Client Enrichment Series

Welcome to today's presentation on:

Category Management and the
Acquisition Gateway

the presentation will start at *2pm Eastern*

Note: Phones are automatically muted during the presentation. You have the ability to send questions to your fellow attendees and our presentation team via your Chat pane. Our team will answer as many of the questions as possible throughout and at the end of the presentation. All questions will be captured, and answers sent to all participants prior to the next presentation.

Client Enrichment Series

Category Management and the Acquisition Gateway

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Presented by: Andrea Azarcon-Heller
Director, Stakeholder Management Division
Office of Strategy Management
GSA Federal Acquisition Service

Agenda

- Category Management
    - What it is
    - How it's structured
- Acquisition Gateway
    - Benefits
    - Demo
- Additional Questions

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Category Management Overview
Category Management Approach

Category management is a purchasing approach that the Federal Government is applying to buy smarter and more like a single enterprise.

It involves:
- Identifying core categories of products and services, and managing them accordingly
- Cultivating and maximizing expertise to inform and enhance a customer's buying experience
- Developing purchasing strategies so that customers find the best value for the items they need

Category management enables us to eliminate redundancies, increase efficiency, and deliver more value and savings from the government's acquisition programs.
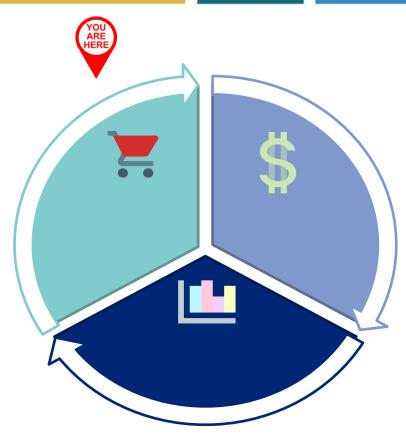
Category Management Overview

Category Management Operating Model

Develop Category Strategy

- Build Category Teams
- Analyze Agency Needs
- Review Current Spending
- Analyze Market for Goods

Influence Category Outcomes

- Manage Suppliers
- Incentivize Demand
- Control Costs
- Lower Operational Expenditure

Continuous Improvement

- Benchmarking
- Performance Tracking
- Adjustments to Category Strategy

YOU ARE HERE

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Acquisition Gateway Overview

The Acquisition Gateway provides acquisition professionals with the tools and digital services to make acquisition **great**.

The Gateway envisions driving smarter acquisition by simplifying, accelerating, and improving how the federal government selects and buys products and services.

The Gateway enables good category management that supports the federal acquisition community through every step of the acquisition lifecycle.

CAP
Acquisition
Gateway
learn.connect.act.

Category Management Success

Realizing the Category Management Vision

| Improved partnerships and communication between agencies and suppliers | Significant reduction in contract duplication | Set category specific strategies for all government-wide categories | Baselined metrics and set targets exist for each specific category | Acquisition Gateway is the government acquisition hub |

We want to be the
government **acquisition** workspace.

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Acquisition Gateway Overview
Acquisition Gateway Features

What's in it for me (WIIFM)?

- A focused place just for acquisitions
- A hallway of articles, solutions, links, and tools just for that category
- A place for market research, pricing information, and requirements development
- A growing searchable archive of examples
- A place to connect with other acquisition professionals
- A place to organize and save your acquisition

- **Hallways -** Contain information and tools specific to each category management category or sub-category

- **Project Center -** A personal location in the Gateway where users can save statements of work, community posts, and other information relevant to their acquisitions

- **Solutions Finder -** Search tool to allow federal buyers to locate "best-fit" contract vehicles across federal agencies

- **"My Community" -** A series of forums on specific acquisition topics, allowing users to ask questions of experts and participate in discussions with cross-agency peers

- **Statement of Work Library -** Users can share statements of work in a centralized location and have the ability to "upvote" their favorites
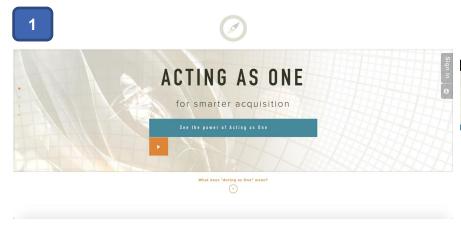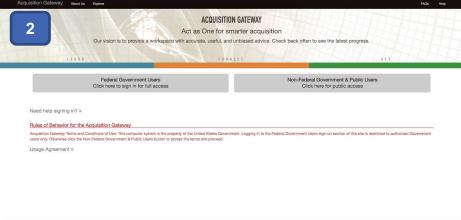
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Access the Acquisition Gateway

1 Go to **https://hallways.cap.gsa.gov**

2 Click the **Federal Employees Sign-in** button

3 Enter your PIN when prompted

Acquisition Gateway

Acquisition Gateway Demonstration

A Case Study: Janet C Officer

What's in it for me (WIIFM)?

- A place to organize and save your acquisition
- A place for market research, pricing information, and requirements development
- A place to connect with other acquisition professionals

Profile:
- Project Manager at the NPS
- Experienced with requirements development and construction management

Challenge:
- Has always been frustrated by furniture component and negative impact on overall project completion schedule
- Due to shrinking in house expertise, needs a way to get up to speed quickly on furniture package options

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A Case Study: Michael Smith

What's in it for me (WIIFM)?

- A hallway of articles, solutions, links, and tools just for that category
- A place for market research, pricing information, and requirements development
- A growing searchable archive of examples
- A place to connect with other acquisition professionals

Profile:
- Associate Director of Field Services
- Occupancy Agreement Signer
- Space is currently in a lease facility
- Is in a time crunch due to the impending RWA deadline

Challenge:
- Needs to secure the reception/interview area
- Securing of the area will need multiple items and services such as:
    - Transaction window, five-button cipher lock and speaking portal providing separation between front-end interviewing and the office
    - Needs help developing a cost estimate, SOW, design and resources needed to locate equipment and fixtures for the project

New Features

Coming Soon

- Research and implement first phase of 'tagging' to offer the start of a Gateway search capability (similar to Netflix content tagging)

- Connecting users through expanded user profiles and the ability to @mention other users

- Updates to the homepage to make finding resources / information easier

- Increased team collaboration through shareable 'team' projects in Project Center

<u>Resources</u>

Acquisition Gateway

There are many opportunities to get involved!

- Sign up for an OMB Max account and login to [Acquisition Gateway](#), share it with your co-workers.

- Contribute your best practices, templates and expertise

- Participate in the growing community on the Acquisition Gateway

- Join us for usability testing to help drive new features (Email kelly.robinson@gsa.gov directly, we welcome your feedback!)

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Acquisition Gateway Ambassadors Network

The Acquisition Gateway Ambassador Network is a Change Agent Network developed to expedite the government's transition to category management. Change agents will support transformation at their agencies. For more information and to join, please contact Tanika Jenkins (tanika.jenkins@gsa.gov) or Craig Chavez (craig.chavez@gsa.gov)

Value:
Gateway Ambassadors build and sustain the momentum of change efforts by disseminating messaging, providing feedback on change activities, and reducing stakeholder fears and resistance to the change.

Time Commitment:
One single hour-long meeting per month
2-4 hours of direct assistance with communication development and delivery, research, and feedback collection.

Gateway Ambassadors' Primary Functions	Ideal Gateway Ambassador Characteristics
• Disseminating messages through local communication channels • Sharing feedback with FAS to enhance and improve both category management change management efforts and Acquisition Gateway adoption efforts • Addressing the concerns of their local workforce	• Respected and admired among peers • Relatable and regarded as confidants • Willing to donate time and resources to the category management initiative • Typically middle-management and below, as this fosters trust from the workforce • Representatives from across the organization

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Questions?

Thank you for joining us today for a discussion on Category Management and the Acquisition Gateway

See you in October for the start of a new
Client Enrichment Series 2017 program!

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Appendix

Category Management Overview
Why Implement Category Management?

Currently the purchasing landscape is ad hoc. Many agencies make independent purchases that frequently lack strategy or coordination. This landscape is characterized by costly redundancies in contract vehicles, buys, and efforts.

Current State of Purchasing:

- Lack of coordination across agencies
- Duplicated efforts
- Many agencies; no leveraged buying power

Future State of Purchasing:

- Better procurement coordination across government
- Industry involvement in developing category strategies
- Core competencies leveraged to match customer needs
- One common management framework

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Category Management Overview
Category Management Goals

Category management seeks to achieve the following goals around cost savings, knowledge sharing, relationship-building, and efficiency:

Increase Cost Savings
- Increase spend under management
- Achieve volume savings
- Achieve administrative savings

Foster Knowledge Sharing
- Share best practices
- Grow and share expertise

Promote Efficiency
- Reduce contract duplication
- Enhance transparency
- Create better contract vehicles
- Manage data collection and analysis
- Enable better decisions

Improve Relationships
- Maximize purchasing agency relationships
- Leverage supplier relationships
- Optimize buying channels
- Manage the solution landscape

Acquisition Gateway - Welcome

Acquisition Gateway - Sign-in
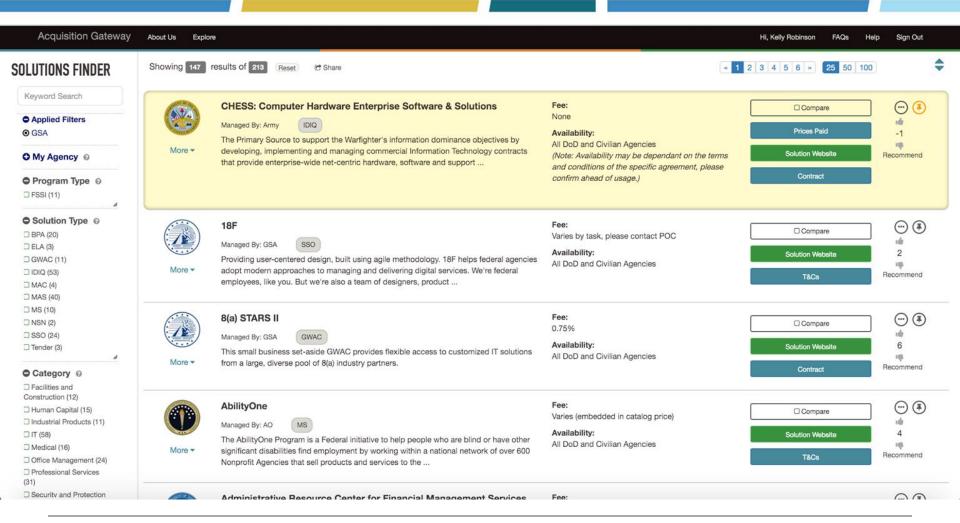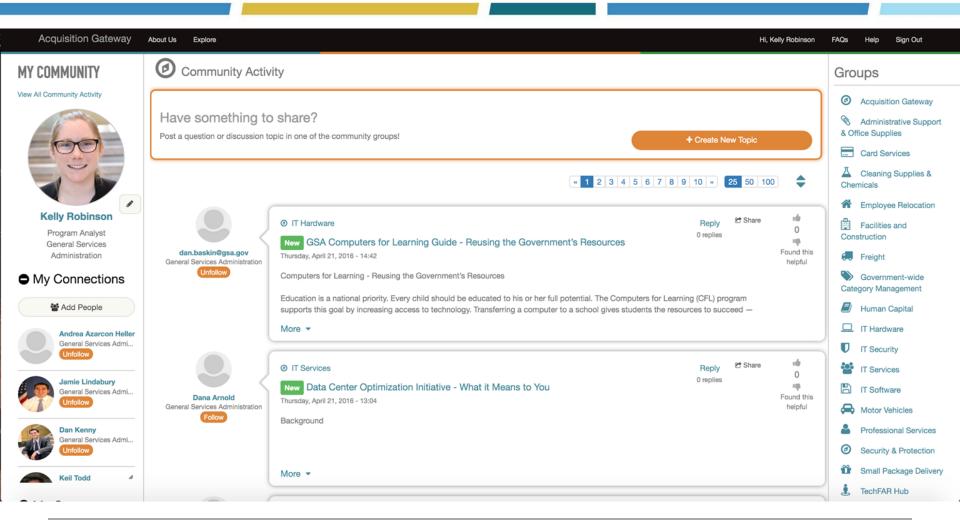
Acquisition Gateway - Hallway

Acquisition Gateway - Solutions Finder

Acquisition Gateway - Community

Acquisition Gateway - Statement of Work Library