



U.S. General Services Administration

# GSA Catalog Management Update

Region 3 Quality Partnership Council

presented by  
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Catalog Management Office (CMO)



# Agenda



## Catalog Management Overview



## Update on System Modernizations

Common Catalog Platform (CCP)  
Verified Products Portal (VPP)  
Authoritative Catalog Repository (ACR)



## Verified Products Portal Demo



# Catalog Management: Background

***GSA is streamlining and improving how we manage the data associated with 60+ million products & services offered to the federal marketplace, including those on GSA Advantage!***

Enhancing our catalog management capabilities will ensure:



# Catalog Management: Background

**40%**

**Percent of suppliers dissatisfied with the Schedule Input Program**

- *Contractors identified GSA systems as a top barrier to keeping catalogs current*
- *GSA Vendor Support Center fields over 12,000 SIP related calls annually.*

**90%**

**Percent of the Acquisition Workforce contacted for assistance loading catalogs**

- *Disjointed nature of SIP/CORS leaves workforce unfamiliar with contractor screens*
- *Average cycle time is over 84 hours*
- *Two-step is inefficient / ineffective*

**44%**

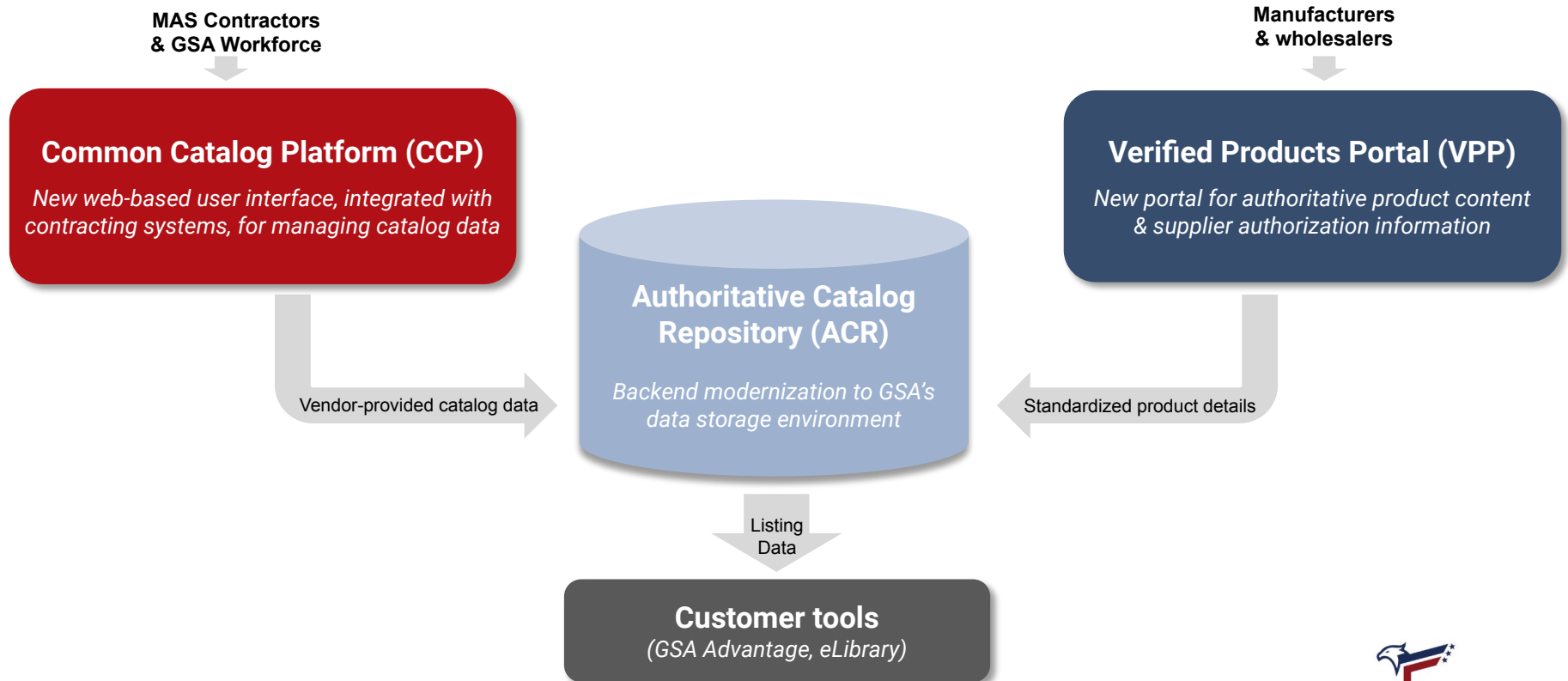
**Percent of customers dissatisfied with product photos on GSA Advantage!**

- *38% are dissatisfied with descriptions*
- *32% did not find what they were looking for*
- *9% encountered order fulfillment issues*

***The systems and processes our workforce & industry partners use to manage catalogs ultimately impacts customer experience.***



# Catalog System Modernizations



# Common Catalog Platform (CCP)

*A web-based user interface for GSA workforce and contractors to manage catalogs. Catalog data submitted via the CCP will be stored in the ACR and reflected on customer tools like GSA Advantage! The CCP will:*



Provide a **web-based, user friendly interface** for managing catalog data that replaces the **Schedule Input Program**



Enable **single-step catalog upload** and streamline review/approval via a **direct link with contracting systems**



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



**Offer a new vendor profile** to supplement the TnC file with searchable information to enhance customer market research



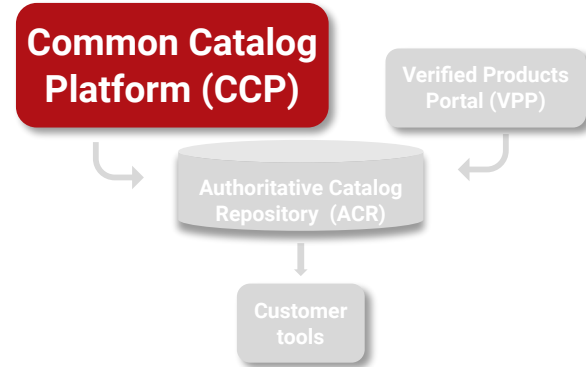
**Configure data fields** to a vendor's offerings and replace MAS Price Proposal Template (PPT) and SIP Template



Provide **relevant market research**, similar to current 4P report, to vendor during the new offer/mod preparation phase



Facilitate **access to product and supplier authorization data** provided by VPP participants



# CCP- Complementary Process/Policy Changes

*GSA is exploring policy and process changes to make it easier to manage catalogs via the CCP:*

**Reclassify catalog changes to streamline modification process:**

**Examples:**

01	<b>Traditional Modification</b> <i>Changes that require contractual modification</i>	Add Products, Add Special Item Number (SIN), Economic Price Adjustment (EPA)
02	<b>No Modification Required</b> <i>Changes that would not require a contractual modification</i>	Photo Update, Non-Price Related Options, Temporary Removals
03	<b>Published Immediately but Mod Required</b> <i>Changes that can be published immediately, but require a contractual modification</i>	Delete Products/Services, Temporary Price Reductions

**Provide new options to improve quality of data available to customers:**

## **Inventory Management**

*Enable temporary removals that communicate to customers the item is unavailable*

## **Selective publishing to Advantage**

*Ability to tag at the line item level if an item should be published to Advantage*

**Note: submitting a detailed catalog to the CCP is a prerequisite for these new flexibilities.**

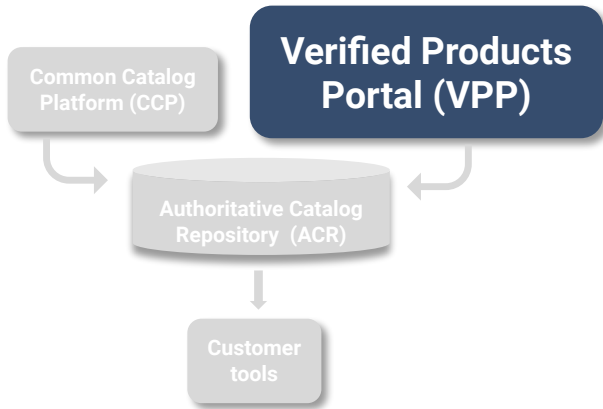


# CCP Timeline





# Verified Products Portal (VPP)



*The VPP is a manufacturer and wholesaler facing portal where participants can provide authoritative product content and supplier authorization information to improve the representation of COTS items. The VPP will:*

- **Improve the buyer experience** by eliminating variability and providing more consistent product representations
- **Reduce the burden on resellers** to provide Letters of Supply (LoS) and product specifications
- Ensure Commercial off the Shelf (COTS) products are **accurately represented** on GSA ecommerce platforms
- **Allow for greater automation** in reviewing and approving catalog files for GSA workforce and enhance **supply chain risk management** capabilities



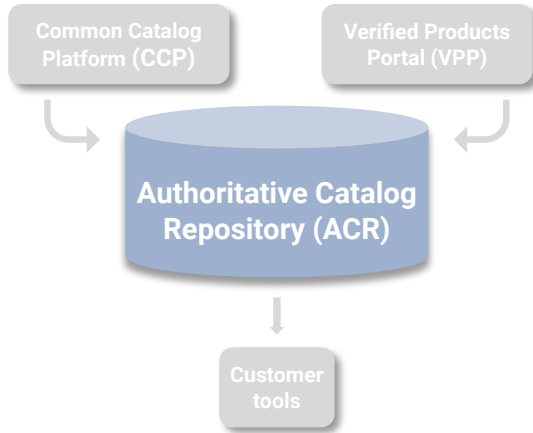
# VPP Status

November 2020	May 2021	In the coming months:	Long term
<b>Launched Prototype</b> <ul style="list-style-type: none"><li>• Onboarded limited number of manufacturers</li><li>• Connected to 4P tool</li></ul>	<b>Full Launch</b> <ul style="list-style-type: none"><li>• Solicitation Refresh</li><li>• VPP is authoritative for evaluating products and can be used to fulfill Letter of Supply requirement</li></ul>	<b>Develop connection to GSA Advantage!</b> <ul style="list-style-type: none"><li>• Augment contractor provided catalogs to offer customers authoritative data</li></ul>	<b>Supply VPP data to CCP</b> <ul style="list-style-type: none"><li>• Provide contractors with VPP data (as applicable) for standardizing catalogs</li></ul>

For more information on the VPP, including a link to the Letter of Supply requirements and the publicly accessible VPP Participants dashboard, visit [gsa.gov/VPP](https://gsa.gov/VPP).



# Authoritative Catalog Repository (ACR)



*The ACR is an internal modernization to GSA's storage environment for catalog data, and will be the new source of data for customer tools like GSA Advantage! The ACR will:*

- **Improve catalog processing time** so contractor changes are reflected more rapidly for customer consumption
- **Increase data accessibility** so GSA can execute quality control activities
- **Increase data accuracy and compliance** by enabling catalog enrichment and flagging of discrepancies

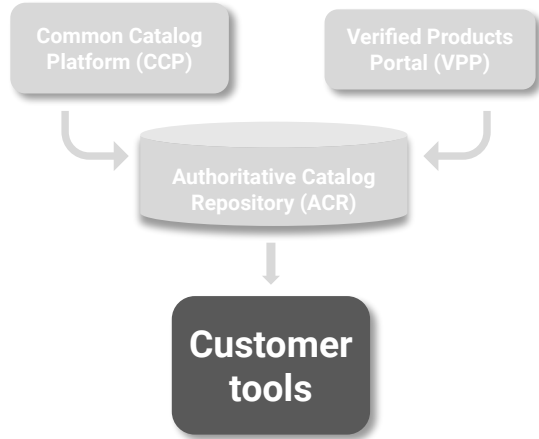
### *Status:*

- ACR is in active development
- Target end of FY21 - Proof of Concept
- **ACR development is a foundational step to CCP coming online**

*Reminder: ACR is a backend modernization that enables new features in the CCP; contractors will not work in the ACR.*



# Impacts to Customer Tools



*Ultimately, these new systems will improve the quality of data sent to our customer tools, with the ACR becoming the data source for GSA Advantage! data. This modernization will:*

- **Improve the quality of photos and descriptions** provided to Advantage
- **Improve the speed** at which data is delivered to Advantage
- **Offer more flexibility** as to what is published to Advantage
- **Introduce new fields** on Advantage, such as basic inventory information
- Enable GSA to **continuously monitor the quality of data** on Advantage

**Short term:** Augment GSA Advantage! with VPP data

**Long term:** Contractors will use CCP to manage what is displayed on GSA Advantage!, and will be provided VPP data to populate catalogs as applicable.



# VPP DEMO



# Next Steps & Discussion

- **Develop working group(s) to address industry specific issues such as:**
  - Price Proposal Template
  - Part Number Configuration
  - Systems Furniture

Join our [Interact](#) page

*Stay up to date with the project  
and provide input/feedback!*



Email us at

[CatalogManagement@gsa.gov](mailto:CatalogManagement@gsa.gov)

*Provide us feedback or ask a question!*

*[For a VPP account, email [VPP@gsa.gov](mailto:VPP@gsa.gov)]*



# Question & Answer

- **Are you looking for early adopters for the new CCP? My company is willing to volunteer or provide manufacturer feedback as a MAS Contractor.**
  - We're not quite there yet but when we are we will definitely be reaching out to our industry partners for feedback when we get to that point. We will be sure to post updates on [our Interact page](#).
- **Does GSA plan to conduct outreach with industry to increase the number of OEM's participating in the VPP? What has been the reaction to VPP from OEM's outside the toner/copier industry?**
  - We are working to increase the number and have a few in the queue for onboarding, and we will continue to conduct industry events such as this. Overall the reaction has been very positive and we have a lot of interest as we get the word out more.
- **Wait...SIP and the Spreadsheets are going away for a modern UI and API options?!! Did I hear you right? That's AMAZING!!!!**
  - Yes you did hear that correctly. We share in, and appreciate, your enthusiasm.
- **How are we able to be a part of the Furniture Working Group for the CCP?**
  - We will be working with the Region 3/IWAC Business Development group to stand up the working group so more info to come! You can also always send us an email at [CatalogManagement@gsa.gov](mailto:CatalogManagement@gsa.gov)
- **Did I understand correctly that in relation to the CCP, manufacturers will be required to provide an Excel spreadsheet source document for each of their price lists?**
  - The CCP will be for both MAS Offerors and MAS Contractors, as well as the GSA Acquisition Workforce. So if you are a manufacturer who holds a MAS contract, and you want to take advantage of the CCP capabilities/you will be required to provide your pricelist as a detailed catalog file (spreadsheet).
  - If you are a manufacturer and do NOT hold a MAS contract, nothing is required of you in the CCP. Manufacturers who produce COTS products are encouraged to participate in the VPP, which is voluntary.



# Question & Answer

- **Managing multiple options and Bill of Materials (BOMs) are very difficult to two dimensionalize so it will work for GSA. Sounds like you are understanding that issue as well. This is HUGE!**
  - Thanks, we know it's really important to work with our industry partners on these solutions!
- **In talking about the VPP, when you say “Wholesaler” is that the same as “Dealer?”**
  - When we use the term "wholesaler" we're referring to major national wholesalers/distributors with a physical distribution center/network, such as Essendant, SP Richards, Grainger, MSC and is not the same as a Dealer.
- **Is there a spreadsheet we can fill out to upload to VPP or do we have to type in all information one product at a time?**
  - After creating a VPP account for your company, you will be able to load your product data manually via comma-separated values (CSV) file or automatically via an application program interface (API) connection from your system to VPP. If you're interested in participating, please email [VPP@gsa.gov](mailto:VPP@gsa.gov)!
- **Will the CCP and VPP be collecting similar information for GSA Advantage?**
  - In the short term, the VPP data collected from manufacturers and wholesalers will be used to augment COTS products displayed in vendor-provided catalogs on GSA Advantage
  - In the long term, vendors will manage their catalog details via the CCP, where we will also make VPP data available (as applicable) for populating vendor-provided catalogs prior to posting on GSA Advantage.

