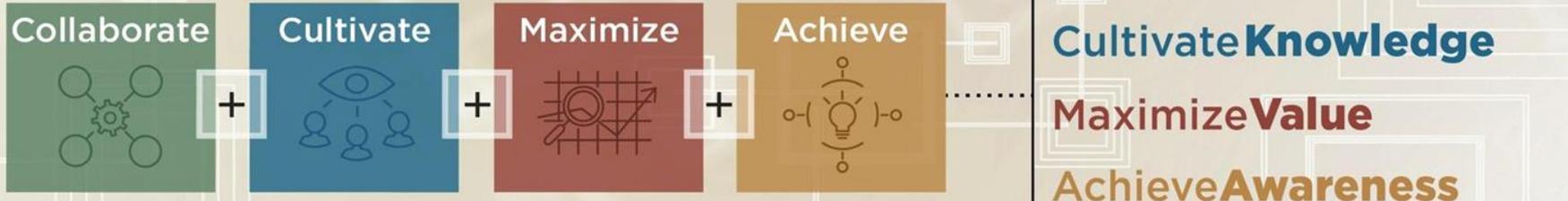


Professional Services & Human Capital Symposium

June 6-8, 2017 | Tacoma, WA



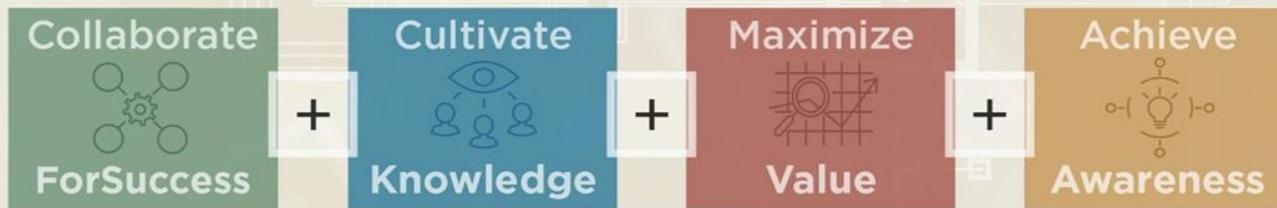
The New Face of Industry Relations - the Industry Partnership Perspective

Debra Drake

Industry Relations Manager - OASIS/PSS

GSA PSHC Program Management Office

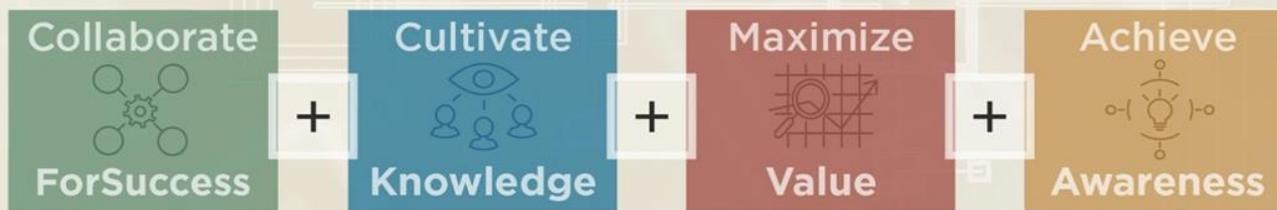
June 6, 2017



The new face of Industry Relations

➤ ...reflects a paradigm shift in viewing awarded contractors as GSA's Industry Partner... as stakeholders for Professional Services and Human Capital (PSHC) Categories.

- GSA is launching new initiatives to better partner with Industry
- The overarching goal is to develop long-term, collaborative partnerships with our Industry Partners
- The intent is to move from a transactional perspective to a relational one

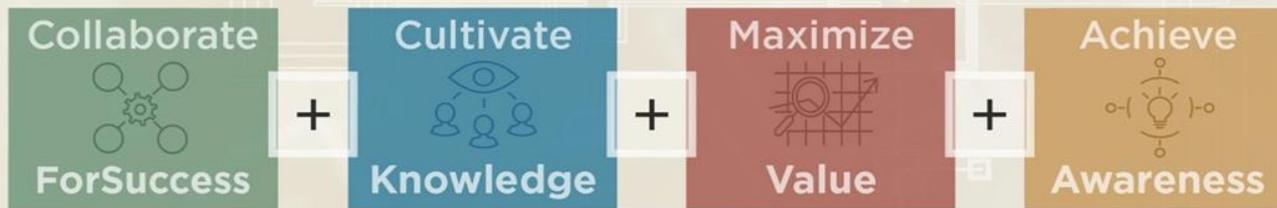


Debra Drake - Industry Relations Manager

....for OASIS & the Professional Services Schedule (PSS)

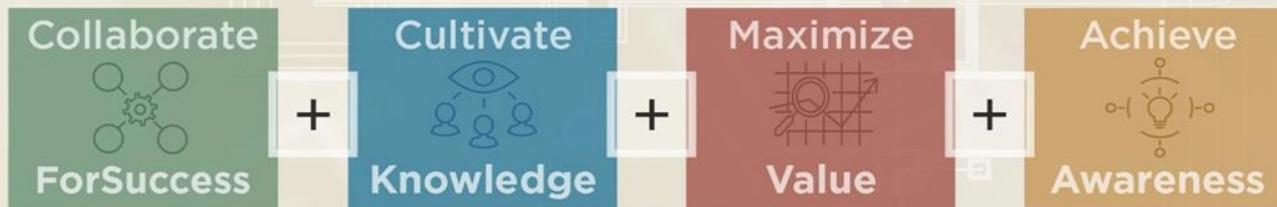
One aspect of my role is to enhance 2 way communications by..

- addressing your questions & concerns
- learning about your challenges, trends & developments
- providing updates on changes & developments within the PSHC community via Interact blogs & announcements
- hosting informative monthly “**Industry Partner Briefings**”



Address your questions & concerns

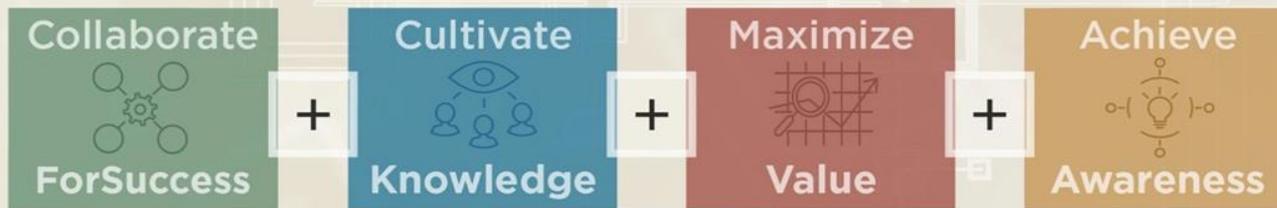
1. The ProfessionalServices@gsa.gov email box is where I receive questions & concerns on the PSS Schedule
2. The oasisSB@gsa.gov & oasis@gsa.gov are email boxes supported the respective OASIS COs
3. oasisCPRM@gsa.gov was recently established to address questions on data entry, invoice reporting & CAF payment & reconciliation - supported by Clint McCoy



Learn about your challenges, trends & developments...

➤ Via the..

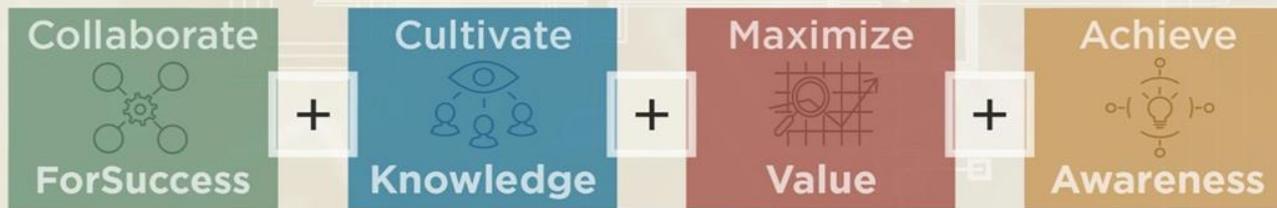
- Annual Supplier Relations Management Survey
- Questions submitted to ProfessionalServices@gsa.gov
- A new semi-annual survey that zeros in on specifics about challenges your firm is facing...
 - your feedback on key pain points & recommended changes on the:
 - PSS Schedules in general & specifics
 - OASIS & OASIS SB in general & specifics



Provide updates on changes & developments

➤ I'll keep you informed on the...

- Streamlining of the PSS Solicitation
- Facilitating the sunseting of the PM-CPI BPA
- Benchmarking of new SINs with Best-in-Class Criteria
- Incorporating the Identity Protection Services (IPS)BPA as SIN into the PSS
- the forthcoming Civilian Contract Audit Services Guide,
- future OASIS on-ramping, and
- new initiatives as they are brought forth



Hosting informative “Industry Partner Briefings”

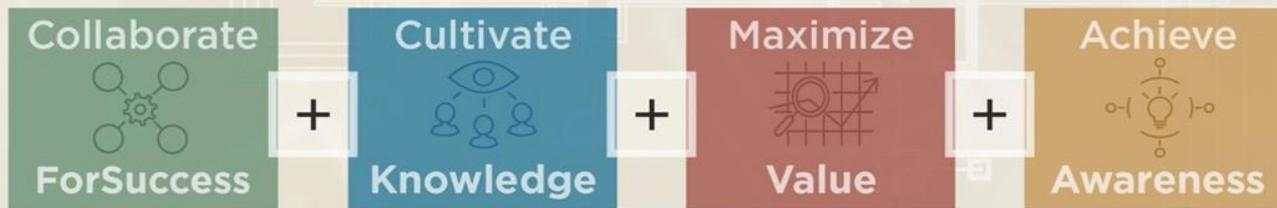
➤ The following topics are tentatively scheduled:

- **July** - TDR - as optional, & what it means & why is it important to you
- **August** - How to write a quality offer & what to expect after its submission
- **October** - Making the new & improved Streamlined Solicitation process work for you

If a timely topic arises, will insert into the sequence.

<https://interact.gsa.gov/groups/professionalservicescategory>

Let me know what topics are important to you!



Taking notes from... the **Supplier Relations Management Survey**

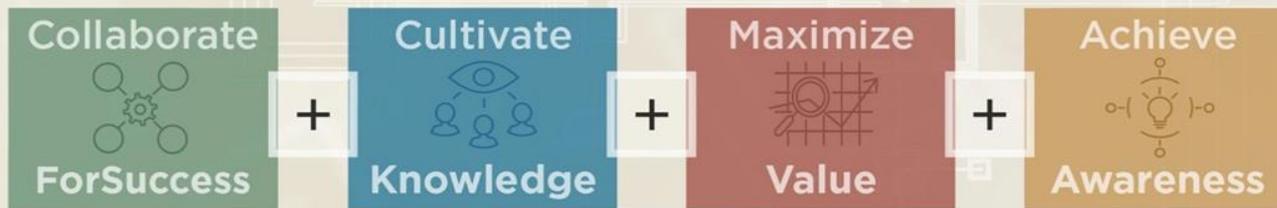
➤ The two themes that emerged from the FY15 survey were:

1. streamlining the solicitation/contract maintenance process

a. time & resources required to conduct routine contract maintenance needs to be reduced

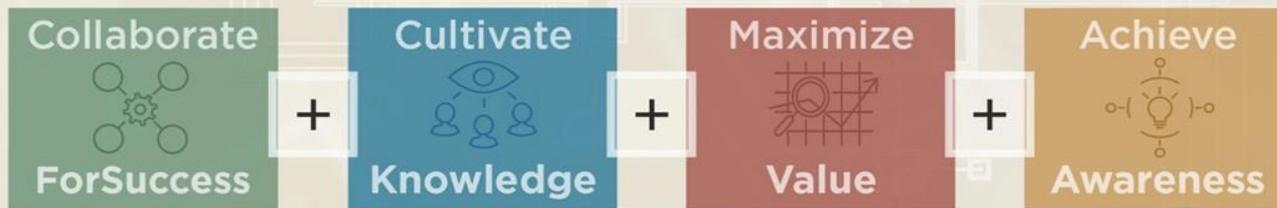
2. relationship management

a. wanting improved communications - "those of a partnership" between PSHC and our Partners



Taking action from the FY15.. Supplier Relations Management Survey

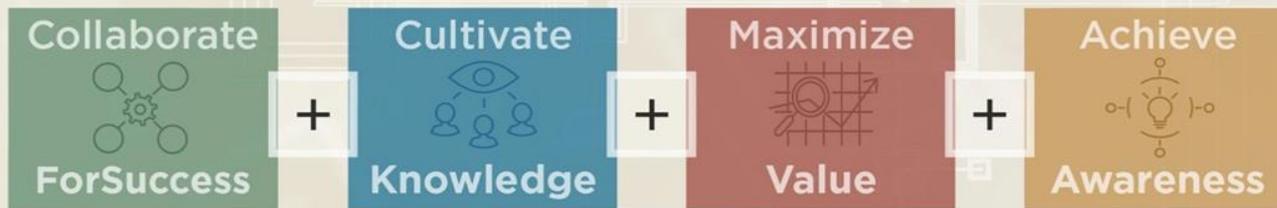
- Streamlining the Solicitation/contract maintenance
 - PSHC activities to reduce the contract admin burden are:
 - Streamlining the solicitation process - Fall 2017
 - Incorporating the Identity Protection Services (IPS) SIN into the PSS - not a separate BPA
 - TDR is now optional & not mandatory



Taking action from the FY15... Supplier Relations Management Survey

➤ Relationship Management

- PSS has implemented a 24-48 business hr initial response policy to address Industry Partner's questions & concerns via the ProfessionalServices@gsa.gov email box
- OASIS has established the oasisCPRM@gsa.gov email box to address CPRM issues/concerns for faster resolution
- PSHC semi-annual survey - to provide a clear avenue for supplier feedback & issue reporting, beyond the SRMS to address concerns in a more timely fashion.



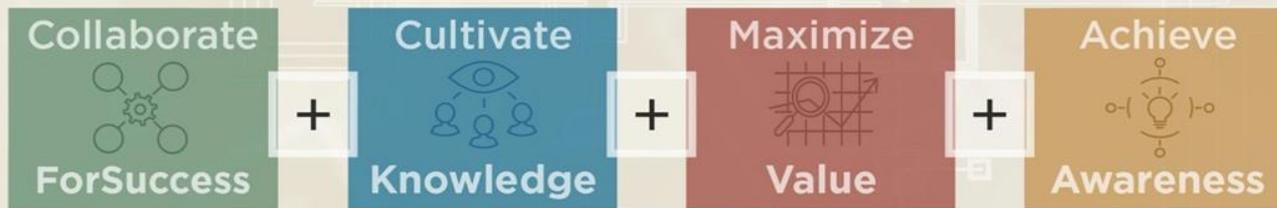
Summary - It's all about you..

PSHC is working to enhance our relationship with you, our Industry Partners...

We will work to keep you posted, but keep in mind this is a 2-way communication...

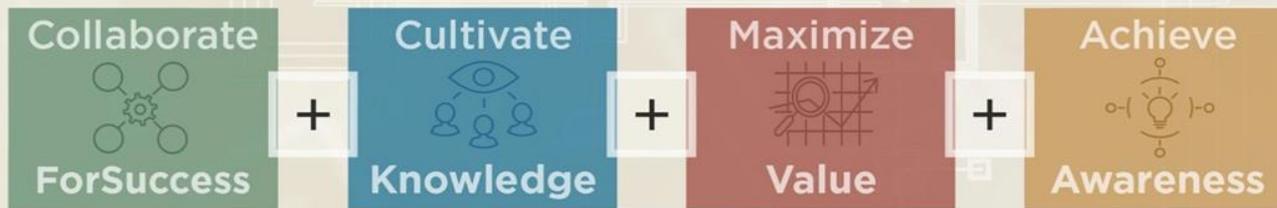
Contact info:

- **Debra Drake, Industry Relations Manager for PSHC**
 - for PSS & OASIS: ProfessionalServices@gsa.gov



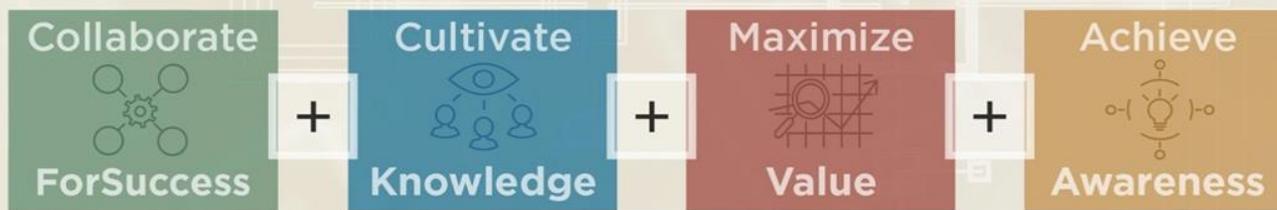
Supplier Relationship Management (SRM) for GSA and the Professional Services Category

Zach Lerner, Supplier Relationship Management Specialist



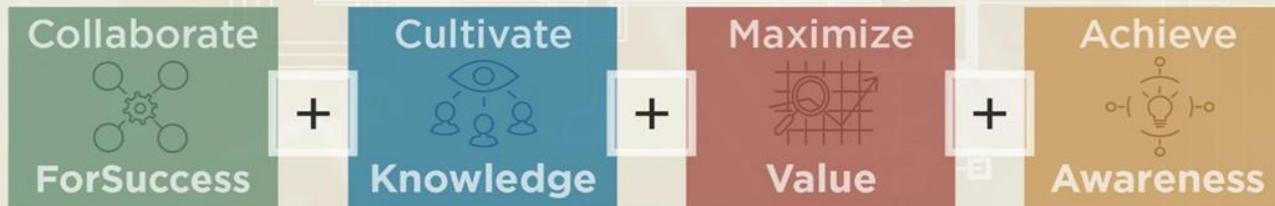
Agenda

- Professional Services Category Supplier Relationship Management (SRM)
 - SRM Overview, Category Perspective
 - Agency Best Practices
 - Industry Perspective
 - Segmentation



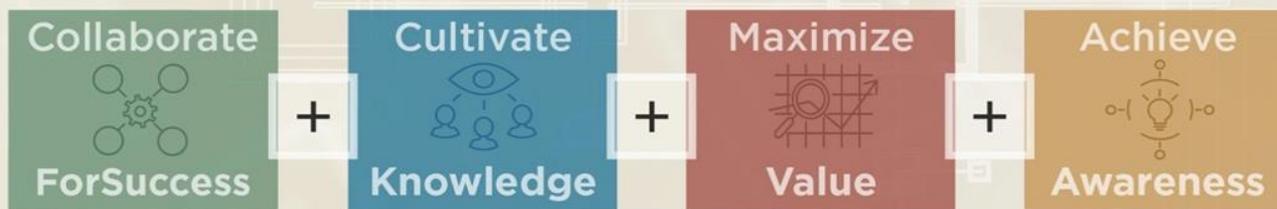
SRM Overview

SRM is a facet of category management that focuses on the supplier base. The idea is that an organization can derive a long term advantage by collaborating with industry partners. The PSC has aligned the following SRM outcomes with government's category management key performance indicators.



Category	Professional Services Category ~\$66.9B Gov't-wide FY16 Spend							
Sub-Category	Mgmt. & Adv. Services ~\$30.3B	Tech. & Eng. Services ~\$19.7B	Research & Development ~\$4.3B	Financial Services ~\$3.4B	Business Admin. ~\$3.3B	Social Services ~\$2.6B	Marketing & PR ~\$1.9B	Legal Services ~\$1.1B
Functional Groupings	Program Mgmt. \$11.1B	Systems Eng. \$0.7B	Defense R&D \$1.1B	Financial Support \$1.7B	Admin. Support & Clerical \$2.1B	Rehab. Services \$0.7B	Advertising \$0.6B	Intel & Background Investigation \$0.5B
	Program Evaluation \$1.3B	General Eng. \$18.8B	Sci. & Tech R&D \$0.2B	Debt Collection \$0.6B	Language Services \$0.4B	Gov't Insurance Programs \$1.4B	Public Outreach \$0.9B	Court Services \$0.3B
	Acquisition Support \$0.9B	Other \$0.2B	Medical R&D <\$0.1B	Audit Services \$0.5B	Other \$0.9B	Other \$0.5B	Market Research \$0.1B	Other \$0.3B
	Policy Services \$0.2B		Studies & Analysis \$2.4B	Accounting Services \$0.3B			Media Services \$0.2B	
	Other* \$16.8B		Other \$0.5B	Card Services TBD			Other \$0.1B	
			Ident. Protect. & Credit Monitoring \$0.3B					
			Other <0.1B					

*Note: Management & Advisory "other" sub-category anticipated to decrease in size in out-years based on policy & PSC recommendations
Level II category summations may not match due to rounding done on level III categories



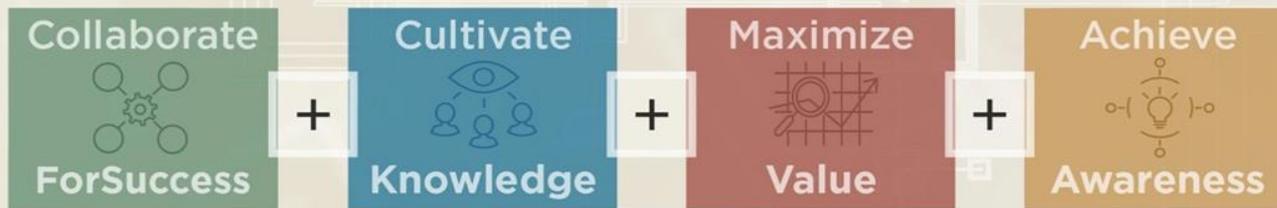
Who we have talked to

- Identified and engaged 4-agencies on their SRM best-practices
- DHS, SEC, FEDSIM, MIBP
- Engaged small, medium and large businesses to discuss effectively delivering services
- Talked with over 20+ industry participants



What we discussed

- Recommended frequency and quality of engagements with industry
- Need for Better demand forecasting
- Alternative procurement structures (two-step, reverse auction)
- Engagement of all business sizes
- What government should focus on to help industry



Preliminary Feedback from Industry

Large Business Perspective

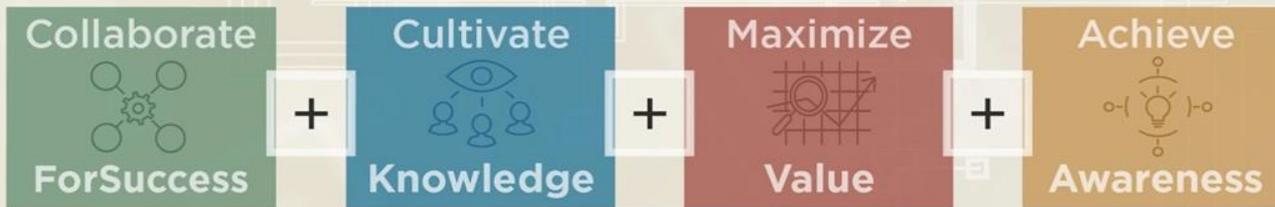
- “We provide all of the services for a particular market and **don’t break out services by category**. Professional services are part, but not all of what agencies need to meet their missions.”
- “**How are Acquisition Gateway key tools going to grow?** How do we expect programs like TDR to affect industry, what has government recorded as its impacts”

Mid-Tier Business Perspective

- “There **shouldn’t be small business set-asides with an annual value at a higher value than a NAICS code’s definition of a small business.**”
- “Government should **focus on if a company can deliver an outcome, not if they have a certification.**”
- “**Forecasts of upcoming opportunities are invaluable.**”
- “**A federal dollar spent with a contractor of any size results in a job**, not just when it’s spent with a small business.”

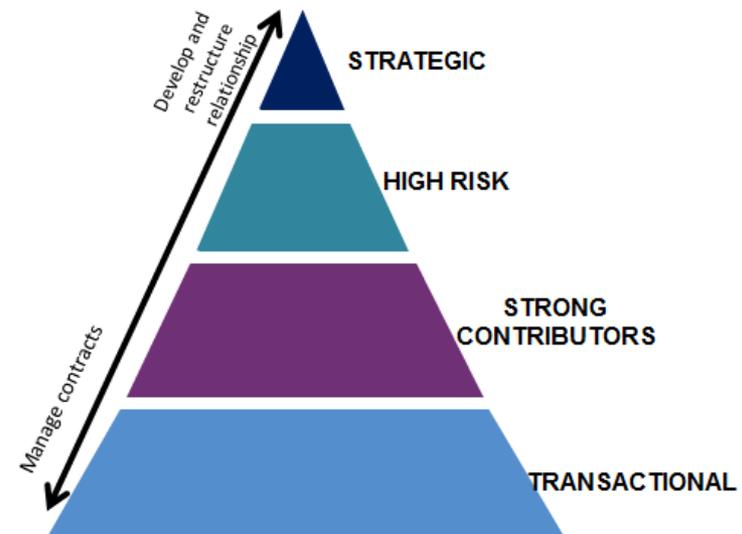
Small Business Perspective

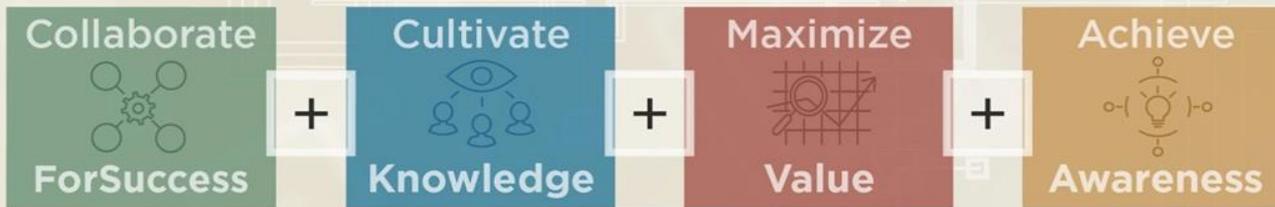
- Small business was forthcoming in terms of what it wants from government and its constraints and desires for government communication
- **Requirements Specific Industry Days**
- **Different ways of calculating costs when responding to a proposal**



Providing context to the industry base

Size	<p>Vendors with low annual Federal business volume are unlikely to have strategic impact</p> <p>Which suppliers have sufficient overall Federal business to qualify as “important” to overall government mission attainment?</p>
Contribution	<p>Government can maximize customer value by engaging with vendors who are important to multiple agencies</p> <p>Which vendors are among the top suppliers for multiple agencies?</p>
Risk	<p>Suppliers who have strong direct competitors do not require SRM intervention (market forces will drive performance)</p> <p>Which suppliers provide services / solutions which do not have substitutes?</p>

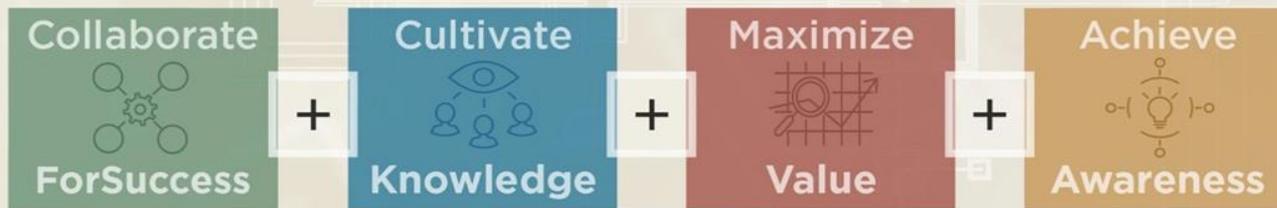




Engagement Activities and Channels

Industry interviews	Speaking engagements	industry assoc. roundtables	Prof. Svcs Conferences	Contract Vehicle PMR Reviews	Industry Days (requirements, strategic and reverse)
---------------------	----------------------	-----------------------------	------------------------	------------------------------	---

Government shared email inboxes	Industry Webinars	Supplier Loyalty Survey	Government Platforms	Business Intelligence (non-gov)	Contracting activities (RFIs, debriefings etc.)
---------------------------------	-------------------	-------------------------	----------------------	---------------------------------	---



Category-wide Implementation

Short Term

- Distribution of best practices through the Acquisition Gateway and to the PSC Interagency Council
- SRM spotlight in Q1 FY18
- Continued engagement with industry through activities and channels

Long Term

- Tool development to improve transparency in procurement