

Segment 2:

GSA's Role in the Schedules Program

Thank you for taking the time to view one of the four presentations in the **GSA Schedules Training for Vendor Success** webinar series. Below is a collection of online resources referenced throughout the webinar that will help you learn more about federal contracting, the government procurement market, and the value of the GSA Schedules program. These resources include live links to GSA pages; tools and resources provided by other government and professional organizations; downloadable print materials; and a number of social media sites. This document also lists the different GSA Acquisition Centers located across the country that can help support your business development, marketing, contract, and administrative efforts. We have also provided step-by-step instructions for some of these web-based resources to help set you up for success.

Online Resources

GSA Online Resources

GSA Customer Service Directors <http://www.gsa.gov/csd>

GSA offers a worldwide network of knowledgeable Customer Service Directors CSDs. CSDs provide assistance, resolve problems and answer questions from GSA's customers. CSDs also host customer seminars on a variety of useful topics and are a valuable source of information on all of GSA's programs. Customer agencies should contact the CSD in their territory if they need help with any of the GSA e-tools or have questions about using any of the GSA contract vehicles.

GSA Contract and Administrative Support

For contract and administrative support, vendors should contact the Contracting Officer who manages their contract. Contact information can be found on GSA eLibrary <http://www.gsa.gov/elibrary>. Enter your contract number or company name in the search option, and your information (including your assigned contracting officer) will be displayed.

GSA Business Development Data

GSA provides business development, marketing support, and contract and administrative services through GSA acquisition centers located across the country. Look at your schedule contract to determine which center manages it.

Center for Innovative Acquisition Development

<http://www.gsa.gov/servicesacquisition>

POC Name: Jacqueline Austin

Phone Number: 703 605-2820

Email: jacqueline.austin@gsa.gov

Center for IT Schedule Program <http://www.gsa.gov/schedule70>

POC Name: Stephanie Price

Phone Number: 703 605-2670

Email: stephanie.price@gsa.gov

Facility Maintenance & Hardware Acquisition Center <http://www.gsa.gov/fmhac>

POC Name: Tim Benoit
Phone Number: 816 926-5548
Email: tim.benoit@gsa.gov

Greater Southwest Acquisition Center <http://www.gsa.gov/gsac>

POC Name: Lyn DePriest
Phone Number: 817 850-8162
Email: lyn.depriest@gsa.gov

Integrated Workplace Acquisition Center

<http://www.gsa.gov/integratedworkplaceacquisitioncenter>

POC Name: Dan McAneny
Phone Number: 215446-5094
Email: daniel.mcaneny@gsa.gov

National Administrative Services and Office Supplies Acquisition Center

<http://www.gsa.gov/osas>

POC Name: Jim Nichols
Phone Number: 202 264-4828
Email: james.nichols@gsa.gov

Management Services Center <http://www.gsa.gov/mgmtservices>

For general marketing and business development assistance send an email to:

Mission Oriented Business Integrated Services MOBIS: mobisbd@gsa.gov
Environmental Services: environmental@gsa.gov
Professional Engineering Services PES: pes@gsa.gov
Logistics LOGWORLD: logworld@gsa.gov
Language Services: language@gsa.gov

For Business Development Data from the Federal Procurement Data System (FPDS), send an email to:

Mission Oriented Business Integrated Services MOBIS: mobisbd@gsa.gov
Environmental Services: environmentalbd@gsa.gov
Professional Engineering Services PES: pesbd@gsa.gov
Logistics LOGWORLD: logworldbd@gsa.gov
Language Services: languagebd@gsa.gov

GSAAdvantage![®] <http://www.gsa.gov/advantage>

GSAAdvantage![®] is the online shopping and ordering system that provides access to thousands of contractors and millions of supplies products and services. Anyone may browse on GSAAdvantage![®] to view and compare the variety of products and services offered.

GSA eLibrary <http://www.gsa.gov/elibrary>

GSA eLibrary formerly Schedules e-Library is the online source for the latest contract award information for GSA Schedules; Department of Veterans Affairs VA Schedules; and Technology Contracts, including Governmentwide Acquisition Contracts GWACs, Network Services and Telecommunications Contracts, and Information Technology IT Schedule 70.

For more information about how to use this resource more effectively, see Appendix A at the end of this document.

GSA eBuy <http://www.gsa.gov/ebuy>

eBuy, a component of GSAAdvantage![®], is an online Request for Quotation RFQ tool. eBuy is designed to make it easy to submit quotations for a wide range of commercial supplies products and services under GSA Schedules, Technology contracts; i.e., GSA Schedule 70 Information Technology, Governmentwide Acquisition Contracts GWACs, and Network Services and Telecommunications contracts. For more detailed instructions on how to use this resource, take the “eBuy Training” accessible from the home page.

GSA MarkeTips <http://www.gsa.gov/marketips>

GSA's MarkeTips Magazine provides an opportunity for GSA contract holders to promote products to the federal marketplace. With a broad and diverse subscriber list MarkeTips offers a unique connection to federal purchasers. Advertising space in MarkeTips is FREE OF CHARGE, and is offered on a first-come, first-served basis. Because of limited ad space, ads are not guaranteed.

GSA Vendor Support Center <https://vsc.gsa.gov>

Whether you're a current or prospective GSA contract holder, this portal offers insight into the world of procurement -- from understanding GSA's contract vehicles to identifying opportunities, developing relationships, winning bids and successfully and cost-effectively providing for the needs of government.

For more information about how to use this resource more effectively, see Appendix B at the end of this document.

GSA Expo <http://www.expo.gsa.gov>

GSA Training Conference and Expo is GSA's signature training conference and exposition, specially designed to benefit federal, state and local government employees and military members who make or influence procurement decisions. GSA vendors who provide technical expertise and products and services for these organizations can meet with representatives of government agencies who might have need of what they have to offer and attend all training sessions. Vendors can choose to participate as exhibitors or attendees only.

Other GSA Online Resources

GSA Training programs <http://www.gsa.gov/portal/content/104738>

Interact <http://interact.gsa.gov>

GSA Centralized Mailing List Service CMLS www.gsa.gov/cmls

For general contracting info:

<http://www.gsa.gov/howtoselltothegovernment>

<http://www.gsa.gov/smallbizhelp>

For partnering opportunities and other contracting support:

<http://www.gsa.gov/subdirectory>

Non-GSA Government Sites

Federal Procurement Data System FPDS <https://www.fpds.gov>

GSA analyzes data as part of its own strategic planning process and provides this information to contractors who ask for it via the Federal Procurement Data System. This data can help vendors gain strategic insight into which agencies are buying from the Schedules program and which aren't. Vendors can request and receive specific data by sending an email request to the applicable acquisition center see above and can use this data to develop their own marketing strategy and communications plans.

Federal Business Opportunities (FedBizOpps) <https://www.fbo.gov/>

is the single government-wide point-of-entry for federal government procurement opportunities valued at more than \$25,000. Government buyers publicize their business opportunities by posting information directly to FedBizOpps, while commercial vendors use the same portal to seek federal markets for their supplies (products) and services, and can search, monitor, and retrieve opportunities solicited by the federal contracting community.

For more information about how to use this resource more effectively, see Appendix C at the end of this document.

Association of Procurement Technical Assistance Centers (PTAC)

<http://www.aptac-us.org/new>

Media Properties (a sampling of where GSA advertises)

Air Force Magazine <http://www.airforce-magazine.com>

American City & County <http://americancityandcounty.com>

Armed Forces Journal <http://www.armedforcesjournal.com>

Army Magazine <http://www.ausa.org>

Building Operating Management
<http://www.buildingoperatingmanagement.com>

Contract Management <http://www.ncmahq.org>

Defense News <http://www.defensenews.com>

Emergency Management <http://www.emergencymgmt.com>

Federal Computer Week <http://fcw.com>

Federal Times <http://www.federaltimes.com>

Governing Magazine <http://www.governing.com>

Government Computer News <http://gcn.com>

Government Executive <http://www.govexec.com>

Government Security News <http://www.gsnmagazine.com>

Government Technology <http://www.govtech.com>

HR News Magazine <http://www.hrnewsmagazine.com>

Journal of Government Financial Management
<http://www.agacgfm.org/publications/journal/>

Law Officer <http://www.lawofficer.com>

Military Engineer <http://themilitaryengineer.com>

Military Logistics Forum <http://www.military-logistics-forum.com>

Groups and Associations (a sampling of groups that GSA supports and/or participates in)

Armed Forces Communications & Electronics Association
<http://www.afcea.org>

Association of Proposal Management Professionals <http://www.apmp.org>

Coalition for Government Procurement CGP <http://www.thecgp.org>

Industry Council for the Integrated Workplace Acquisition Center

Quality Partnership Council <http://www.gsa.gov/qpc>

National Association of Counties <http://www.naco.org>

National Institute of Governmental Purchasing <http://www.nigp.org>

Industry Government Council IGC <http://www.gsa.gov/portal/content/103721>

The Veteran & Military Business Owners Association <http://www.vamboa.org>

Social Networking Sites

GSA Social Networking Sites

Facebook <http://www.facebook.com/GSA>

Twitter <http://twitter.com/usgsa>

Interact: GSA Services Ordering Solutions Discussion Group

<http://interact.gsa.gov/groups/services-ordering-solutions-avoiding-mas-confusion>

Interact: Multiple Award Schedules Discussion Group

<http://interact.gsa.gov/groups/multiple-award-schedules>

GSA Schedules Facebook <http://www.facebook.com/usgsaschedules>

GSA Schedules Twitter <http://twitter.com/usgsaschedules>

GSA Office of Small Business Utilization Twitter <http://twitter.com/gsaosbu>

Printed and/or Downloadable Documents

Through GSA's Centralized Mailing List Service CMLS, you can download GSA publications and GSA Global Supply™ catalogs as PDF documents, or order them for delivery via U.S. Postal Service. You can also subscribe to the GSA MarkeTips magazine.

To access documents on CMLS:

1. **Go to** the *CMLS home page*. <https://apps.fas.gsa.gov/cmls/welcome.cfm>
2. Go to the Keyword Search box, type in the CMLS code for the desired document and click "go." Some documents that might be of interest to GSA Schedule vendors include:
CMLS code – Title of Document
00035 – GSA Contractor Reference Guide: Steps for Success
00321 – MAS Multiple Awards Schedules Desk Reference Guide
00140 – FAS One Source Directory
00114 – Federal Acquisition Service Overview
00326 – Product Overview Brochure
00327 – Service Overview Brochure
00330 – Technology Overview Brochure
00391 – Travel Solutions Overview Brochure
00126 – Transportation Overview Brochure
00345 – Motor Vehicle Management Overview Brochure
00196 – A Quick Guide to Accepting GSA SmartPay 2 Vendor Brochure
3. To view the document in a PDF format, click on "view," then "open" or "save" a copy of the PDF.
4. For FREE printed copies of a document: login, add the document you want to your shopping cart, and proceed to checkout.
5. If you do not have a login, click on "Login to My Account", and click on "I am a new user. Let me Register."

Appendix A: GSA eLibrary

GSA eLibrary formerly Schedules e-Library is the online source for the latest contract award information for GSA Schedules; Department of Veterans Affairs VA Schedules; and Technology Contracts, including Governmentwide Acquisition Contracts GWACs, Network Services and Telecommunications Contracts, and Information Technology IT Schedule 70.

GSA eLibrary is available 24 hours a day, 7 days a week to provide up-to-date information on which suppliers have contracts and what items are available. Information can be obtained by searching on various search terms, including Keywords; Contractor/Manufacturer Name; Contract Number; Schedule Name, Schedule Number, Category/Sub-Category Name, or Category Number/Special Item Number SIN; or Technology Contract Name, Contract Number, or Category Name/Number.

GSA eLibrary also provides an Alphabetical Listing of Available Contractors, allowing customers to easily locate all Schedule and Technology Contracts for a particular company. An updated Category Guide is designed to facilitate searches for specific groups of items.

Our systems division in central office is working to make GSA eLibrary much more user friendly. Soon, you will be able to go on the website and update your information as needed, without having to go through the acquisition center. Also, GSA allows you to access GSAAdvantage® or eBuy directly from the eLibrary page.

To access GSA eLibrary and view/change your schedule listing:

1. Go to <http://www.gsaelibrary.gsa.gov>
2. Click on “Quick Schedule” located at the top right of the screen, select the Schedule you desire, and click “go.” For our demonstration we will be using Schedule 738 II
3. This will take you to the Schedule Summary page. From here, click on the category you desire. For our demonstration we will be using Category 382 3 Training and Educational Materials **Note: You can also use the drop down menu to find your desired category.*
4. This link shows the Schedule Title along with the Schedule name. By clicking on the Red SIN number, it takes you directly to the schedule page where the solicitation can be downloaded. It also brings up the contractors and their links to GSAAdvantage®. For our demonstration we will be using A LA CARTE LANGUAGES INC
5. Look at your contact information and company information and verify that it is correct. If your information is entered wrong, customers will not be able to contact you. **Note: Updates to company/contact information can take up to 24-48 hours for GSA to receive. After GSA receives the updated information, your Contracting Officer CO must review and approve the changes in FSS Online before it will be displayed in eLibrary.*

6. Click on “Vendors How to change your company information,” located at the top right of the page to download the detailed instructions on how to change your company information. To summarize, the instructions on this page will prompt you to do the following:
7. To change your company address: Update the information on the Central Contractor Registration CCR and contact your CO.
8. To change your telephone number: Notify your CO of the change so that it can be updated in GSA’s internal system FSS Online.
9. To change your email or web address: If your catalog is on *GSAAdvantage!*[®], you must submit a catalog file update to correct the email/web address. If your catalog is not yet available on *GSAAdvantage!*[®], notify your CO of the changes so he/she can update FSS Online accordingly.

Appendix B: GSA's Vendor Support Center

The Vendor Support Center offers valuable information and assistance concerning how to effectively manage your federal supply schedule contract. The Vendor Support Center VSC is the online source for vendors to obtain information, review and report sales, view competitor sales reports, find sales partners and more. The VSC website contains a wealth of information to assist both GSA Schedule and Government Wide Acquisition Contract GWAC contractors in fulfilling the contract administration requirements of their respective contracts. Online information is available 24 hours a day, 7 days a week.

The VSC maintains a staff ready to assist vendors in the preparation and submission of electronic catalog files to *GSAAdvantage!*[®], and in the submission and reporting of sales data. Vendors may contact the VSC staff Monday - Friday, 7:30 a.m. - 5:30 p.m. EST at 877 495-4849, or via email at vendor.support@gsa.gov.

To View Competitor Sales Reports and To Find Sales Partners:

1. **Go to** <https://vsc.gsa.gov>
2. Go to "Business Opportunities" located on the far right of the blue bar at the top of the page. From the drop down menu, select "Schedules Sales Query SSQ".
3. On the Schedule Sales Query page, click on "Create Report" located on the left.
4. Fill in the information fields Name, Company, E-Mail, Telephone # and click "Proceed".
5. Next, choose the type of report you would like generated, and click "Generate Report".
6. From here, you have the option to choose from "Text file for printing" or "Excel Spreadsheet" for different fiscal years. Click on the file type and the fiscal year you desire.
7. Open or Save the document.

Schedules Input Program SIP Training

Through the Schedules Input Program SIP, vendors provide text and catalog files about their businesses for upload to *GSAAdvantage!*[®]. *GSAAdvantage!*[®] is the core e-tool that houses information on GSA Schedule contractors and provides vital information to customer agencies. Vendors must make sure their companies are well represented, because when a customer uses eLibrary and eBuy, they are linking to vendor information stored in *GSAAdvantage!*[®]. At GSA we teach our customers that they need to use *GSAAdvantage!*[®] for their market research.

To access comprehensive training on how to upload your text and catalog files to GSA Advantage using SIP:

1. **Go to** <https://vsc.gsa.gov>
2. Put your cursor mouse arrow over "Getting on Advantage," located on the second tab of the blue bar near the top of the website. A drop down menu will appear with the following selections: SIP/EDI differences, SIP Training and SIP Instructions.

You may also contact the Vendor Support Center if you need additional help:

Contact Information

Hours: 7:30am - 5:30pm EST

Phone: 703 605-9992

Toll Free: 877 495-4849

Fax: 703 605-9886

Email: vendor.support@gsa.gov

Mailing Address

Vendor Support Center

2100 Crystal Drive

Crystal Plaza 3, Suite 906

Arlington, VA 22202

GSA Logo

Through GSA's marketing and outreach efforts, we have trained customer agencies to look for the GSA Logo. Your company should clearly and frequently display the GSA logo so that potential customers can easily identify you a schedule contractor. You may use the logo in any outreach efforts you undertake, as long as you follow the guidelines available on the Vendor Support Center. To access those guidelines:

1. **Go to** <https://vsc.gsa.gov>
2. Put your Curser mouse arrow over "Getting on Advantage" located on the second tab on the blue bar near the top of the website. A drop down menu will appear, from here click on "GSA Logo".
3. You should now be on a GSA website with the heading "GSA Logo Download". This webpage has guidance on the Guidelines of using the GSA Star Mark Logo.
4. Click on the "Accept" button red box located near the top center of the webpage.
5. Here you will find all the variations and downloads of the GSA Star Mark Logo.

Questions or clarifications about the use of the GSA star mark should be directed to the Office of Marketing, Communications Division, at 703 605-5640.

More About Schedules

To learn more about the GSA Schedules program:

1. **Go to** <https://vsc.gsa.gov>
2. Put your Curser mouse arrow over the menu item “Government Marketplace.” It is located on the second tab from the right on the blue bar near the top of the website. A drop down menu will appear. From there click on one of the following topic areas:
 - “**Schedules Overview from 30,000 ft**”
 - “**Are Schedules for you?**”
 - “**Benefits of Schedules**”
 - “**How to use Schedules**”

Sales Reporting

1. **Go to** <https://vsc.gsa.gov>
2. Put your Curser mouse arrow over “Reporting Sales,” located on the third tab on the blue bar near the top of the website. A drop down menu will appear. From that menu, select “72A Online Reporting.”
3. You should now be in the GSA 72A Quarterly Reporting System. From here, you can login and Report your Quarterly Sale. There is also guidance regarding IFF Payment Info, State and Local Disaster Recovery Purchasing, IFF and Access Fee Rates, and Frequently Asked Questions.

Appendix C: FedBizOpps

FedBizOpps is the single government-wide point-of-entry for federal government procurement opportunities valued at more than \$25,000. Government buyers publicize their business opportunities by posting information directly to FedBizOpps, while commercial vendors use the same portal to seek federal markets for their supplies products and services, and can search, monitor, and retrieve opportunities solicited by the federal contracting community.

It's important to note that, to use FedBizOpps effectively, you need at least some knowledge of the Schedule's North American Industry Classification System NAICS number and how to filter the data for the appropriate Product Service Codes. To find your NAICS code, look at your contract.

To Search for Procurement Opportunities:

1. **Go to** <http://fbo.gov>
2. Click on "Find Opportunities," which is located in the middle of the home page in the light green section for "Vendors / Citizens." No login is required to view opportunities.
3. On the "Find Opportunities" page, there are a number of ways to search for opportunities, including Keyword / Solicitation #, Agency, Set-aside, State, and Type. You can also use Search by Classification, NAICS code, Recovery actions, and more.
4. For example, if you enter the NAICS code 541620 in the "Keyword / Solicitation #" search box and click Enter, the search results will show you all of the current opportunities available linked to that NAICS number.
5. Click on an individual opportunity to view in-depth details.
6. To find specific contracting Points of Contact POCs, go to the "Notice Details" page of each agency's opportunity. If you scroll down to the bottom of the page, you will find the agency's primary POC.