Market Research and Getting Started

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Office of Acquisitions Management, Contracts and Grants (AMCG)
Acquisitions Program Support (APS)
Overview

- System for Award Management (SAM)
- Market Research
- Solicitation
- Getting Started
What is SAM?

- General Services Administration’s (GSA) Office of Government Policy is consolidating government acquisition support systems into one, System for Award Management (SAM).
- Phased Approach
  - Phase I – July 2012
  - Phase 2 – TBD
- Phase I Systems include:
  - Central Contractor Registration (CCR)
  - Federal Agency Registration (FedReg)
  - Online Representations and Certifications Applications (ORCA)
  - Excluded Parties List System (EPLS)
- Phase 2 Systems
  - Subcontracting Reporting System (eSRS)
  - Catalog of Federal Domestic Assistance (CFDA)
  - Wage Determinations On Line (WDOL)
  - Federal Business Opportunities (FBO)

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Capabilities</th>
<th>Legacy Systems</th>
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<tbody>
<tr>
<td><em><em>Entity</em> Management</em>*</td>
<td>Register/Update Entity core data</td>
<td>CCR/FedReg – Central Contractor Registration/Federal Agency Registration</td>
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<td></td>
<td>Manage certifications / representations</td>
<td>ORCA – Online Representations and Certifications Application</td>
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<td><strong>Award Management</strong></td>
<td>Post solicitation and award data</td>
<td>FBO – Federal Business Opportunities</td>
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<td>Maintain government-wide contract award data</td>
<td>FPDS-NG – Federal Procurement Data System-Next Generation</td>
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<td>Manage government-wide subcontractor data</td>
<td>eSRS/FSRS – Electronic Subcontracting Reporting System/FFATA Subaward Reporting System</td>
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<tr>
<td><strong>Wage Data</strong></td>
<td>Access wage determinations</td>
<td>WDOL – Wage Determinations Online</td>
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<td><strong>Performance Information</strong></td>
<td>Manage/maintain past performance information</td>
<td>PPIRS/CPARS/FAPIIS – Past Performance Information Retrieval System</td>
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<td>Manage exclusion list</td>
<td>EPLS – Excluded Parties List System</td>
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<td><strong>Assistance Program Catalog</strong></td>
<td>Create/maintain assistance program catalog</td>
<td>CFDA – Catalog of Federal Domestic Assistance</td>
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<td><strong>Support</strong></td>
<td>Provide security/access control</td>
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<td>Provide reporting/communications support</td>
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<td>Provide internal controls</td>
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Who should use SAM?

• Any entity wishing to do business with the federal government under a Federal Acquisition Regulation (FAR)-based contract or applying for federal grants, cooperative agreements or other forms of federal financial assistance through Grants.gov must be registered in SAM. Federal agencies may require entities be registered in SAM for additional processes.
  — Contractors
  — Federal Assistance Recipients and other potential award recipients
  — Government contracting and Grants officials
  — Public users, market research

• How do you get started?
  — WWW.SAM.GOV
Informal Market Research

• Market Resources
  — Google
  — SAM
  — Publications
    • News, medical and scientific journals, new technology announcements, etc.

• Databases
  — Dun and Bradstreet
    • Supplier Risk Manager (SRM)
    • Hoovers
  — Library & Information Technology Association (LITA)

• Government Offices
  — Current Activities
  — Past Performance
Formal Market Research

- Conferences/Workshops
  - BARDA Industry Day, Wash DC 2012
  - PHEMCE Workshop
- Tech Watch
- Sources Sought Notice
- RFI (Request for Information)
- AOA (Analysis of Alternatives)
  - Public Health vs Vaccine
  - Diagnostic + Treatment vs Vaccine
- Draft RFP (Request for Proposal)
- BAA White Papers
Determination to Issue a Solicitation

Informal  ➔  Formal

Market Research Report (MRR)

BAA
Draft RFP
RFP
How does a perspective contractor get started?

- Companies must register with
  - Dunn and Bradstreet
  - Central Contractor Registration (CCR)
  - Federal Business Opportunities (FedBizOps)
  - Public Health Emergency.gov