



**NASA**  
**SEWP**  
[www.sewp.nasa.gov](http://www.sewp.nasa.gov)

**Solutions for Enterprise-Wide Procurement  
Industry Participation**



# **SEWP in a Nutshell**

- **SEWP: Solutions for Enterprise-Wide Procurement**
- **IDIQ Contract Vehicle for the purchase of IT Products and**
- **IT Product Solutions**
- **Program is 20 years old – Pilot for Government-Wide**
- **Acquisition Contract (GWAC) vehicles**
- **SEWP IV began in May 2007 and ends in April 2014**
- **38 Contract Holders**
- **Emphasis on Customer Service (Government and Industry)**
- **Extensive Customer Outreach and Free Training**



# SEWP Program Office

## ➤ **Post Contract Award Management**

- 5 Civil Servants
  - Program Manager
  - Deputy Program Manager
  - Financial Manager
  - 2 Contracting Officers
- Contractor staff of over 35 personnel
- Focus on customer support

## ➤ **One Business Day Turnaround**

## ➤ **Program is driven by customer input, continuous improvement and ...**

- “Often Happy; Never Satisfied”



# SEWP Numbers

- **Utilized by every Federal Agency**
  - Over 11,000 procurement and technical Government personnel
  - 50% of users have attended a SEWP training
- **25,000 Orders Annually**
- **\$85,000– Average Order Size**
- **\$2.4 Billion / Annually**
- **Small Business Usage**
  - 13% SDVOSB
  - 50% Small Business



# SEWP Business Model

## ➤ **Vision (Draft):**

SEWP will solidify its reputation as an innovative, customer focused program as a visible, leading contributor to NASA and the Federal IT Acquisition Community

## ➤ **Philosophy**

- We do not care (quantity)
- We do care (quality)
- Competition for business; cooperation for program

## ➤ **SEWP Program Office is Contract Holder Neutral**

- No recommendations
  - Except: General recommendations for Groups
  - Past Performance information
- No preferential treatment - FIFO



# Customer Service

## ➤ **We feel we are “The Best”**

- Named “King of the Contracts” in 2009
- Awarded the “Gold Standard” for Customer Service in Government in 2009

## ➤ **Why?**

- We listen
- We respond
- We act

## ➤ **Entire Staff = Customer Service**



# Who Can Order

- **Any Federal Government Agency**
- **Any Authorized Support Services Federal Contractor**
  - Authorized for specific contracts / agencies
    - Current authorized list on-line
  - Only support service contractors with specific guidelines
    - Details on Ordering Information page
  - Orders not processed until letter received and accepted
- **No State / Local Government**



# SEWP Catalog

- **SEWP is 'Catalog by Request' not 'Request by Catalog'**
  - Quote Request Tool (QRT) tool available on-line
  - No traditional searchable catalog
  - Quotes are verified that items are on contract and properly priced
  
- **Dynamic catalog**
  - Items added to contract based on customer requests
  - Contract Holder requests to add products are reviewed and either approved or denied within 2 to 4 hours
  - On-Line Contract Database of Record





# What Sets SEWP Apart

- **Program Office – PM / CoTR involved in acquisition cycle**
- **Customer Service**
- **Tracking and Communication**
- **Issue Resolution**
- **Low Price**
- **Small Businesses (17 of 38 Contract Holders)**
- **On-line Tool Set**



# What Sets SEWP Apart

- **Tools for Contract Holders**
- **Free On-site Training and Robust Outreach**
- **New Product Availability**
- **Scope Oversight**
- **Speed: Everything is Handled in One Business Day**
- **Low Fee plus Cap**



# Top Issuing Agencies

## ➤ Top 10 Agencies

1. Department of Defense
2. Department of Veterans Affairs
3. Department of Justice
4. NASA
5. Social Security Administration
6. General Services Administration
7. Department of Treasury
8. Department of Health & Human Services
9. Department of State
10. Department of the Interior



# **Manufacturer's Role & Other Opportunities**



# CHRM (Contract Holder Relationship Manager) Role

## ➤ **C.H.R.M. (Pronounced Charm)- George Nicol**

- Deputy C.H.R.M. – Muhammad Rehman

## ➤ **Role/Responsibility**

- Liaison between SEWP Program Management Office (PMO) and Contract Holders (CH) / Industry
- Track CH Program Performance
- Industry Events
  - Industry Forum
  - Sales Training
  - Manufacturer Training
- Report and Tracking
  - Contract Holder Only Page



# Products in Scope

- **IT Hardware: Computers / Networks / Accessories / etc.**
- **Software**
  - Includes Software as a Service (SaaS)
- **Peripherals and Associated Equipment: Printers / Fax / Supplies**
- **Audio Visual / Conferencing**
- **Cloud Computing / Virtual Storage / Virtual Computing**



# Services in Scope (No Limitation)

## Services below have no limitation:

- > Does not need to be associated with a product purchase
- > Can be any dollar amount

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### ➤ Maintenance / Warranty

- Can be on-site if clearly maintenance functions

### ➤ Site Planning

### ➤ Installation: Hardware / Cabling / Software / etc.

### ➤ Product Training

- Must be directly related to a Product



# **Scope: Services Limited in Scope**

**This pertains to Competed Contract Holder Groups A, B, C and D**

**The following cannot exceed 10% of a delivery order total dollar amount:**

- Software development
- On-site operational labor, on-site engineers
- Consulting (unless part of in scope services)
- Staff Augmentation

## **Other Options:**

- Group E non-competed 8(a) set-asides (limited in size)
- GSA Alliant, NIH CIO-SP or other support service contracts





# Never in Scope

- **Just because it has a chip, it is not always IT**
- **Medical Equipment**
- **Military Equipment**
- **Buildings**
- **Wheels / Engines / Propellers**
- **Fire Suppression (unless self-contained)**
- **Sensors: Smoke / Gunshot / etc.**
- **Office Furniture: Chairs / Desks / etc.**



# SEWP by the Numbers

## ➤ **38 Competed Prime Contract Holders**

- 17 Small Businesses
  - SDVOSB
  - All Other Small Businesses

## ➤ **4200+ Manufacturers**

- Including Cisco, Apple, NetApp, EMC, APC, Microsoft, Oracle, etc.

## ➤ **2,100,000+ Products & Product Based Services**

## ➤ **7 year contracts – available through April 2014**

- FAQ provides guidance for orders extending beyond April 2014



# Fair Opportunity

- **Fair Opportunity MUST BE provided within a Group**
  - Opportunity may be provided across multiple Groups
- **Fair Opportunity Applies to any Multi-award Order**
  - FAR 16.505(b)
  - Process for Fair Opportunity (per FAR) is at CO's Discretion
- **SEWP Web Tools Provide Assistance**
  - Locate manufacturers on contract:
    - SEWP Manufacturer Lookup Tool
  - Provide Fair Opportunity:
    - SEWP QRT tool is the only RECOMMENDED method



# Determination of SEWP Groups

## ➤ **SEWP IV contract awards based on distinct competition areas**

- Scope is the same for all contracts

## ➤ **Group A**

- Original Equipment Manufacturers (OEM) and Value Added Resellers (VAR)
- Full and Open Competition

## ➤ **Group B**

- Value Added Resellers (VAR)
- Service Disabled Veteran-Owned Small Business (SDVOSB) Set-Aside Competition

## ➤ **Group C**

- Value Added Resellers (VAR)
- Small Business Set-Aside Competition

## ➤ **Group D**

- Primarily Value Added Resellers (VAR)
- Full and Open Competition



# Business Size Designations

NAICS Codes and business sizes are defined at the contract level

## **Group A: NAICS Code 334111**

- 6 Other Than Small Contract Holders
- 2 Small Business Contract Holders
- 1 SDVOSB Contract Holder

## **Group B: NAICS Code 541519**

- 5 SDVOSB Contract Holders
- 1 Other Than Small Contract Holder (rerepresentation)

## **Group C: NAICS Code 541519**

- 9 Small Business Contract Holders
- 3 Other Than Small Contract Holders (rerepresentation)

## **Group D: NAICS Code 541519**

- 14 Other Than Small Contract Holders
- 1 Small Business Contract Holder



# Group A

## Full and Open Competition

### Computer System OEMs and Value Added Resellers

Alliance IT	SDB
Dell	Other than Small
Force 3	Small Business
Four Points	SDVOSB
HP	Other than Small
IBM	Other than Small
PCMail / GMRI	Other than Small
SGI	Other than Small
UNISYS	Other than Small



# Group B

## Service Disabled Veteran-Owned Small Business Set-Aside

### Value Added Resellers

<b>Alvarez Associates</b>	<b>SDVOSB</b>
<b>FedStore</b>	<b>SDVOSB</b>
<b>i3</b>	<b>SDVOSB</b>
<b>MicroTech</b>	<b>Other than Small</b>
<b>Three Wire</b>	<b>SDVOSB</b>
<b>Thundercat</b>	<b>SDVOSB</b>



# Group C

## Small Business Set-Aside Value Added Resellers

<b>Affigent</b>	<b>Small Business</b>
<b>Blue Tech</b>	<b>WOSB/HUBzone</b>
<b>CounterTrade Products</b>	<b>WOSB</b>
<b>FCN</b>	<b>WOSB</b>
<b>GC Micro</b>	<b>Small Business</b>
<b>iGov</b>	<b>Small Business</b>
<b>immixGroup</b>	<b>Other than Small</b>
<b>Intelligent Decisions</b>	<b>Other than Small</b>
<b>Merlin</b>	<b>VOSB</b>
<b>Red River</b>	<b>Small Business</b>
<b>Sword and Shield</b>	<b>Small Business</b>
<b>Technica</b>	<b>Other than Small</b>





# Group D

## Full and Open Competition

### Value Added Resellers

<b>Best Buy</b>		<b>Other than Small</b>
<b>CDW-G</b>		<b>Other than Small</b>
<b>CounterTrade Products</b>	<b>(also Group C)</b>	<b>WOSB</b>
<b>DataLine</b>		<b>Other than Small</b>
<b>Emtec</b>		<b>Other than Small</b>
<b>GovConnection</b>		<b>Other than Small</b>
<b>GTSI</b>		<b>Other than Small</b>
<b>immixGroup</b>	<b>(also Group C)</b>	<b>Other than Small</b>
<b>Iron Bow</b>		<b>Other than Small</b>
<b>Lanier/Ricoh (Printer OEM)</b>		<b>Other than Small</b>
<b>PCMall / GMRI</b>	<b>(also Group A)</b>	<b>Other than Small</b>
<b>Presidio</b>		<b>Other than Small</b>
<b>SoftChoice</b>		<b>Other than Small</b>
<b>Unisys</b>	<b>(also Group A)</b>	<b>Other than Small</b>
<b>WWT</b>		<b>Other than Small</b>



# SEWP Training & Outreach

- **On-site Training on Contracts, SEWP Program, and Tools**
  - Provided 82 Trainings to 26 Agencies in FY 12
  - Training Video (More than 10,000 viewers)
- **Attended 29 Conferences in FY 12**
- **Panel Participation with Industry and Government**
- **GWAC Council Participation**
- **Strategically Aligned with OpenGroup, NCMA, AFCEA, ACT / IAC**
- **DC Regional Trainings Provided Twice Annually**



# 5 Ways Industry Is Involved

- **Place Products Under Existing Contracts**
- **Act as a “Sales Agent”**
- **Purchase from Existing Contracts**
- **Win a SEWP Prime Contract**
- **8(a) Set-Asides**



# Place Products Under Existing Contracts

## ➤ **“Manufacturer” of IT Products / Solutions**

- Work with one or more Prime Contract Holders to request product addition
  - Business case is negotiated between Prime and manufacturer
- A Prime Contract Holder must first request acceptance of manufacturer
  - Check is made by SEWP to ensure products in scope
- After a manufacturer is accepted
  - Any Prime may add products from the manufacturer
  - Products added through Technology Refreshment process

## ➤ **Authorized reseller information may be provided by manufacturer only**



# Act as a Sales Agent

- **Some Contract Holders authorize companies to represent them as a sales agent for their SEWP contract**
  - Agent DOES NOT have a SEWP contract
  - Orders remain between Government agency and Contract Holder
  - Compensation agreement between Contract Holder and “sales agent” company
    - CLIN Cost must not increase
    - No fee can be charged



# Purchase from Existing Contracts

- **Authorized Support Service Contractors may Utilize SEWP Contracts as Part of Their Government Contract**
  - Authorization Letter from Support Service Contractor's CO (Contracting Officer)
    - Authorization required on an individual support service contract basis
  - Appropriate FAR 51 requirements must be met
  - List of Authorized Support Service Contractors available on SEWP website



# Win a SEWP Prime Contract

## ➤ **SEWP IV Contracts will end in April 2014**

- NASA intends to post a Draft Request for Proposal (DRFP) on or about February 8, 2013 for the follow-on contracts (SEWP V)
- NASA intends to host an Industry Day for SEWP V on February 26, 2013
- New Contract Awards Planned for May 2014
- All Official Information will be provided through FedBizOpps ([www.fbo.gov](http://www.fbo.gov)) and the SEWP website ([www.sewp.nasa.gov](http://www.sewp.nasa.gov))

## ➤ **Long, Costly Process**

- Formal Source Evaluation Board (SEB) procedures
- Extensive Requirements
- Strong Competition
- No Guarantees (winners and losers)



# Non-Competed 8(a) Set-Aside

## ➤ **Non-Competed 8(a) Set-Aside Contracts**

- Primarily product based services
- Complement Prime (competed) contracts
- Limited to \$4 million per contract
- Current set-asides have been selected and/or awarded
  - No plans to award further 8(a) Set-Aside Contracts

## ➤ **Set-Aside selection based upon:**

- Government recommendations
- Company capabilities as they relate to SEWP scope
- Geographic coverage





# SEWP Customer Service Contacts

<b>Web</b>	<a href="http://www.sewp.nasa.gov">www.sewp.nasa.gov</a>	24x7x365
<b>E-mail</b>	<a href="mailto:Help@sewp.nasa.gov">Help@sewp.nasa.gov</a>	Get answers within 24 hours
<b>Helpline</b>	301-286-1478	Mon–Fri, 7:30 AM–6:00 PM ET
<b>Fax</b>	301-286-0317	Fax orders
<b>E-mail Orders</b>	<a href="mailto:sewporders@sewp.nasa.gov">sewporders@sewp.nasa.gov</a>	E-mail orders
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