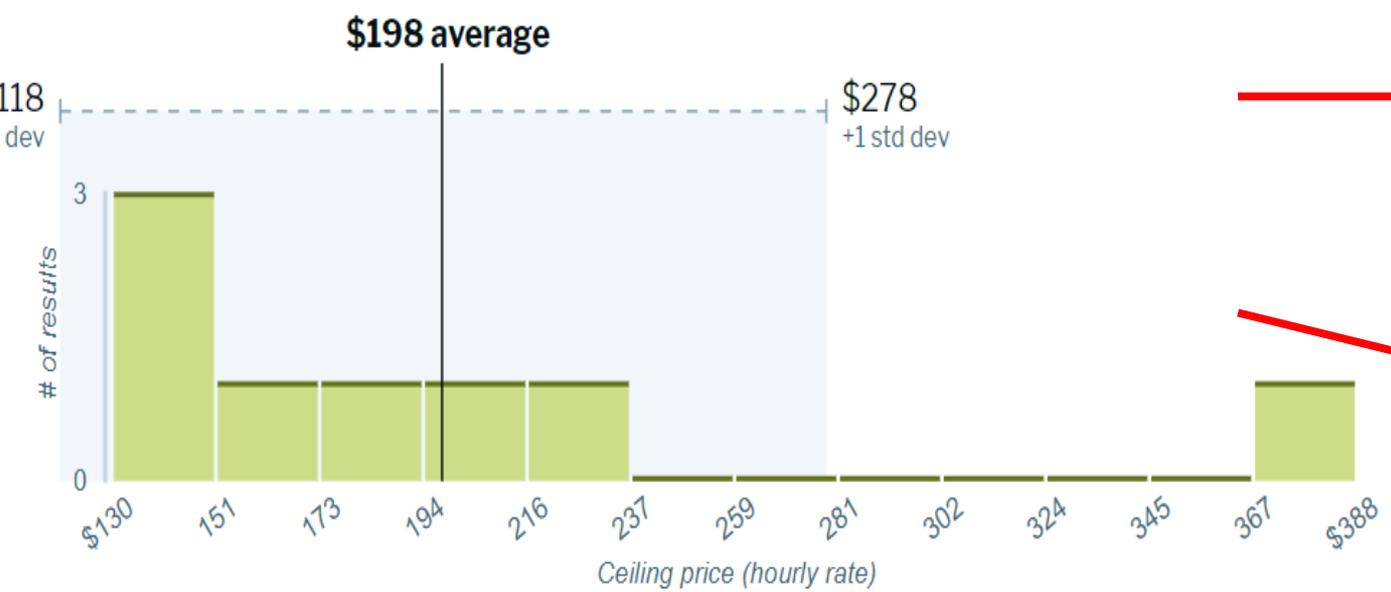
Std deviation -1	<b>Average price</b>	Std deviation +1
<b>\$95</b>	<b>\$136</b>	<b>\$178</b>

**Proposed price**

\$	<b>Go</b>
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# Hourly rate data for senior engineer

8 results with education level: **masters degree**, experience: **12 -45 years**, worksite: **contractor**, business size: **small business**, schedule: **professional services schedule**



## Optional filters

Education level:

Masters Degree ▾

Experience:

12 ▾ - 45 ▾

years

Worksite:

contractor ▾

Business size:

small busines ▾

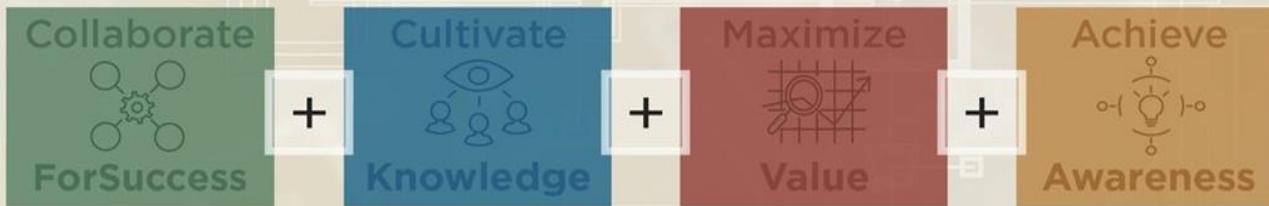
Std deviation -1: **\$118** | Average price: **\$198** | Std deviation +1: **\$278**

Proposed price

\$  Go

Contract year: [What's this?](#)

Current +1 +2



# *Performance Based Acquisition how do you do that?*



*Just Google – Steps to Performance Based Acquisition*

1



ESTABLISH THE TEAM

2



IDENTIFY THE OBJECTIVES

3



MARKET RESEARCH

4



DEVELOP WORK STATEMENT

5



DEFINE MEASUREMENTS

6



SOURCE SELECTION

7



MANAGE PERFORMANCE

8



COMPLETE CLOSEOUT



## Step 3: Market Research

*Conduct Market Research*



A PM's Guide to Marketplace Potential



GAO-15-8 Market Research Study Conclusion



TOOL: Discovery Market Research Tool



AMC Market Research Report Template



One-on-one Meeting Success Story



DoD Market Research Guide (2017)



## Step 5: Define Measurements

*Decide How to Measure and Manage Performance*



Rely on Commercial Quality Standards



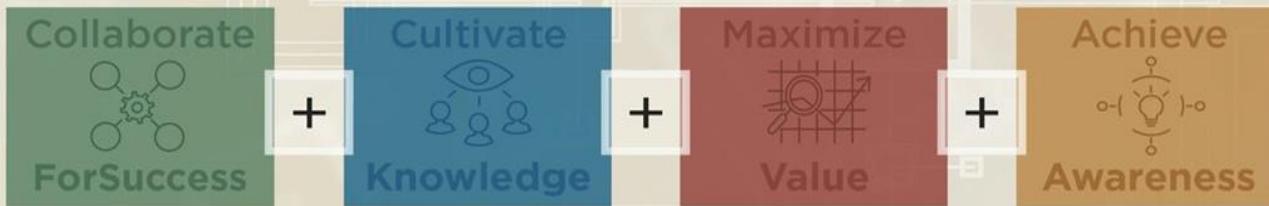
Contractor Proposed the Metrics and QASP



Profit is Still a Performance Incentive



Most Importantly, Consider the Relationship



**Thank you!**

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[stephanie.kenitzer@gsa.gov](mailto:stephanie.kenitzer@gsa.gov)