

**Becoming A Strategic Partner**  
**with the**  
**U.S. Department of Commerce**

**April 1, 2014**



# **Presenters:**

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**U.S. Department of Commerce**

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**MBDA Federal Procurement Center**

**U.S. Department of Commerce**

# Interested In Doing Business With DOC?

Tired of Chasing Elusive Opportunities?



# Sources For Pre-Acquisition Planning Information



# Search for Repetitive Requirements

The screenshot displays the Federal Procurement Data System - Next Generation website. At the top, the logo and title "Federal Procurement Data System - Next Generation" are visible. Below the title is a navigation menu with links: Home, Newsroom, Reports, Status, Worksite, Archives, Training, and Help. On the right side of the navigation menu are icons for home, search, and refresh.

The main content area features the "ezSearch" logo and a search box with the placeholder text "Google-like search to help you find federal contracts...". Below the search box, a note states: "ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions)."

On the left side, there is a "Login" section with fields for "Log-In:" and "Password:", and a "Log In" button. Below the login section are links for "Forgot Your Password?", "Security and Privacy", "Contact Help Desk", and "You must click here for very Important D&B Information".

Below the login section is a "Registration" section with links for "Register" and "Who Should Register?". At the bottom left is a "FAQs" section.

The main content area contains several news items:

- FPDS-NG Scheduled Maintenance**: FPDS-NG will be unavailable Saturday March 29, 2014 from approximately 10:00am - 8:00pm EST due to system maintenance.
- NIA - Hurricane Sandy**: A new National Interest Action value 'Hurricane Sandy 2013' has been added to the FPDS-NG Production system. For Web Portal users the value 'Hurricane Sandy 2013' is available for selection in the National Interest Action field drop down. The Contract Writing systems shall use the code 'H13S' when creating/updating documents through Business Services. National Interest Action value 'Hurricane Sandy 2013' is valid from 10/28/2012 to 12/17/2013.
- FY 2012 Small Business Goaling Report**: FY 2012 Small Business Goaling Report is now available on the 'Reports' page of FPDS-NG. Click here for the report. The Small Business Goaling Report is a department level report that displays Small Business data for a specified date range by Funding/Contracting Agency.
- Inherently Governmental Functions**: FPDS-NG shall mandate on all actions with a Product or Service Code as a 'Service' and that are signed on or

On the right side, there is a "Top Requests" section with a list of reports: Recovery Report, Hurricane Sandy Report, Hurricane Irene Report, Pacific Earthquake/Tsunami, Hurricane Earl Report, Gulf Oil Spill Report, Haiti Earthquake Report, Hurricane Katrina Report, Hurricane Rita Report, Other Hurricane/Disaster Relief, and Oklahoma Tornado 2013 Report. Below this is a "Latest News" section with links for Data Archives, FPDS-NG Scheduled Maintenance, Upcoming Releases, Software Releases, and Data Management Files.

<https://www.fpds.gov>

# Monitor and Respond To Market Research Notices

The screenshot displays the FEDBIZOPPS.GOV website interface. At the top, the logo 'FEDBIZOPPS.GOV' is accompanied by the text 'Federal Business Opportunities' and logos for 'IAE', 'E-GOV', and 'USA.gov'. A navigation bar includes links for 'Home', 'Getting Started', 'General Info', 'Opportunities', 'Agencies', and 'Privacy'. The main content area features a search bar with the text 'Search more than 22,900\* active federal opportunities.' Below this are several filters: 'Posted Date' (Last 90 Days), 'Set-Aside Code' (Any), 'Place of Performance' (Any State or Territory), and 'Type' (Any). There are also input fields for 'Keyword / Solicitation #' and 'Agency'. A 'Search' button is present, along with a note that 'Additional criteria and multiple selections are available on the advanced search form.' A sidebar on the right highlights 'RECOVERY' actions, including 'SEARCH RECOVERY OPPORTUNITIES', 'SEARCH RECOVERY AWARDS', and 'FBO RECOVERY REPORTS'. At the bottom, there are sections for 'Buyers / Engineers' and 'Vendors / Citizens'.

FEDBIZOPPS.GOV Federal Business Opportunities

Home Getting Started General Info Opportunities Agencies Privacy

Search more than **22,900\*** active federal opportunities.

Posted Date: Last 90 Days

Set-Aside Code: Any

Place of Performance: Any State or Territory Type: Any

Keyword / Solicitation #: Agency:

Search Additional criteria and multiple selections are available on the [advanced search form](#).  
\* Notices posted within the last 90 days.

**RECOVERY**  
Locate actions funded by the American Recovery and Reinvestment Act.  
[SEARCH RECOVERY OPPORTUNITIES](#)  
[SEARCH RECOVERY AWARDS](#)

**FBO RECOVERY REPORTS**  
▪ [Click here for Opportunities](#)  
▪ [Click here for Awards](#)  
Click [here](#) to learn more.

**SMALL BUSINESS EVENTS**  
[Learn more](#) about the Small Business Central Event Listing or [search now](#) for events.  
[SEARCH SMALL BUSINESS EVENTS](#)

**VENDOR COLLABORATION**

**Buyers / Engineers**  
Government users may post, manage, and award

**Vendors / Citizens**  
Vendors and citizens may search, monitor, and

[www.fbo.gov](http://www.fbo.gov)

# Examples of FBO notices to target:

This screenshot shows the top portion of a notice page for 'NOAALink Strategic Management Services (SMS) Refresh'. The navigation bar includes 'Getting Started', 'General Info', 'Opportunities', 'Agencies', and 'Privacy'. Below the navigation, there are links for 'Buyers: Login | Register' and 'Vendors: Login | Register', along with an 'Accessibility' icon. The main title is 'NOAALink Strategic Management Services (SMS) Refresh'. Below the title, the following information is provided: 'Solicitation Number: ST-1330-14-RP-0003', 'Agency: Department of Commerce', 'Office: National Oceanic and Atmospheric Administration (NOAA)', and 'Location: Acquisition and Grants Office'. A secondary navigation bar contains 'Notice Details', 'Packages', and 'Interested Vendors List'. Below this, there are three buttons: 'Return To Opportunities List', 'Watch This Opportunity', and 'Add Me To Interested Vendors'. At the bottom left, the 'Solicitation Number: ST-1330-14-RP-0003' is displayed, and the 'Notice Type: Presolicitation' is circled in red.

Getting Started General Info Opportunities Agencies Privacy

Buyers: [Login](#) | [Register](#) Vendors: [Login](#) | [Register](#) Accessibility

## NOAALink Strategic Management Services (SMS) Refresh

Solicitation Number: ST-1330-14-RP-0003  
Agency: Department of Commerce  
Office: National Oceanic and Atmospheric Administration (NOAA)  
Location: Acquisition and Grants Office

Notice Details Packages Interested Vendors List

[Return To Opportunities List](#) [Watch This Opportunity](#)  
[Add Me To Interested Vendors](#)

Solicitation Number: ST-1330-14-RP-0003  
Notice Type: Presolicitation

This screenshot shows the top portion of a notice page for 'NOAA Human Resources Support Services'. The navigation bar includes 'Getting Started', 'General Info', 'Opportunities', and 'Agencies'. Below the navigation, there are links for 'Buyers: Login | Register' and 'Vendor'. The main title is 'NOAA Human Resources Support Services'. Below the title, the following information is provided: 'Solicitation Number: RFI-HR-Services', 'Agency: Department of Commerce', 'Office: National Oceanic and Atmospheric Administration (NOAA)', and 'Location: Acquisition and Grants Office'. A secondary navigation bar contains 'Notice Details' and 'Packages'. Below this, there are three buttons: 'Return To Opportunities List', 'Watch This Opportunity', and 'Add Me To Interested Vendors'. At the bottom left, the 'Solicitation Number: RFI-HR-Services' is displayed, and the 'Notice Type: Sources Sought' is circled in red. Below the notice type, the 'Synopsis' is partially visible, starting with 'Added: Mar 20, 2014 2:40 pm' and 'Please see attached.'

Getting Started General Info Opportunities Agencies

Buyers: [Login](#) | [Register](#) Vendor

## NOAA Human Resources Support Services

Solicitation Number: RFI-HR-Services  
Agency: Department of Commerce  
Office: National Oceanic and Atmospheric Administration (NOAA)  
Location: Acquisition and Grants Office

Notice Details Packages

[Return To Opportunities List](#) [Watch This Opportunity](#)  
[Add Me To Interested Vendors](#)

Solicitation Number: RFI-HR-Services  
Notice Type: Sources Sought

Synopsis:  
Added: Mar 20, 2014 2:40 pm  
Please see attached.

# Search For Contract Opportunities

- **Federal Business Opportunities (FBO):**  
<http://www.fbo.gov/>
- **Forecast of Contracting Opportunities:**  
<http://www.fido.gov/>  
<http://fido.gov/doc/aap/publicview.asp>
- **Federal Procurement Data System (FPDS)**  
<https://www.fpds.gov/>

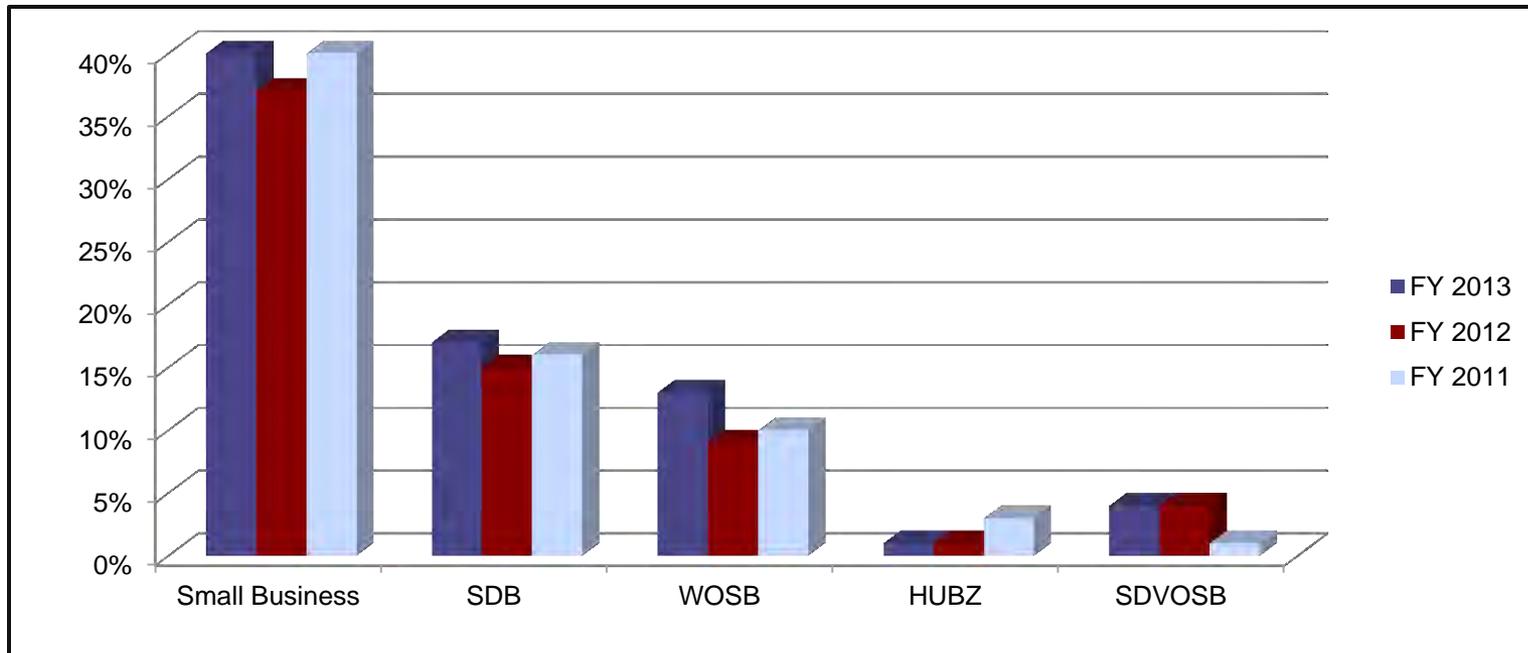
# **What Commerce Buys**

## **Top NAICS Codes (Percentage of Total Obligation)**

<b>541512</b>	<b>Computer Systems Design Services</b>	<b>23%</b>
<b>541519</b>	<b>Other Computer Related Services</b>	<b>23%</b>
<b>541620</b>	<b>Environmental Consulting Services</b>	<b>10%</b>
<b>541611</b>	<b>Administrative Mgmt &amp; General Mgmt Consulting</b>	<b>9%</b>
<b>541511</b>	<b>Custom Computer Programming</b>	<b>6%</b>
<b>541712</b>	<b>R&amp;D Physical, Engineering &amp; Life Sciences</b>	<b>6%</b>
<b>541513</b>	<b>Computer Facilities Management</b>	<b>4%</b>

# Targeted Sources: Small Business

DOC's annual average contract obligation is \$3.2 billion, and a large percent is awarded to small business concerns.



# Major Acquisitions

**Bureau of the Census: In the planning phase for the 2020 Decennial Census.**

➤ **The bureau awarded well over \$1 billion in contracts in support of 2010 census.**

➤ **Examples of contract opportunities:**

**Advertising services**

**Systems Integration**

**Hiring enumerators**

**Furniture**

**Community Outreach**

**Facilities Maintenance**

**POC: DiJon Ferdinand 301-764-1822**

# **Major Acquisitions**

## **National Oceanic and Atmospheric Administration (NOAA):**

- **Biggest spender within DOC**
- **In the planning process of adding small businesses to existing IDIQ IT services contract (NOAALink)**

**POC: Jeff Hale 301-628-1411**

# **Market Your Firm (Cultivate Prospective Customers)**

**First Contact: Small Business Specialists**

**Use the meeting to gather intelligence about:**

- **Specific requirement and possible acquisition strategy and**
- **Program office mission, responsible manager, relevant program history, etc.**

# **Market Your Firm (Meeting with SBS)**

**Ask questions such as:**

- **Is this a new, follow-on, or repetitive procurement?**
- **Who is the incumbent contractor? Contract number? Contract value?**
- **Has a notice about the procurement been posted on FBO.gov?**
- **Has market research been initiated?**
- **Will you facilitate a meeting with the program office?**

# **Market Your Firm (Cultivate Prospective Customers)**

## **Second Contact: Program Officials**

*Use the meeting to establish your credentials*

- **Discuss your firm's successful projects that are relevant or similar to potential requirement (in terms of scope and size)**
- **Share evidence of your firm's expertise and past performance (e.g., published research or white paper, letters of reference or testimonials from recent customers)**
- **Bring your subject matter expert to meeting so that the program official can experience a meaningful exchange of information on technical aspects of the requirement.**
- **Provide your direct contact information**

# **DOC Small Business Specialist**

<b>NIST:</b>	<b>Jo-Lynn Davis</b>	<b>301/975-6337</b>
<b>NOAA:</b>	<b>Jeff Hale</b>	<b>301/628-1411</b>
<b>Census:</b>	<b>DiJon Ferdinand</b>	<b>301/763-1822</b>
<b>PTO:</b>	<b>Cynthia Gardner</b>	<b>571/272-8421</b>
<b>OS:</b>	<b>Kirk Boykin</b>	<b>202/482-2292</b>

# **U.S. Department of Commerce**

## **Office of Small and Disadvantaged Business Utilization**

**La Juene Desmukes  
Director**

**1401 Constitution Avenue, N.W.  
Washington, D.C. 20230  
(202) 482-1472 (main)**

*Business Brokers for Program Success*

# **MBDA**

## **Federal Procurement Center**

- Focused solely on federal contracting
- Part of national network of 44 business centers and a wide range of strategic partners
- Provides federal contracting assistance to 72 experienced minority owned federal contractors with strong federal past performance
- Distributes federal agency opportunities and market research requests to the entire MBDA network
- **Provides services to supplement each company's business development capabilities**

# **MBDA**

## **Federal Procurement Center**

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**Frank Flutter, Federal Procurement Advisor**

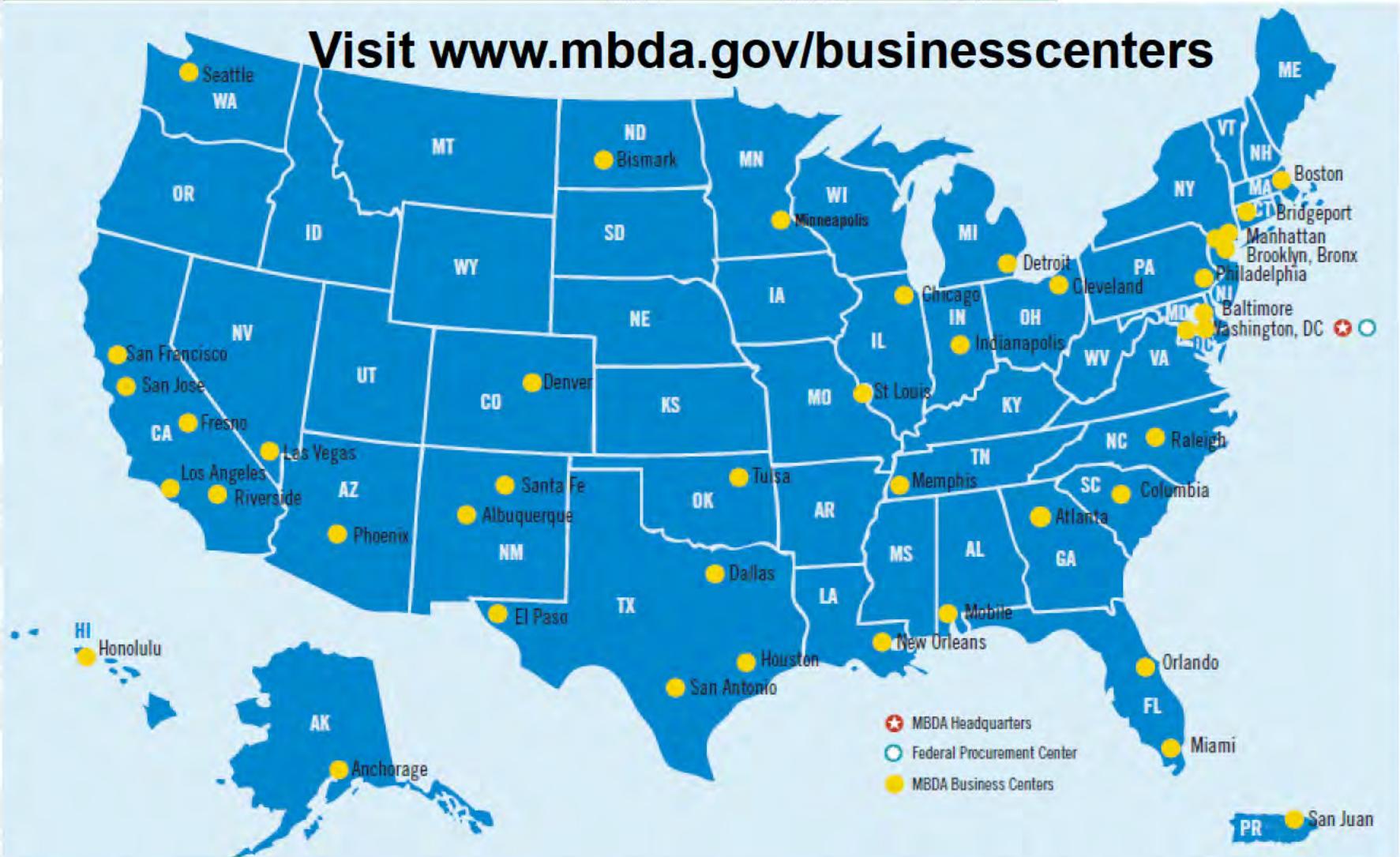
[fflutter@mbdacontracts.com](mailto:fflutter@mbdacontracts.com)

Direct: (202) 997-0800

# MBDA Business Centers



Visit [www.mbda.gov/businesscenters](http://www.mbda.gov/businesscenters)



# **Q&A Segment**