Doing Business with DLA
AFCEA
Small Business Networking
Ft. Belvoir, Virginia

Amy Sajda
Director
Office of Small Business Programs
April 12, 2017
Three Truths and a Lie
Ms. Amy Sajda

In my spare time, I enjoy the following hobbies:

- Reading mystery novels
- Painting ceramics
- Counted cross stitch
- Scrapbooking ideas for my retirement home
Three Truths and a Lie
Mr. Michael Yacobacci

- I have only owned one car in my life
- I am not on Social Media
- I have never been outside CONUS
- I hate cheese but love pizza
Three Truths and a Lie
Mr. John Fafara

I have traveled to the following locations for work:

- Okinawa, Japan
- Dubai, United Arab Emirates
- Seoul, South Korea
- Wiesbaden, Germany
Mission: 
Supporting the Warfighter

We are America’s combat logistics support agency. Our mission is to provide best value integrated logistics solutions to America’s Armed forces and other designated customers in peace and in war, around the clock, around the world.
## DLA Small Business Accomplishments

<table>
<thead>
<tr>
<th>Small Business Category</th>
<th>DLA Goal 2017 (%)</th>
<th>2016 DLA Achievement (%)</th>
<th>2016 DLA Achievement ($)</th>
<th>2015 DLA Achievement (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business</td>
<td>32.0%</td>
<td>32.91%</td>
<td>$9.04 Billion</td>
<td>35.47%</td>
</tr>
<tr>
<td>VOSB</td>
<td>N/A</td>
<td>4.25%</td>
<td>$1.16 Billion</td>
<td>5.25%</td>
</tr>
<tr>
<td>SDVOSB</td>
<td>3.0%</td>
<td>2.13%</td>
<td>$584 Million</td>
<td>2.20%</td>
</tr>
<tr>
<td>SDB</td>
<td>5.0%</td>
<td>4.79%</td>
<td>$1.31 Billion</td>
<td>5.66%</td>
</tr>
<tr>
<td>WOSB</td>
<td>5.0%</td>
<td>4.82%</td>
<td>$1.32 Billion</td>
<td>4.94%</td>
</tr>
<tr>
<td>HUBZone</td>
<td>3.0%</td>
<td>1.67%</td>
<td>$458 Million</td>
<td>1.64%</td>
</tr>
</tbody>
</table>
FY 2016 Small Business Spend By Activity

- Troop Support $4.1B
- Aviation $1.2B
- Energy $1.0B
- Land & Maritime $1.8B
- Distribution $178M
- Disposition $55M
- DCSO $580M
- Document Services $16M
- Strategic Materials $7M

FY 2016 DLA Small Business Spend - $9B
## DLA FY 2016 Top 15 Service Vendors

<table>
<thead>
<tr>
<th>Vendor</th>
<th>SPEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCENTURE NATIONAL SECURITY SERVICES LLC</td>
<td>$143,566,787.80</td>
</tr>
<tr>
<td>DOYON UTILITIES LIMITED LIABILITY COMPANY</td>
<td>$89,747,938.28</td>
</tr>
<tr>
<td>AMERICAN WATER OPERATIONS AND MAINTENANCE INC</td>
<td>$65,997,882.44</td>
</tr>
<tr>
<td>KPMG L.L.P.</td>
<td>$60,437,351.85</td>
</tr>
<tr>
<td>SHORE TERMINALS LLC</td>
<td>$46,348,935.60</td>
</tr>
<tr>
<td>ADVANTAGED SOLUTIONS, INC</td>
<td>$45,261,194.74</td>
</tr>
<tr>
<td>LBC HOUSTON, L.P.</td>
<td>$37,929,575.65</td>
</tr>
<tr>
<td>CACI ENTERPRISE SOLUTIONS, INC</td>
<td>$32,322,543.72</td>
</tr>
<tr>
<td>VETS ETC</td>
<td>$32,184,231.14</td>
</tr>
<tr>
<td>PECKHAM VOCATIONAL INDUSTRIES</td>
<td>$30,456,814.04</td>
</tr>
<tr>
<td>HORIZON DJIBOUTI TERMINALS LTD</td>
<td>$29,522,000.16</td>
</tr>
<tr>
<td>CITY LIGHT &amp; POWER, INC.</td>
<td>$28,357,201.77</td>
</tr>
<tr>
<td>LOCKHEED MARTIN SERVICES INC</td>
<td>$27,850,955.96</td>
</tr>
<tr>
<td>EG&amp;G TECHNICAL SERVICES INC</td>
<td>$27,708,871.23</td>
</tr>
<tr>
<td>AMERICAN STATES UTILITY SERVICES INCORPORATED</td>
<td>$26,946,386.57</td>
</tr>
</tbody>
</table>
**DLA FY 2016 Top 15 IT Vendors**

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCENTURE NATIONAL SECURITY SERVICES LLC</td>
<td>$137,590,476.54</td>
</tr>
<tr>
<td>ADVANTAGED SOLUTIONS, INC.</td>
<td>$33,409,040.24</td>
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<tr>
<td>LOCKHEED MARTIN SERVICES INC</td>
<td>$27,850,955.96</td>
</tr>
<tr>
<td>INDRASOFT INCORPORATED</td>
<td>$17,762,469.02</td>
</tr>
<tr>
<td>AMYX, INC.</td>
<td>$17,414,301.35</td>
</tr>
<tr>
<td>NTVI FED, LLC</td>
<td>$15,591,814.09</td>
</tr>
<tr>
<td>PECKHAM VOCATIONAL INDUSTRIES</td>
<td>$11,963,947.93</td>
</tr>
<tr>
<td>HORIZON INDUSTRIES LIMITED</td>
<td>$11,724,641.40</td>
</tr>
<tr>
<td>MYTHICS, INC</td>
<td>$11,278,448.51</td>
</tr>
<tr>
<td>INTERNATIONAL BUSINESS MACHINES CORPORATION</td>
<td>$10,875,405.44</td>
</tr>
<tr>
<td>NEW RIVER SYSTEMS CORPORATION</td>
<td>$10,372,038.54</td>
</tr>
<tr>
<td>IT PARTNERS, INC.</td>
<td>$9,641,468.75</td>
</tr>
<tr>
<td>SOLUTIONS BY DESIGN II, LLC</td>
<td>$9,027,635.69</td>
</tr>
<tr>
<td>DLA FY 2016 Top 15 IT SB Vendors</td>
<td>SPEND</td>
</tr>
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<tr>
<td>INFORELIANCE CORPORATION</td>
<td>$8,581,719.22</td>
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<tr>
<td>COGGINS INTERNATIONAL CORPORATION</td>
<td>$8,379,571.90</td>
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<tr>
<td>TERATHINK CORPORATION</td>
<td>$6,706,635.56</td>
</tr>
<tr>
<td>CLIENT SOLUTION ARCHITECTS LIMITED LIABILITY COMPANY</td>
<td>$5,685,638.29</td>
</tr>
<tr>
<td>REGENT SYSTEMS INCORPORATED</td>
<td>$5,617,965.51</td>
</tr>
</tbody>
</table>
DLA Contracting Services Office

DCSO:

Enterprise-Wide support for:
• IT Systems and Programs
• IT Products
• IT Services
• Knowledge-based professional services
• Facilities Related Services such as landscaping and custodial

INITIATIVES
Contractor Teaming Arrangements
JETS
GSA Schedules
Document Services
Contracting
FEDMALL
J6 Enterprise Technology Services (JETS)

Mr. Michael Yacobacci
Program Manager/Contracting Officer
JETS Overview

Scope

• The specific scope of each effort will be based on the specific tasks to be set forth in individual task orders (TOs), but may include information technology solutions, technical support, maintenance and sustainment; operations support; application development, lifecycle management, and IT program management support.

• The specific scope of each effort will fall within the 21 task areas included in the IDIQ Performance Work Statement (PWS)

Customers

• DLA Information Operations (J6)

• Available for other DoD customers
JETS Overview

21 Task Areas

- TASK AREA 1 – Network And Telecom Services
- TASK AREA 2 - Technology Services
- TASK AREA 3 – Stakeholder Integrated Services (SIS)
- TASK AREA 5 – Lifecycle Program Support Services
- TASK AREA 6 – Information Assurance (IA) Support (Certification & Accreditation)
- TASK AREA 7 – Information Assurance (IA) Technology Assessment
- TASK AREA 8 – Information Assurance (IA) – Cybersecurity Assessment Program (CAP)
- TASK AREA 9 – Information Assurance (IA) Support for the Enterprise
- TASK AREA 10 – Task Order (TO) Project Management Support
- TASK AREA 11 – Virtual Workforce Training
- TASK AREA 12 – Technology Evaluation Support
- TASK AREA 13 – Enterprise Support Services
- TASK AREA 14 – Financial Budget and Cost Support
- TASK AREA 15 – Configuration Management Support
- TASK AREA 16 – Systems Engineering Support
- TASK AREA 17 – Enterprise Architecture Support
- TASK AREA 18 – Enterprise Data Strategy Support
- TASK AREA 19 – Test and Documentation Support
- TASK AREA 20 – Information Technology (IT) Process Management Support
- TASK AREA 21 – Information Technology (IT) Audit Readiness Support
JETS Overview

• Awarded December 22, 2016.
• 8 year Period Of Performance (PoP)
  – 5 year Base Period and one 3 year Option Period.
  – Maximum value is $6,014,804,859.39.
  – Guaranteed Minimum of $10,000.00 per IDIQ
• Contract type
  – Multiple Award, Indefinite Delivery, Indefinite Quantity (IDIQ)
  – Firm-Fixed Price (FFP) task order CLINs for services
  – Time & Material (T&M) for Travel & ODCs
• JETS Awardees
  – 14 Other than Small Business
    • Includes 87 additional CTA Members
    • Eligible to compete on Unrestricted Task Orders
  – 22 Small Businesses
    • Eligible to compete on Unrestricted and 100% Small Business Set-Aside Task Orders
  – 19 8(a) Small Businesses
    • Eligible to compete on Unrestricted, 100% Small Business Set-Aside and 8(a) Task Orders
JETS CTAs and Small Business Participation

• Contractor Teaming Arrangement (CTA) Task Orders
  – Allocation requirement for each task order requiring a CTA (may vary depending on requirement)
  – The CTA Lead is responsible for quoting on behalf of the entire CTA
  – Awardees that received IDIQ Contracts pertaining only to their Contractor Teaming Arrangement are not eligible to compete independently from the CTA

• Small Business Participation
  – All JETS Awardees must meet the following subcontracting percentages during performance of the contract:
    • 25% to small business; with the following percentage goal for each subcategory:
      - 5% Small Disadvantage Business
      - 5% Woman Owned Small Business
      - 3% Service Disabled Veteran Own Small Business
      - 3% Historically Underutilized Business (HUB Zone)
  – Requirement is separate from the Contractor Team Arrangement
JETS Small Business Re-Certification

- In accordance with 13 CFR 121.404(g) (3), 120 days prior to the end of the base period, all 8(a) and small business IDIQ holders will be requested to re-certify to maintain their 8(a) or small business status for the last three years of the IDIQ.

- 8(a) and Small Businesses that lose their small business status will be required to submit a CTA Plan.
  - The Contractor Teaming Arrangement must be evaluated for acceptability prior to the contractor being authorized to compete on unrestricted task orders.

- An “on ramp” period may be initiated to ensure adequate competition on task orders.
  - To replace “off ramped” or awardees that lose small business or 8(a) status
  - Current 8(a) or small business IDIQ holders may be permitted to propose additional task areas.
  - Award decision of new solicitation will be based substantially on the original solicitation.
QUESTIONS?

Email: Michael.Yacobacci@dla.mil

Phone: 215-737-7339
FEDMALL

Mr. John Fafara
Division Chief
R&D and Cost Contracting
From DOD EMALL to FEDMALL

**Program Focus:**
- Modern architecture
- Agile functionality integration
- Build platform and workflows

**Dynamic Pricing:**
- Vendor pre-application, with rapid approval
- Vendor-managed catalog, pricing, promotions
- Initial focus on Office Supply Commodity Area with GPC micro-purchases

**Stakeholders’ Interest:**
- Current customers depend on DOD EMALL
- GSA making decisions based on partnership
- OMB expects innovation and demonstration of strategic sourcing principles
- DPAP expects a modern eCommerce solution

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**Technology Enhancements**
- Modern e-Commerce Solution
- Scalable and Flexible
- Rapid Implementation

**Business Value**
- Customer Focused
- Modern commercial user experience
- One stop shopping for all agencies
- Enforce compliance and auditability
- Better Supplier Relationships
- Dynamic Pricing and Lower Costs

**Why it Matters**
- Delivers on OMB and DPAP initiatives
- Modern and Effective
- DoD & GSA stronger together

*FEDMALL will improve the user experience, adopt industry best practices, and provide one-stop shopping*
FEDMALL Components

- Buyers and shoppers access the Commerce storefront to register, search catalogs and place orders.
- Suppliers have their own dedicated access to register, manage catalogs and manage purchase orders via the Supplier Portal.
- DLA Supplier Account Managers oversee data quality from a dedicated Master Data Management console.
FEDMALL Status

• Stakeholder Roles:
  – Defense Procurement and Acquisition Policy (DPAP) is the Functional Sponsor and co-chair of the governance board, which is comprised of the Military Services and Defense Agencies.
  – DLA operates and manages DOD EMALL on behalf of the Services and other Defense and Federal customers
    • DLA Logistics Operations represents the Functional Process Areas and DLA PLFAs, and co-chairs the governance board with DPAP.
    • DLA Information Operations is the Program Manager.
    • DLA Acquisition manages the FedMall Development and DLA Supplier contracts.

• FedMall MarketPlace
  – Market-driven competition, w/ dynamic pricing and flexible contract arrangements
  – Uses credit cards (e.g. Government Purchase Cards) for all transactions
  – Allows purchases under the micro-purchase threshold only
  – Necessary policy changes being considered by DoD/DPAP
  – Will be rolled-out in phases, starting with Office Supplies

• FedMall currently in User Acceptance Testing (UAT)
• “Go Live” expected in early to mid summer
What new capabilities does the FedMall MarketPlace offer users?

<table>
<thead>
<tr>
<th>Traditional Contract-Based Approach</th>
<th>FedMall MarketPlace Phase I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requires award of Long-Term Contract (LTC) or Blanket Purchase Agreement (BPA) in advance</td>
<td>Allows office supply vendors to go from application to receiving purchase orders via the Supplier Portal in a single day (and ready to start configuration of EDI/cXML)</td>
</tr>
<tr>
<td>Requires Supplier Account Manager (SAM) approval of supplier registration</td>
<td>Supplier registration is automatically validated and approved</td>
</tr>
<tr>
<td>Catalog scope changes require individual supplier contract modifications</td>
<td>Can be expanded dynamically in subsequent phases to include other products groups</td>
</tr>
<tr>
<td>Burdensome manual check of supplier eligibility</td>
<td>Eligibility based on NAICS code occurs automatically during registration</td>
</tr>
</tbody>
</table>
QUESTIONS?

Email: John.Fafara@dla.mil
Phone: 215-737-0706

EMALL Website: https://dod.emall.dla.mil/acct/

*Be on the look out for the FedMall Town Hall*
This is where you come in

Help us, help you!
What Really Works

• **Target Specific Agencies**
  - Limit Focus
  - Networking & Relationships
  - Penetrate Chosen Agencies
  - Contracting Vehicles Used by Agency?
  - Consider Subcontracting & Teaming

• **Continuous Marketing**
  - Keep Your SAM Profile Descriptive & Updated
  - Utilize Sources Sought Notices, Pre-Proposal Conferences & Debriefings
  - Never Say “We Do Everything”… Create a Niche
  - Limit Use of Blast Emails & Form Letters
  - Be Professionally Persistent

• **Manage Contracts**
  - Read RFPs. Include Personnel Certs & Proprietary Markings
  - Presentations Require Preparation and Solutions
  - Request Debriefs
  - Deliver What You Promised
DoD Procurement Technical Assistance Program (PTAP)

PTAC Services include:
- Helping clients understand Government contracting procedures and requirements
- Identifying marketing opportunities
- Bid matching services
- Assisting and advising clients about pre-award and post-award functions

PTACs train clients in areas such as
- Federal contracting regulations
- Required registrations such as SAM
- Subcontracting opportunities
- Accounting procedures


National Program - assists all businesses in government contracting
Why We Do It…
Resources

DLA Small Business Website:  
(Includes SB Associate Directors)

Procurement Technical Assistant Centers  

DIBBS DLA-BSM Internet Bid Board System  
https://www.dibbs.bsm.dla.mil/

Small Business Administration (SBA)  
http://www.sba.gov

Office of Secretary of Defense Small Business Website:  
http://www.acq.osd.mil/osbp
QUESTIONS?

Amy Sajda – 703-767-1662  
Amy.Sajda@dla.mil

Director  
Office of Small Business Programs