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For GSA's new
Office of Integrated
Technology Services,
the focus is on getting
even closer to you –
the customer.

one GSA

INSIDE

GSA

Dear Colleagues:

The Integrated Technology Services (ITS) organization within FAS unites for the first time the planning and management of all GSA IT and telecommunications acquisition channels: IT multiple award schedules, IT GWACs, network service contracts, as well as Strategic Solutions initiatives.

With this unified view and responsibility, we are positioned to plan and manage technology acquisitions and IT solutions in a more streamlined, effective, and rational manner. That is,

- Our program channels are more clearly managed to minimize conflicts and redundancies, and to maximize the value we deliver to our customers in the aggregate; and

- Our new structure enables us to deliver significant strategic value and results across government through:

  - Better asset management, spend analysis, and "value add" through knowledge we maintain and deliver to our customers;

  - Continuity planning support through visibility into customer services and assets, and supporting contractor relationships; and

  - Proactive strategic servicing of customer needs as well as support for Government-wide strategic sourcing efforts.

In a nutshell, the ITS portfolio of acquisition programs makes it fundamentally easier for customers and suppliers in the technology services area, while enabling us to deliver significant value across government.

Our strategic business objective is to properly position GSA to be the technology solutions provider of choice to our customers, delivering value through our programs and services while reducing the need for redundant purchasing activities throughout government.

Thank you for the opportunity to serve you.

John C. Johnson
Assistant Commissioner
Office of Integrated Technology Services

Built For Customer Service

For GSA's New Integrated Technology Services (ITS),
the bottom line is: Do what is best for the customer.

Go inside GSA's new Office of Integrated Technology Services and what you'll see is a laser-like focus on GSA's core mission of providing quality services and timely, responsive support to government customers at competitive prices.

"We are delivering through three market channels — IT Schedules, GWACs and Network Services," says John C. Johnson, ITS Assistant Commissioner.

The IT Schedules program provides government agencies — federal, state, and local — access to a complete range of IT and telecommunications products and services available from more than 5,000 contractors.

> The ITS goal is to create a one-stop-shop environment providing access to the commercial IT and telecommunications markets via three complimentary channels, where customers can mix and match to craft a unique solution that meets their specific need.

The ITS Government-wide Acquisition Contracts, or GWACs, are fully competed IT Indefinite Delivery/Indefinite Quantity (IDIQ) contracts offering customers the ability to purchase total solutions within broadly defined technical categories associated with information systems design, engineering, implementation, operations, information security and management support services.

ITS Network Services provides Federal agencies ready access to the full suite of local, national, and international telecommunications solutions available on the market today,

ranging from simple voice services to more complex, state-of-the-art enterprise networking solutions built on the most advanced IP and MPLS services.

Johnson likened ITS' three market channels to a color palette where you, as a customer, can use the different programs across the ITS spectrum to craft and paint the unique solution to your acquisition and technology requirements.

"We believe that the value of ITS is to offer a wide range of products, services and solutions delivered via very diverse delivery mechanisms (IT Schedules, GWACs or Network Services)", Johnson explains.

"Customers can benefit from our ability to mix and match those three channels to meet their specific mission need."

Unity Of Purpose, Regional Strength

Customers further benefit because those three channels are under the same management roof for the first time inside the ITS.

The ITS is part of the recently formed GSA Federal Acquisition Service (FAS). The FAS was created by consolidating the Federal Technology Service (FTS) and the Federal Supply Service (FSS).

"For the first time at GSA, the management of all IT acquisition programs is consolidated under one roof," says Kevin Conway, Acting Director, Office of Planning & Strategic Solutions for ITS.

"This eliminates confusion with industry and with our customers. It gives us the basis to manage programs in a complementary, not competitive atmosphere, manage them more efficiently and deliver superior solutions to our customers from offerings throughout our portfolio."

The result is an organization that looks at your requirements as a customer objectively; then helps you decide what channel or channels best suit your needs. There is no motivation

to use one channel versus the other because they are all components of the portfolio.

"There is a unity of purpose in helping the customer, no matter what type of acquisition vehicle is used or IT service they need. We are listening, taking the time to really understand what the customer wants not just what we think the customer wants", says Conway. "The bottom line is: Do what's best for the customer."

Doing what's best for you, the customer, means GSA is there to provide help and resources wherever they are needed nationwide. GSA serves customers through headquarters in Washington, DC and 11 regional offices that blanket the nation. GSA also supports commands for DOD and countless U.S. civilian and military installations worldwide.

John C. Johnson,
ITS Assistant Commissioner

Council.

Building off successes of the Interagency Management Council for Network Services, Johnson is looking for an enhanced Customer Council that would allow "us to receive feedback for our entire portfolio, not just our Network Services portfolio."

For Network Services and GWACs, GSA meets with key customers on a monthly basis to talk about the viability of activities, their needs, operational issues and how to manage better. Lots of customer interaction is the norm.

Johnson also sees the Council as a group that can help GSA plan for future channels and help think through how to leverage the channels and government volume buying to get the best value for government.

OneGSA Focused On Customer Service

The ITS goal is to create a one-stop-shop environment providing access to the commercial IT and telecommunications markets via three complimentary channels, where customers can mix and match to craft a unique solution that meets their specific need.

"That's what the 'OneGSA' concept delivers to the customer," Johnson says.

Meeting the customer's specific need allows GSA to work with all types of government customers. Some understand technology, their mission and requirements; they are very independent in terms of skills and abilities. They can look to GSA for purchases of products and services delivered at exceptional prices through GWACs or the IT Schedules.

On the flip side, if you want to look to GSA to provide the IT acquisition expertise, knowledge, skills and abilities to deliver products and services on your behalf, GSA can provide that value as well. Of course, there are many shades in between.

"We want to make sure that our channels to the market and our contracts are vibrant and relevant to meet current and future needs of our customers," says Johnson. "It's not enough just to create a contract; we want to (in our portfolio) do the exploratory research and to assure ourselves we offer the IT products and services our customers want when they want them."

This is especially important as government migrates towards more advanced, end-to-end IP-based technologies and services Johnson adds.

Customer Council Provides Feedback

Success of OneGSA hinges on open, frequent communication and getting stakeholder input through a Customer

Achieving The Desired Outcome

Success for the ITS will be measured in outcomes declares Johnson. "At the end of the day, after we have provided goods and services to customers via our efficient channels to the market, are we helping to achieve the desired outcome for enhanced government interoperability, seamlessness and security?" That is a question that must be answered "yes".

Working with the Customer Council, GSA's vision is to have working groups look at the desired outcomes to figure out how the entire portfolio can be leveraged to make them more real. The result will be greater efficiencies and greater economies both in acquiring IT services and solutions, and in customer agency operations.

An example of leverage according to Johnson is providing BPAs against Schedules for access to security solutions that all agencies could use to for their integrated requirements such as products and consulting services. GSA also does quarterly evaluations of GSA pricing to make sure it is competitive with vehicles that allow the agency to go back and negotiate pricing if necessary.

"We are purposely trying to provide as much value as we can and we are measuring that value in terms of the products and services we provide and how they compare against the marketplace", Johnson explains.

Give ITS The Opportunity

Today's OneGSA creates an environment where you do not have to invest in the same expertise to do the same thing GSA has been chartered to do since 1949. GSA has proven metrics showing products and services provided are highly competitive. It has contract vehicles in place

Built for Customer Service
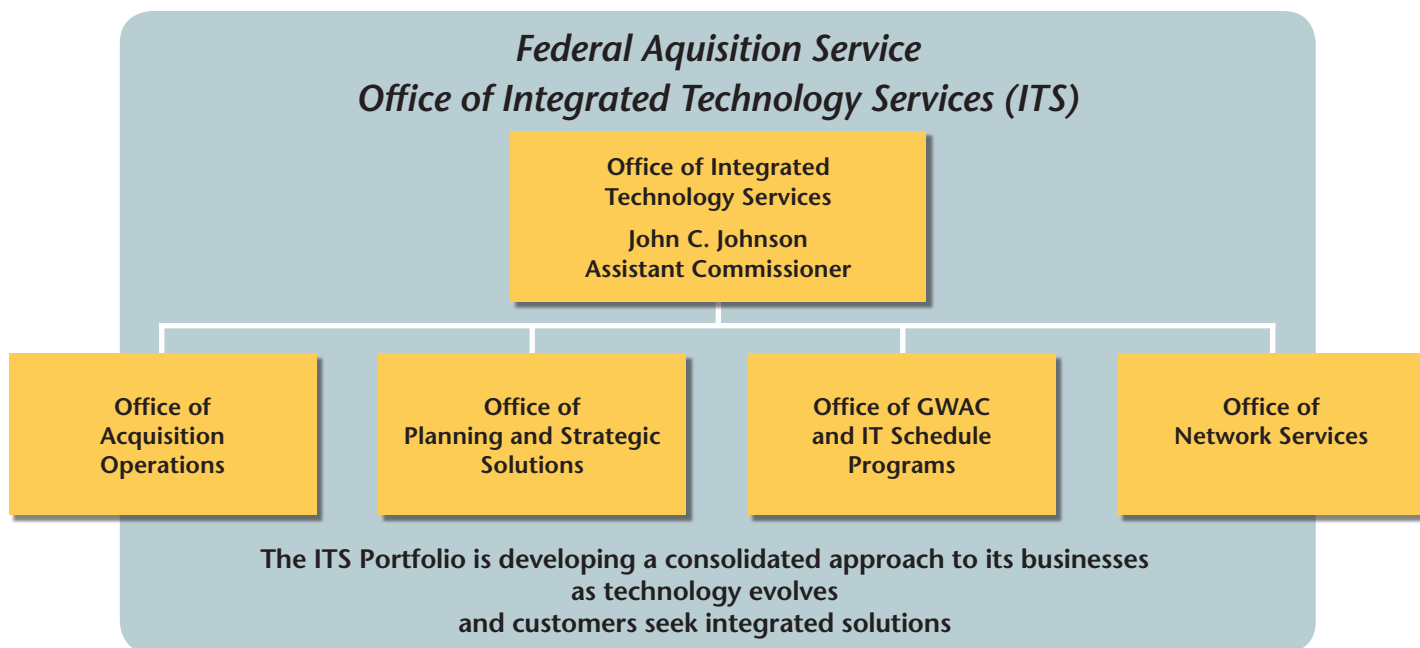
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that allow it to go back and renegotiate prices, if there are better buys out there.

"If a customer takes a serious look at what we have in terms of what we offer and how we offer it, that customer will be pleased", Johnson confidently states.

"We ask that a customer take a look at GSA because we do offer a myriad of products and services. We are not identified by one contract, but a host of contracts that provide anything IT." Proof is that GSA has different delivery models that cater to those who are very self-sufficient to those who need highly assisted services such as acquisition and contract management.

"Give GSA an opportunity," Johnson says. "I think you'll be pleased." ✮

Federal Aquisition Service
Office of Integrated Technology Services (ITS)

Office of Integrated Technology Services

John C. Johnson
Assistant Commissioner

Office of Acquisition Operations	Office of Planning and Strategic Solutions	Office of GWAC and IT Schedule Programs	Office of Network Services

The ITS Portfolio is developing a consolidated approach to its businesses as technology evolves and customers seek integrated solutions

Source: GSA.

Office Of Integrated Technology Services (ITS)

The FAS ITS organization integrates GSA's information technology programs (IT Schedule 70 and GWACs) and GSA's telecommunications programs (comprehensive global network services and local services) into a single portfolio. This unifies the planning and development of all technology acquisitions.

Functions
- Provide voice, data, and video telecommunications services and solutions
- Support to federal agencies at locations around the world
- Award and administer contracts that provide comprehensive IT solutions
- Manage Good for Government programs (including, Blue Pages and "dot gov")
- Plan and start-up of new initiatives to support governmentwide priorities and emerging technologies

Value Proposition
- Consistently deliver quality IT products, systems, services and acquisition support to our customers when, where, and how they need them
- Reduce potentially duplicative customer acquisition efforts, allowing them to focus their increasingly limited resources on their core missions
- Provide customers with products and services at better prices than they could obtain individually
- Provide access to the most current commercial IT products and services through customer awareness, industry knowledge, and sound contracting practices
- Sustain government IT market access to industry partners through complementary product channels

Source: GSA. Learn more at www.gsa.gov.

Clear Vision

The ITS vision is clear: Be seen as the leader for delivering IT products and services.

"JUMP ON OUR BACK AND LET US DO THE HEAVY LIFTING FOR YOU," URGES Steve Kempf, ITS Acting Deputy Assistant Commissioner.

"Use our contract vehicles which are already in place, competed and have the right terms and conditions. We have learned the lessons and we can share them with all the agencies rather than everyone having to go out and learn the same lessons and put their own vehicles in place."

At ITS, Kempf and his ITS colleagues are focused on the customer. "The value that each of our programs provides to customers is support to achieve their missions."

Kempf's role is to make sure programs run smoothly. He has 15 years experience working for GSA as a project manager. He describes the ITS mission as "helping the customer no matter what type of vehicle or service is required, and do what's best for the customer."

Help At Your Fingertips

One of GSA's core strengths is the ability to take lessons learned and integrate them into new vehicles, including second generation GWACs such as 8(a) STARS and the upcoming Alliant Small Business.

"We've learned and we have watched what others have done, we've talked with customers and industry," explains Kempf.

Working closely with Kempf is Kevin Conway, Acting Director, ITS Office of Planning & Strategic Solutions. According to Conway, GSA's reorganization is a boon for customers because "for the first time at GSA, the management of all IT acquisition programs is consolidated under one roof. This eliminates confusion with industry and with our customers. It gives us the basis to manage in a complementary, not competitive atmosphere, manage them more efficiently and deliver superior solutions to the customers from offerings throughout our portfolio."

Building On Lessons Learned

GSA already provides direct customer support on telecom contracts on both the national and regional level. Customers can also look to the FAS Assisted Services team for help in using GWACs. Historically all of those activities were organized around specific channels. That is going to change with GSA working to reach the point where it can train customers and contractors on GSA and the value it has for them.

According to Conway training would not only address a specific program of interest, but also provide information and understanding on the value provided across all of its programs. "We haven't done a good job communicating to our customers the value and availability of all the offerings we have and we need to do a better job."

To be sure, GSA has heard the criticisms and complaints from both government customers and industry partners. Their response: Really understand what the customer wants not just what GSA thinks the customer wants.

Clear Goals

The ITS goal is simple: Be seen as the leader in the field in putting together GWACs, IT Schedules and telecom vehicles, so agency buyers will come to GSA rather than putting their own contracts together. There is plenty to choose from with-

> ITS worked very hard to find and incorporate best practices and to ensure vehicles are the best so the customer can focus their energy managing task orders rather then putting new vehicles in place.

in the ITS portfolio and vehicles are being constantly updated so they can be used in a manner that will help customer agencies succeed.

"If we put right vehicles in place," adds Kempf, "and they are robust enough to take care of a customer's need, easy to understand, easy to use, and we provide the assistance to customers, I think we will regain the leadership that people expect from GSA. They will feel comfortable using GSA."

For the ITS, it's all about getting back to core values. "We have to get back to core value components of providing quality services and timely and responsive support to customers at competitive prices. If we do those three things then our programs will be successful and there will be no reason for the customer to go anywhere else," Conway asserts.

So, as a customer, you can expect the ITS to make sure that channels to the market and contracts are vibrant and relevant to meet current and future needs of government customers. It's not enough just to create a contract, GSA is doing the exploratory research and analysis to provide the products and services the customers want when they want them.

In short says Conway, "However you want to acquire IT products and services, you can have it your way with GSA." ✰

5,200 *And* Counting

When you need commercial IT products and services,
the IT Schedules give you access to 5,200 solutions providers.

"We manage a portfolio of 5200 vendors," says Pat Brooks, Director, Center for IT Schedule Programs. Brooks is responsible for Schedule 70 Schedule contracts for commercial IT products and services in use across the Federal government and by state and local governments.

One of major advantages of Schedule 70 is its broad scope of products and services available from both large and small businesses. That's especially true when measured against the scope of what other agency vehicles have to offer.

"We have all of the major vendors on Schedule, plus the start-up companies that are bringing new technologies to the table," Brooks explains.

Contracts That Complement

Now that the IT Schedules, GWACs and Network Services programs are all managed under a single ITS roof, customers have even more options.

"Part of the value proposition under the reorganization is: With all of the possible IT vehicles under one umbrella, when we talk with customers we know what the breadth of options they have," says Brooks. "Whether it is the Schedule, a GWAC or a program under Network Services, we offer options to the customer. We are not a stand-alone entity," adds Brooks.

"These are complementary. We look to see what vehicle meets their needs at that particular time," Brooks says. "We use what is best for this particular instance and advances the customer's program"

That goes for the upcoming Alliant and Networx contracts as well. "Alliant and Networx complement the Schedules," Brooks explains. "While they cover some of the same things, their scopes are different."

Doing Business

IT Schedule 70 is open to large and small businesses. Schedule purchases from Small Business are growing, from 35% of total in 2004/05 to 40% in 2005/06.

With more than 5,200 vendors with Schedules, customers look to use electronic tools such as GSA Advantage to find suppliers. Here you can find out who is selling what and contact vendors directly to learn what skills they can provide.

Good customer tools are just one part of the solution.

Looking continually for better ways to do business is another. "I think one of the things we clearly have to do is a better job of keeping up with industry," says Brooks.

"That means not only staying current with changing technology, but how business operates." Industry is telling GSA that operations are changing; GSA needs to keep up with the business side of technology and that solicitations should reflect new standards and trends in business," according to Brooks.

"Basically they are saying that government should more readily adopt commercial terms in our standard terms and conditions which are based on the FAR and statutes," Brooks says. "We need to get a better understanding of their business processes so that we can work with industry on any proposed changes."

When it comes to what the Schedules offer government customers, Brooks is clear: We offer a variety of products and services; we offer the latest technologies; and we offer pricing that equals or betters the best commercial pricing.

"And by the way, did I say Schedules are easy to use?" ✶

SmartBUY

SmartBUY is an initiative of the Federal Government to support effective enterprise level software management through the aggregate buying of commercial software government-wide in an effort to achieve bulk savings, standardization, and improved configuration management and security.

The government spends approximately $65 billion on information technology (IT) each year, a significant portion of which is software. Frequently, there is a wide disparity in prices paid by agencies for the same software products. By leveraging the government's immense buying power, SmartBUY can potentially save taxpayers hundreds of millions of dollars through reduced prices and more favorable terms and conditions on Commercial of the Shelf (COTS) software products. Also, SmartBUY can assist agencies in achieving a higher level of standardization as well as improved configuration management and IT security.

Eight SmartBUY agreements are in place with projected cost avoidance savings of over $100 million over the next five years.

Learn more at www.gsa.gov/smartbuy

one GSA

Going Where The Customers Are

Everyday ITS Network Services is out in the field, close to the customer.

EVERY DAY, THE NETWORK SERVICES PROGRAMS ORGANIZATION PROVIDES nation-wide services and helps agencies deal with emerging trends in the telecommunications marketplace.

This organization is responsible for developing new telecommunications contracts such as Networx, managing current contracts to include FTS2001 and MAA contracts, and delivering premier voice, data and video telecommunications service to Federal agency customers' worldwide.

"GSA's value is embodied in the full service offerings agencies get when acquiring local and wide area services today, and the ability to acquire end to end broadband services as technology changes the telecommunications marketplace," states Karl Krumbholz, Acting Director of Network Services Programs.

This value includes better pricing through GSA wide area and local services contracts, critical support services that customers require and depend on, FAR compliant service delivery methodology, and financial management services.

Agencies have quick access at the national and local level to experienced telecommunications experts to resolve technical issues and provide assistance on billing and other related support services. The Network Services organization constantly modifies existing contracts to ensure they provide the very latest in technology and pricing to agency customers.

A Living Telecommunications Program

The current wide area telecommunications program at GSA is called FTS2001. FTS2001 provides wide area telecommunications services to over 135 agencies and over 1600 sub-agencies in government according to Krumbholz.

When the current FTS2001 contracts were awarded in 1998 and 1999 they offered 18 services. Today, those contracts offer 38 services, have been modified over 680 times to provide new technologies and customized solutions.

"Together with services provided by FTS2001 crossover contractors, the FTS2001 program has been an enormous government success story. We have seen prices drop by approximately 65% while the volume of traffic has tripled," states Krumbholz.

"As we developed the follow on program, our challenge was to build on the success of this program and make improvements where necessary. Its great to be associated with a program that provides such important services to our agency customers and the American taxpayer," says Krumbholz.

In the upcoming months, customers will look to their national and local GSA representatives to assist them in understanding and using the new and highly flexible telecommunications contracts like Networx or WITS 3. They will offer an array of services that will be beneficial for customers for years into the future.

"Providing quality services that help agencies meet their Network Enterprise modernization and investment management business objectives is my primary goal," says Wanda Smith, head of Service Delivery in the office of Network Services Program. ✭

CONNECTIONS

CONNECTIONS is a one-stop shop multiple award, MAIQ telecommunications infrastructure contract for any office building, campus, or base environment to deliver any level of demand for equipment (e.g. Routers, Switches), support services (e.g. Project Managers, Web Architects), or customized solutions (e.g. Systems Integration, Operations Support). More than half of the awardees are small business.

CONNECTIONS:

- Offers the flexibility to meet any solution at the best price — it extends the scope and scale of previous GSA contract offerings, giving customers a large range of products and services to choose from under one contract vehicle.

- Evolves with the changing marketplace - it streamlines processes and procedures to make sure that the latest technologies (i.e., products and services) are available for purchase.

- Defines a revolutionary way of doing business with GSA — it makes the procurement process simpler and easier than ever with its key innovations to the scope of offerings, ordering authority, and program oversight.

- Continues GSA's legacy of value-added customer support — with offices around the nation, it positions GSA to assist customers in a manner that is efficient, cost-effective, and worry-free.

Used in combination with GSA's local and long distance telecommunications contracts, customers can look to GSA as their true end-to-end solution provider. Learn more at www.gsa.gov/connections .

Transformation By Networx

A secure, seamless, interoperable and cost effective government is at the heart of the Networx promise.

"THE NETWORX PROGRAM HAS THE POTENTIAL TO TRANSFORM GOVernment," says Fred Schobert, Acting Chief, Contract Development Division for ITS and Networx Program Manager.

"There is a great opportunity for government and industry to grow into the future and achieve a secure, seamless and interoperable network."

Schobert is already seeing movement from industry partners in that regard. And there is an ever mounting drive from agencies to accomplish those goals.

"We have received favorable reviews from industry CTOs on the Networx specifications," Schobert explains. "We

> Networx will provide a wide range of communication transport services from switched voice to leading edge IP services such as converged IP and Layer 2 Virtual Private Networks, Management and Application Services, Security Services, Wireless Services, and Satellite Services.

received many comments that Networx specifications are right on target. We really believe we got the requirements right for this program."

Networx will provide a wide range of communication transport services from switched voice to leading edge IP services such as converged IP and Layer 2 Virtual Private Networks, Management and Application Services, Security Services, Wireless Services, and Satellite Services.

"We will be able to provide these services to our agency customers at fixed prices better than they could get elsewhere, and support them with the management and operations processes that are required," Schobert notes.

Schobert goes on to describe how GSA "can get better prices for all customers by leveraging the combined buying power of all agency customers."

As new products and applications come online, services can constantly be added via contract modifications.

There are currently two simultaneous procurements: Networx Universal and Network Enterprise. Together they are worth $20 billion over 10 years.

Network Universal

Networx Universal presents a tough challenge.

Network services must cover all legacy requirements to maintain continuity in service, and at the same time deliver all the new requirements for transforming government. Additionally, those services must be delivered worldwide. With that in mind GSA was able to develop a traffic model that covered over 25,000 agency buildings which included both national and international locations including places as far away as Afghanistan.

"We came up with 37 core, mandatory services that must be delivered worldwide. This was the core requirement, explains Schobert. "We also knew there are only a few large companies and/or industry teams could possibly achieve that footprint and deliver those services."

A constantly changing telecommunications arena is also on the mind of Karl Krumbholz, Acting Director for Service Development and Delivery, ITS. For Networx Enterprise, GSA lowered the entry criteria to allow a company to price, within their core competencies, services for what they do best, notes Krumbholz. "We opened the playing field to other potential offers. This helps to guard against mergers; and as technology changes and companies recombine and the industry environment changes, GSA has the flexibility to change as needed."

GSA has two contracts Krumbholz added. "One has everything we need on it and the other gives us the flexibility to change as things evolve."

Networx Enterprise

Within the U.S., GSA established a minimum for services U.S. companies have to be able to deliver; they had to be able to serve 300 specific sites and provide 9 mandatory services, not 37.

This allows alternative providers to provide agencies an IP based network, to manage it with managed network services and provide a core of secure services that provide a solid level of security that is going to necessary to do business with the government, Schobert says. "For industry, it makes the minimum service entry levels easier to achieve, and made sure that these minimum levels provide value to the agencies."

Networx Enterprise also has Optional Services. Companies can offer them, but to achieve an award that optional service must meet all mandatory technical and pricing requirements. The total number of service offerings on Enterprise is 52.

Universal is slated for award in March 2007 and Enterprise in May 2007. Transition from FTS2001 to these new contracts will take about two years.

To Change Or Not To Change

The type of services a government user needs is defined by the individual agency. Networx provides customers with choices, which allows them to purchase what they want. Before they can order service, they will need to select their industry provider or providers using the FAR's Fair Opportunity process. Whether they remain with their current provider or select a new one will be determined by this process.

The technical offerings may differ slightly, but they'll have good choices for a migration path for the Federal goals for the future such as IPv6. They'll have good choices for what networks to select and the migration path alternatives companies have to achieve those goals.

"Transition will be a major effort on the part of all agencies," says Krumbholz. "Eventually FTS 2001 will be discontinued and all customers must be moved off the contracts to Networx or other contract vehicles."

"Networx offers choice, competition and value. While there is much work ahead before the transition is complete, we believe the government will be much better off for the effort," explains Krumbholz.

Learn more at www.gsa.gov/networx. ✶

GWACs Enable Total IT Solutions

Through a robust pool of pre-qualified industry partners, GSA is able to deliver solutions in a timely and cost effective manner.

GSA PROVIDES DIRECT ACCESS TO THE BEST INDUSTRY HAS TO OFFER, providing comprehensive services and flexible IT solutions to meet diverse and evolving requirements worldwide.

Centers in San Diego, Fort Worth and Kansas City, and the Program Office in Washington, DC, provide contract oversight, administration and management of the GWAC umbrella contracts. Additionally, they assist customer agencies in laying the groundwork for successful technology acquisitions, while providing a variety of program support functions including contractual and advisory assistance at the task order level, project management and technical support, and education and training on the appropriate use of GWACs.

GWAC Types

- **Enterprise-wide:** ANSWER, Millennia and Millennia Lite contracts offer the full gamut of IT across an enterprise-wide architecture.
- **Small Business:** GSA's 8(a) STARS, HUBZone, and VETS small business contracts offer innovative technology solutions, enabling agencies to meet socioeconomic goals.

All GSA GWACs offer integrated, complex solutions, a streamlined acquisition process and a competitive environment.

Two Ways to Do Business

- **Assisted Services:** Customers work with GSA Project Managers and Contracting Officers to obtain a variety of "a la carte" services; developing an acquisition strategy; evaluation methodology; putting together the award package; awarding Task Orders; project management; and contract administration.
- **Delegation of Ordering Authority:** GSA provides training and delegates ordering authority to customer agen-

cy Contracting Officers, who award and administer the task orders. While the task is managed by the customer agency, the GWAC Centers are available to provide advice and support throughout the life of the task.

Benefits

The GSA GWAC vehicles provide many value-added services and benefits, to include:
- Quality Customer Service
- Flexibility of IT Scope
- GWAC Program Assistance
- Full Range of Contract Types
- Worldwide Coverage
- Management, Acquisition, and Technical Expertise
- Fair Opportunity Aspect (i.e. competitive environment)
- Regular meetings with Industry Partners and Customers
- Streamlined Acquisitions
- Reduced Procurement Lead Times.

GWACs In Action

- **ANSWER** (Application's Support for Widely-diverse End-user Requirements) offers the full spectrum of IT services including quality assurance, communication and networking, enterprise resource planning, client relationship management, software engineering and management, systems integration, web enabled solutions, global information systems, and federal enterprise architecture.
- **Millennia** offers a proven track record of delivering turnkey IT solutions in a timely and cost-effective manner for large system integration and developments projects. Customers get a broad range of IT support services in the following areas: software engineering/manage-

ment, communications and systems integration record.

- **Millennia Lite** provides customized services and is strategically segmented into four functional areas based on life cycle of IT: IT Planning, Studies and Assessment; High-end Information Technology Services; Mission Support Services; and Legacy Systems Migration and New Enterprise Systems Development. Typical Millennia Lite projects include, but are not limited to: biometrics; nanotechnology; capital planning and investment control; information assurance and security; critical infrastructure protection; knowledge management; systems engineering; application development; computer aided design & engineering; and management and business and systems analysis.

- **8(a) Streamlined Acquisition Resources for Services** (STARS) contracts provide a full range of IT solutions – including application development, computer facilities management services and information assurance – through small disadvantaged 8(a) firms. This contract provides small businesses that have historically been left out of the procurement process with a chance to compete in the federal marketplace. GSA customers benefit by having access to a portfolio of more than 400 award-winning industry partners distributed across eight spe-

cialty areas. Federal agencies also receive 8(a) and other small business credit toward their procurement preference goals through use of these contracts.

- The **HUBZone** contract is the first government-wide acquisition contract set aside exclusively for Historically Underutilized Business Zone (HUBZone) certified firms. It covers a wide variety of technology services including distance learning, disaster recovery and e-commerce solutions. This contract enables federal buyers to purchase from companies located in HUBZones, and in turn, spurs economic growth and job creation in areas of unemployment and underdevelopment. Federal agencies benefit by gaining access to quality, small business partners while meeting the 3 percent statutory procurement goal.

- The **Veterans Technology Services** contract, or VETS, is designed to provide information technology solutions to federal agencies, while strengthening federal contracting opportunities for service-disabled veteran-owned small businesses. As a set-aside contract, VETS is the first of its kind to offer information systems engineering and systems operations and maintenance solutions from technology firms owned by service disabled veterans. Learn more at www.gsa.gov/gwacs. ✮

Alliant: Your Next Generation GWAC

The ITS used the Federal Enterprise Architecture (FEA) for the foundation to build Alliant.

RATHER THAN JUST REINVENT THE WHEEL, WE REALLY EXAMINED EXACTLY WHAT we were trying to deliver to our customers," declares ITS' Jim Ghiloni, Acting Director for GWAC Programs. "We analyzed ways to innovate in a positive way."

Ghiloni is talking about Alliant and Alliant Small Business, the newest flagship GSA GWACs for IT slated for award in summer, 2007.

Alliant is expressly designed for large enterprise-wide complex solutions covering both CONUS and OCONUS sites. Alliant offers agencies the full range of contract types: fixed price, cost reimbursement, T&M and labor hour.

Alliant Small Business provides highly qualified small businesses who can perform complex tasks and the customer will always receive socioeconomic credit versus competing in a pool of both large and small businesses.

"What Alliant Small Business does is provide unique value so where traditionally customers would have had to go to ANSWER or Millennia and get out of the small business arena, they can now use Alliant Small Business," explains Ghiloni.

In addition, Alliant Small Business is GSA's first small business set-aside GWAC to offer cost reimbursement contracting.

Still Fresh In 15 Years

"Alliant and Alliant Small Business cater to situations where there is a complex IT requirement that cannot be satisfied simply through standard commercial offerings," adds Jie "Jeff" Chao, Acting Director for GWAC Operations.

The Alliant contract vehicle was designed to be flexible, enabling new technologies to be inserted as they become available. Because of this feature, Alliant will accommodate the changing IT landscape and support Government agencies' evolving requirements over the next decade.

Federal Enterprise Architecture To The Rescue

What ITS did was tie technology to the Federal Enterprise Architecture (FEA) because it would continue to describe the Federal IT marketplace in a way that was robust enough to consolidate everything IT and yet fluid enough to pick up future changes in technology. Fundamentally it can grow over time as customer needs change and industry services change.

The FEA describes IT products and services in terms of infrastructure, applications and management, rather than individual nuts and bolts technology (hardware, software, networks, etc.). 20 years from now there will still be hardware, but it could be totally different from what is now available

and the FEA allows for that.

Using the FEA allows Alliant and Alliant Small Business not to be tied down to specific solutions and technologies. By embracing the OMB FEA developed framework, ITS is helping promulgate throughout government the most suitable framework to describe requirements which is ultimately anything IT.

OMB 300 Friendly

Next generation GWACs such as Alliant do not try to detail specific brands and products; rather they move up a level and provide broad definitions of IT solutions in terms of infrastructure, applications and management. The specifics can then be defined at the Task Order level with industry bidding on specific requirements as they come up.

Using the FEA to develop Alliant helps customers in an-

> ITS took the FEA model and developed a structure that we could use for Alliant. It's a new way of approaching a SOW, a new way of describing a requirement in accordance with the way OMB is thinking of IT investments. It's scaleable and will hold up over time. That's a major innovation.

other important way – writing their OMB Exhibit 300 submission. "What we've done by constructing Alliant along the FEA model is made it very easy for the customer to translate their requirements directly into an Alliant Task Order" says Ghiloni.

"We will provide examples so they can see how a traditional SOW reconfigured to this model will look. They won't have to go and backfill information to meet the OMB 300 requirements because of the way the Alliant is built."

"We believe in our approach and that Alliant is going to set a new paradigm for how you approach an IT investment in government."

And what can customers expect from an Alliant vendor?

According to Ghiloni, "If the requirements say Alliant is the best fit, then you can expect: the ultimate Task Order will have robust competition with multiple bids; you'll get a provider who is technically proficient, has a track record for meeting customer goals and provides efficient solutions. In short, an exemplary experience."

Learn more at www.gsa.gov/alliant . ✶

GWACs Enable Missions

DISA, The Library of Congress and the Army are using GWACs to meet objectives.

Defense Enterprise Computing Center (DECC)

Customer
Defense Information Systems Agency (DISA), Computer Facilities Management Services

Objective
Provide legacy system migration support and operation and maintenance of storage library data for DISA's Defense Enterprise Computing Center (DECC).

GWAC: Task Order/Task Type
8(a) STARS Small Business: $450,000/Firm Fixed Price

Unique Requirement
Management and technical support services were provided to facilitate the conversion and migration of a legacy-based operating system. The continued maintenance of storage library data includes the operation of all automated cartridge drives, manual tape drive equipment, and automated library systems.

Improvements/Cost Savings
After carefully evaluating the level of work effort and solution requirements, staffing was reduced to improve operational efficiency and effectiveness. Operational cost savings were achieved relative to the reduced staffing required to support system operations and maintenance functions.

As a result of utilizing the 8(a) STARS contract vehicle, a direct award was made to a small business partner, enabling an 8(a) credit to be transferred to DISA.

What The Customer Says
The client has stated, "The solution has provided efficient, and reduced level contractor staffing to maintain tape library systems for the entire activity. The contractor continues to provide vaulting, off-site runs across base, and off-site storage preparations. Support is provided 7 days per week 365 days annually."

The Global Legal Information Network (GLIN)

Customer
Library of Congress

Objective
Provide full life cycle development of the GLIN and host the web application.

GWAC: Task Order Value/Task Type
Millennia Lite: $5.7 million/Performance Based Time &Materials

Unique Requirement
GLIN is a search and retrieval system that accesses a database of legal information contributed by governments and international organizations spanning the globe. The GLIN web resource (www.glin.gov) includes participants from 30+ sovereign nations, the United Nations, Organization of American States, and non-governmental organizations. GLIN is the most translated .gov website, available in 13 languages.

Improvements/Cost Savings
GLIN replaces a legacy system and is available 24/7 with a 99% availability rate and 24-hour maintenance support. It provides a secure environment through which data is transported, indexed, and approved for publication. The contractor provides full security prevention and monitoring in compliance with new federal information system security standards.

The GLIN architecture is designed to be fully scalable to accommodate evolving member organizations and categories of legal information. Planned enhancements include integration with multiple external law data sources, along with new imaging capabilities.

The GLIN project has affected over 30 nations in 13 different languages, and has been hailed by a United Nations publication as "a powerful research instrument that could influence legal systems worldwide." Release 1.0 of GLIN was launched in February 2005 on time and under budget.

U. S. Army Virtual Training

Customer
Army Program Executive Office Simulation, Training, and Instrumentation Command (PEO STRI) Virtual Training Life Cycle Contractor Support (VT LCCS)

Objective
Provide Life Cycle Support for all the U. S. Army Virtual Training devices worldwide.

GWAC: Task Order/Task Type
ANSWER: $752 million/Performance Based

Unique Requirement
The effort consists of IT-driven training device maintenance, installation, de-installation, relocation, repair, supply support, transportation, engineering support, site operational support and development, production and installation of on-site concurrency modification and system rehost kits.

Improvements/Cost Savings
Soldiers worldwide have already logged 7.2 million simulator hours with 98.5 percent operational availability. Contractor teams of highly trained, certified and uniquely qualified personnel provide all Life Cycle Support. Major savings were realized by reducing solicitation time from 12 months to 52 days, accomplished easily using proper competitive procedures within the GWAC ANSWER framework.

What The Customer Says
The customer has stated, "In many instances, the users are conducting the training and using the devices far beyond their design limitations. The contractor has done an outstanding job meeting these challenges, especially in deployed regions, to provide uninterrupted training support."

Imagine this… A "Government" Services Agency (GSA)

GSA has both an opportunity and a tremendous challenge ahead.

By Jim Flyzik, The Flyzik Group

ALLIANT, NETWORX, TRANSITION OF TREASURY, A NEW REORGANIZATION, new leadership…not much happening at GSA these days!

What will all this mean? Is the consolidation of the Treasury program at GSA indicative of a larger trend — true consolidation of government-wide infrastructure? Is the concept of "shared service centers" the beginning of the consolidation of common applications? What about Services to the Citizen? Can the newly re-branded USA.Gov become the true "One Stop" portal to all government services to the citizens? Can we go beyond "One Stop" shop and make government services proactive? Can GSA, with these new contract vehicles in place, play a lead role to make this happen?

Proactive Government

Proactive government services provide results to the citizen before they ask for the services. For example, when a citizen reaches the age to collect Social Security benefits an electronic notice would be sent to the individual asking them to verify their personal information. After verification, on the day of eligibility, their bank account would be credited with their entitlement. Note that the government initiated the services, not the citizen. The American Association of Retired Persons (AARP) has this proactive approach down — ask anyone who has turned 50 years old if they had to contact AARP to hear about their services.

I would surmise that every government agency can identify multiple "proactive" services they could provide. Can GSA exercise the leadership to consolidate applications and infrastructure; and facilitate proactive government services to the citizen?

Blended Workforce Reality

Looking to the future, the Government will continue to struggle with IT skills shortages. Budgets are likely to remain tight forcing more demands for consolidation, streamlining, and more outsourced operations. Demands for bet-

ter services from the taxpayers will continue to challenge every Agency. We will continue to see a more blended workforce mix of government employees and support contractors. Contractors will be providing more services while the government focuses on policy and program management. GSA is the Government Agency that can focus and capitalize on these cross-cutting trends and enable government to meet these challenges.

Jim Flyzik is the former CIO, Treasury and former advisor on IT to DHS Secretary Ridge.

A New Enterprise Government Structure

We don't need to physically move programs and people into GSA to achieve efficiencies. But OMB and GSA can create an enterprise governance structure that can lead the evolution. The Governance Structure could consist of a Board of Directors co-chaired by the GSA Administrator and the Deputy Director for Management at OMB. Agencies running successful programs can be named as Executive Agents for different functional areas — similar to the Lines of Business initiatives of OMB. GSA, through its USA.GOV portal, can be the vehicle agencies use to deliver their proactive services.

Why is this trend inevitable? It is inevitable because the demands for efficiency both within government agencies and from taxpayers will force more proactive government services. Citizens will want an easy means to interact with government without a requirement to understand what services come from what agencies. GSA has both an opportunity and a tremendous challenge ahead. Someday we may refer to GSA as the Government Services Agency. ✵