Welcome

Discovering Small Business Opportunities in Artificial Intelligence & Data Analytics:

GSA

Amy Lineberry

Deputy Associate Administrator

Office of Small & Disadvantaged Business Utilization

Today's Agenda!

Our Goal:

To provide you with the information you need to achieve success!

Welcoming Remarks	Exodie Roe/ OSDBU AA
Keynote Address	Dave Zvenyach/ FAS Deputy Commissioner & Director of TTS
Situational Analysis of Purchasing Trends in AI & Data Analytics Across Government	Anil Chaudhry/Director of AI Implementations, TTS
Polaris & BIC MAC GWAC Update	Ellery Taylor/ITC Jasmine Alexander, Branch Chief, ITC
Panel Discussion with GSA Primes	GDIT, Booz Allen Hamilton, Alion Science & Technology, REI Systems, Tetra Tech, SAIC
Q&A	Monique Avant/ITC
Closing Remarks	Keith Nakasone, Deputy Assistant Commissioner, ITC

OSDBU Advocates for GSA and Small Businesses: Take Note

"GSA's Office of Small and Disadvantaged Business Utilization connects small businesses with people and resources to help them grow.

We are their advocates and believe in "Small Business First."

OSDBU Overview

"*GSA's Office of Small and Disadvantaged Business Utilization connects small businesses with people and resources to help them grow.* **We are your advocates** *and believe in 'Small Business First.'"*

Region 10: Northwest/Arctic

Region 5: Great Lakes

Region 1: New England

Region 3: Mid-Atlantic

Region 9: Pacific Rim

Region 8: Rocky Mountain

Region 6: Heartland

Region 2: Northeast and Caribbean

Region 11: National Capital Region (includes five sites)

Region 7: Greater Southwest

Region 4: Southeast

GSA OSDBU has offices in 11 regions across the country.

Connect with us Today!
www.gsa.gov/OSDBU

Looking toward the Future: Forecast Tool
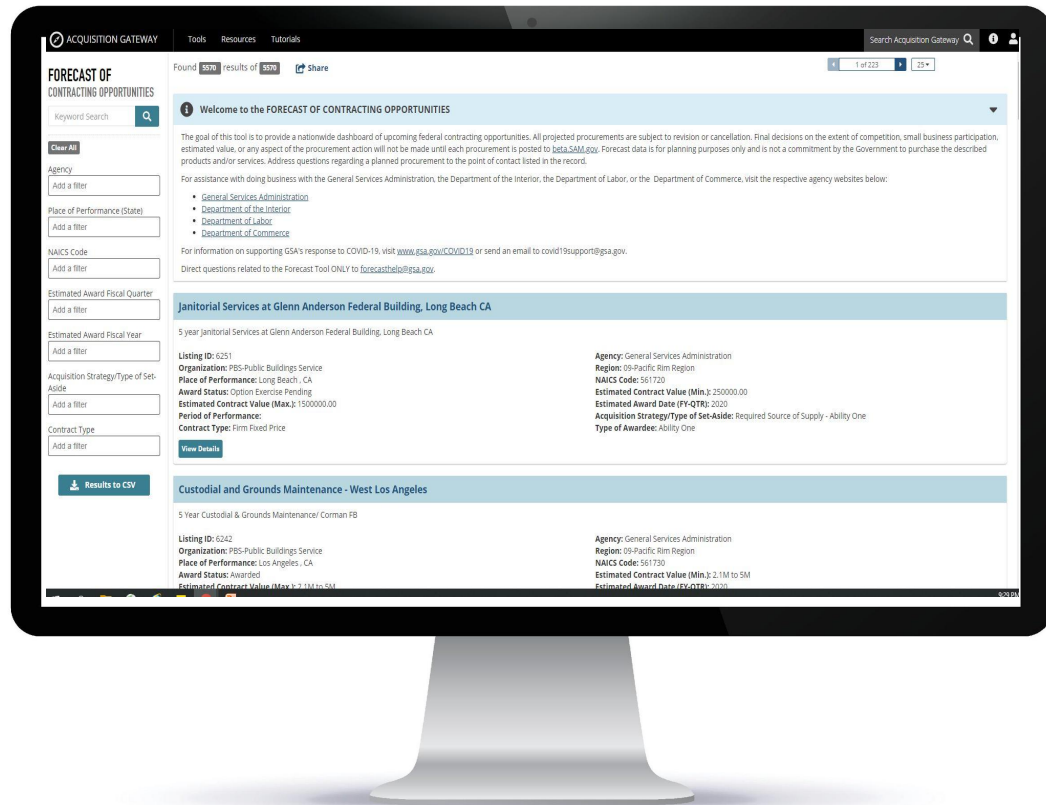
Visit: FBF.GOV

What is the Forecast Tool?

→ Provides forward looking data about future requirements.

→ Helps you learn about potential prime contracting opportunities

Welcome

Syretta Dyson
Supervisory Small Business Specialist
National Small Business Advocacy
and Engagement Division

Accelerate **IT modernization** across government to improve the **public experience** and increase operational efficiency.

To accomplish this, we partner with <u>industry subject matter experts</u> to solve agencies problems in the following functional areas:

Artificial Intelligence | Cloud Adoption | Contact Center | Customer Experience | Data Analytics

Government AI Landscape

What is AI?   Operationalized AI

| Preparing | Discovery | POCs/Pilots | Scaling |

Q: Where are agencies now?

A: All along the spectrum

- Development of governance frameworks
- Creating data management and sharing mechanisms
- Identifying use cases
- Understanding current and needed infrastructure

- Building models using available data
- Leveraging AI tools & exploring new options
- Pilots for specific use cases
- Exploring AI Ethics

How do I use AI to improve automation of compliance with laws, regulations, policies, and procedures?

How do I use SaaS and AI solutions to improve targeted delivery of government services?

How to I implement AI tools now to integrate hybrid legacy and modernized environments?

How do I take advantage of non-FAR authorities to get AI solutions now?

How do I tackle a new, complex problems using AI and machine learning to improve decisions?

How do I reduce time to develop and stand up new applications?

How do I improve the public's experience and increase engagement using AI?

How do I use AI to help my over-tapped workforce?

Typical use cases

Simplifying Regulatory and Compliance Reviews	Digitalization and Automation of Forms Processing	Intelligent Assistants/ ChatBots
Suicide Risk and Prevention	Automating Data Movement and Input Between Systems	Predictive and Proactive Equipment Maintenance
Cyber Security and Cyber Attack Prevention	Disease Outbreak Prediction and Modeling	Customer Service Request Automation
Video/Social Media Analysis for Disaster Assistance	Fraud Identification and Prevention	Intelligent Call Centers

Increased Speed and Efficiency

Cost Avoidance/Cost Saving

Improved Response Time

Increased Quality and Compliance

Established technology field where private sector expertise is still needed

Task Management (attended automation),
Process Management (unattended automation),
Task Process Management (commonly referred to as RPA),
Descriptive and Diagnostic Reporting (Business Intelligence),
Predictive and Prescriptive Analytics (Business Cognition).

Emerging AI fields where the need for private sector expertise is growing

Speech: synthesis, recognition, and sentiment analysis
Vision: Image, Object, Optical Mark, and Text Recognition
Language: chat, translation, intelligent assistants
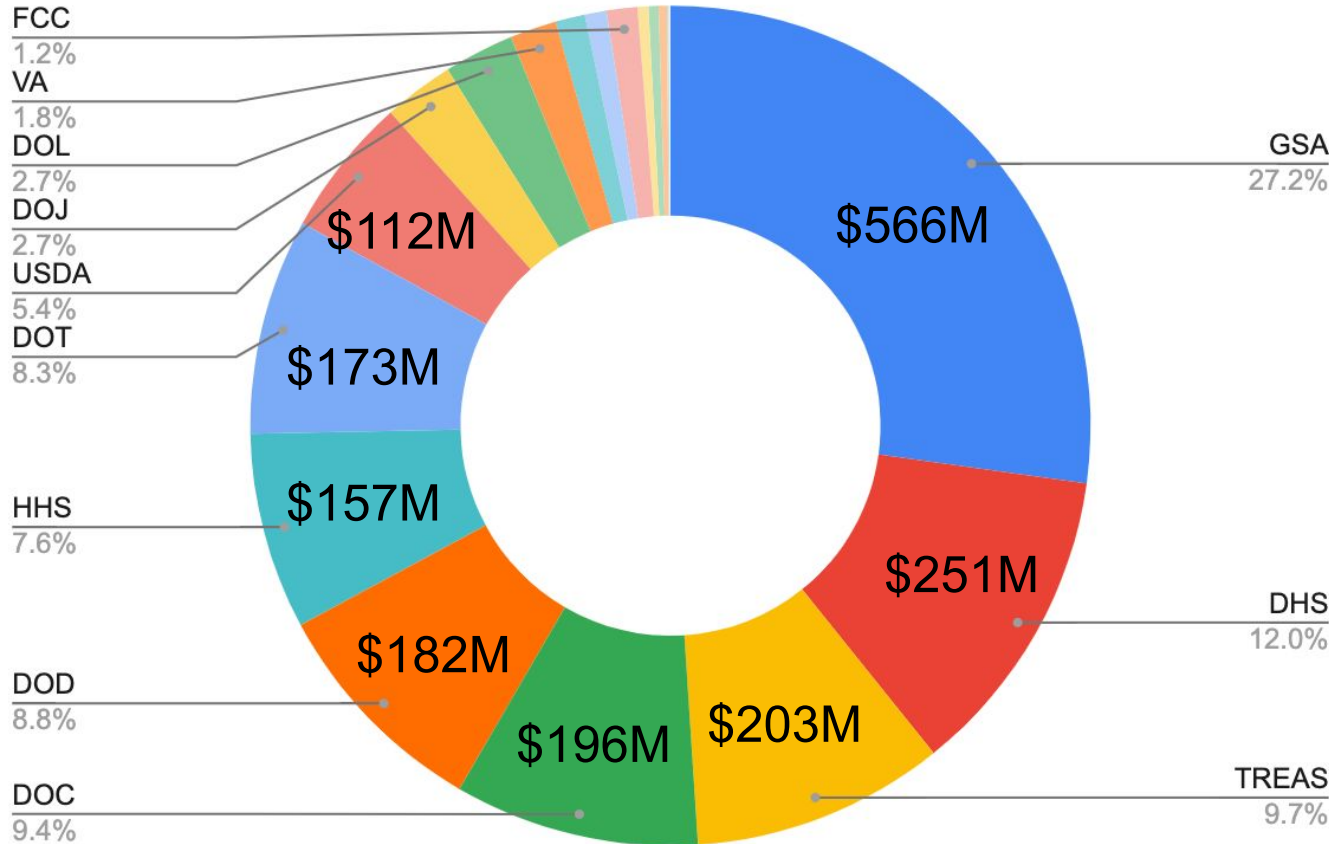Expert Systems: optimization, concept mining, relationship mining

Ability to
- Sift through enormous volumes of data for answers
- Improve the accuracy of predictions based on historical trends
- Inform fact-based decisions by finding patterns
- Design a system that "learns" and adjusts to new sets of data to provide novel insights without explicitly being re-programmed
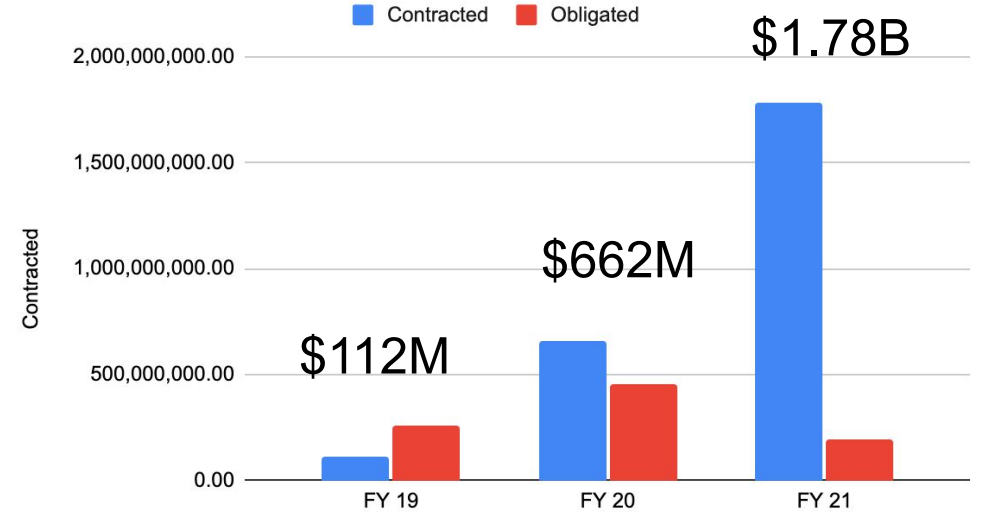
Commercial or public sector experience involving
- Large data sets (streams, petabytes) of hybrid data from mixed sources
- Pattern recognition or inference from novel input or noisy data
- Pattern recognition in historical data to inform automated decision making
- Macro and micro trend analysis with hard to detect anomalies
- Real-time decision support from novel input or noisy data
- The deployment of 'bots' and/or 'robotic process automation' tools

Virtual Assistants (Bots etc.) Snapshot
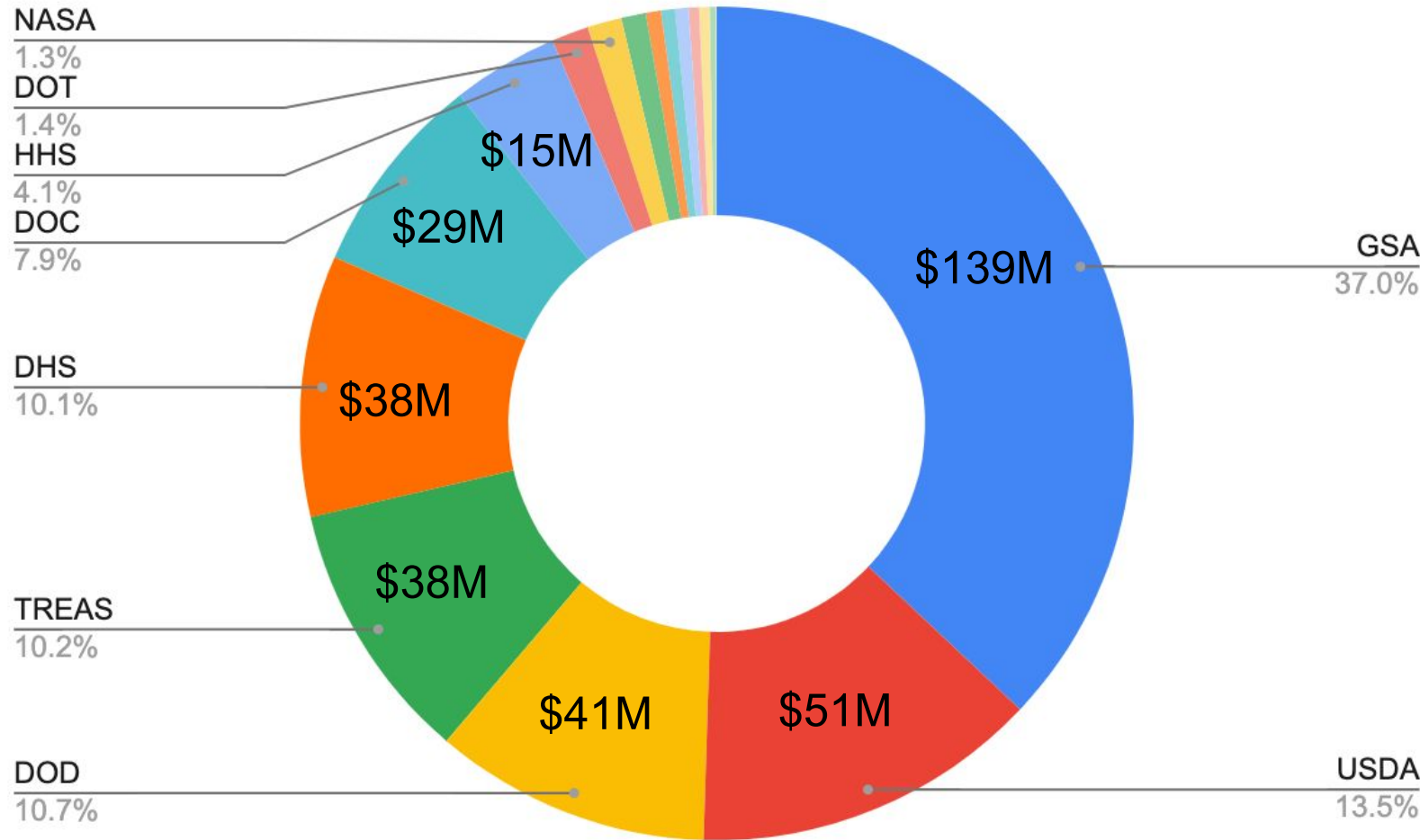
PERCENT OF SPEND BY AGENCY

- FCC 1.2%
- VA 1.8%
- DOL 2.7%
- DOJ 2.7%
- USDA 5.4%
- DOT 8.3%
- HHS 7.6%
- DOD 8.8%
- DOC 9.4%
- GSA 27.2% — $566M
- DHS 12.0% — $251M
- TREAS 9.7% — $203M
- $196M
- $182M
- $157M
- $173M
- $112M

NOTE: $379M of FY 21 is specifically allocated to Contact Centers

Contracted

- Contracted
- Obligated

$112M — FY 19
$662M — FY 20
$1.78B — FY 21

DOL	56,210,598.22
VA	37,307,412.10
DOI	23,741,504.67
SSA	17,350,000.00
FCC	24,773,076.73
HUD	8,613,758.91
PBGC	8,212,595.72
FTC	6,552,721.43
NASA	1,445,540.64

Robotic Process Automation (RPA) Snapshot

GSA

IT MODERNIZATION
Centers of Excellence

NASA 1.3%
DOT 1.4%
HHS 4.1%
DOC 7.9%
DHS 10.1%
TREAS 10.2%
DOD 10.7%

$15M
$29M
$38M
$38M
$41M
$51M
$139M

GSA 37.0%
USDA 13.5%

FY 17 to Present RPA spend	
Award	376,313,654.66
Obligated	185,134,642.89
Disbursed	36,771,269.08

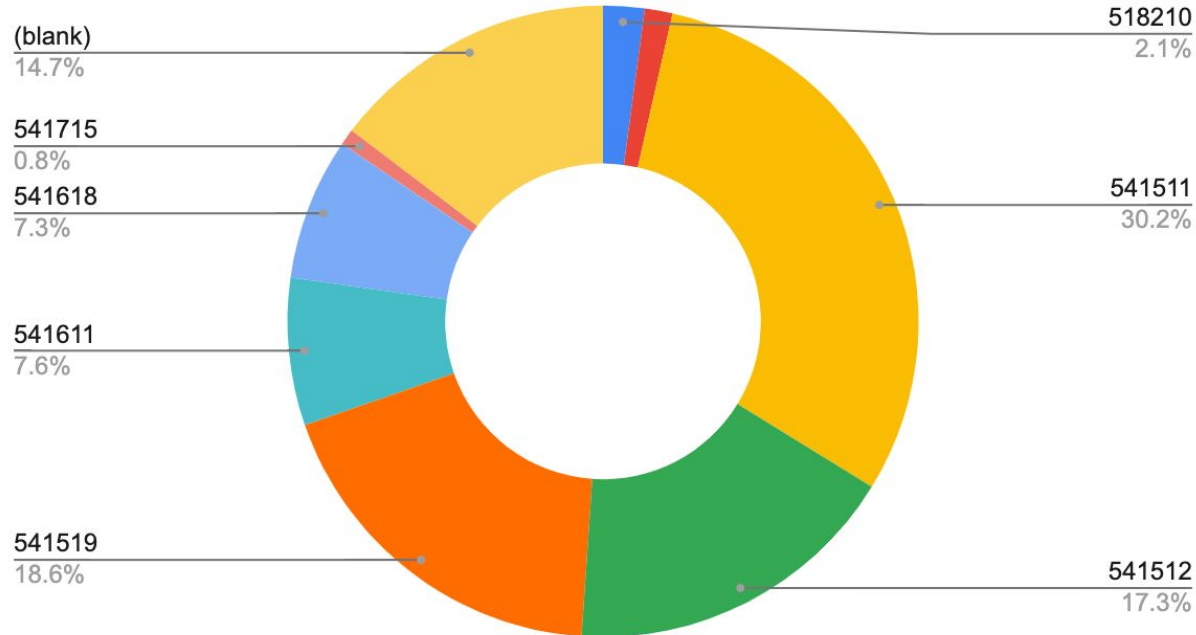## Year over year growth

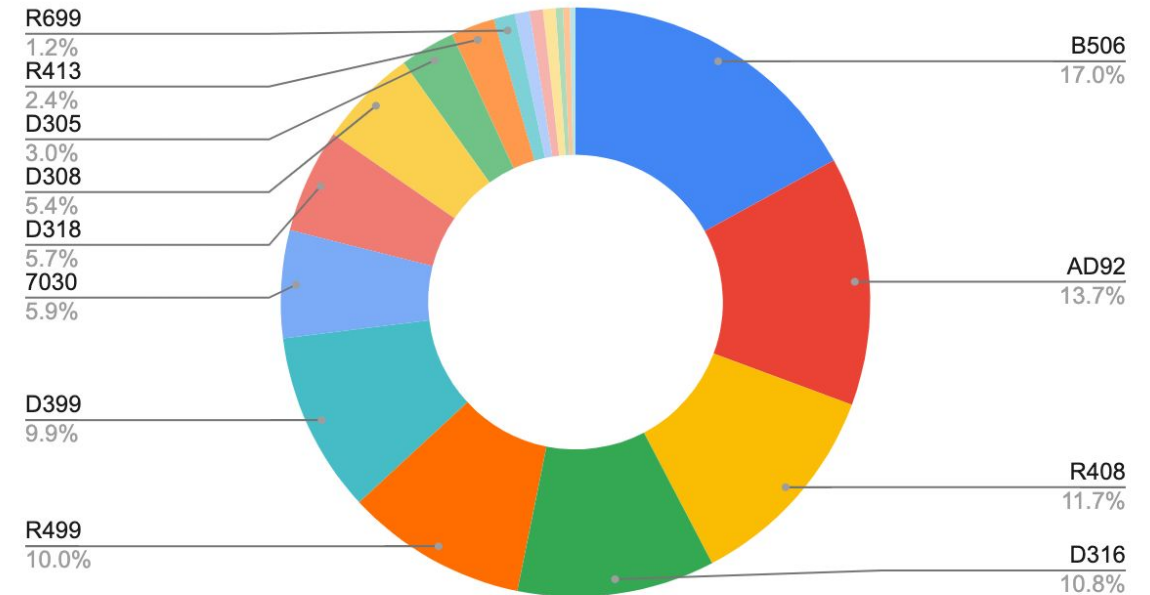191%
331%
270%
FY 17   FY 18   FY 19   FY 20   FY 21
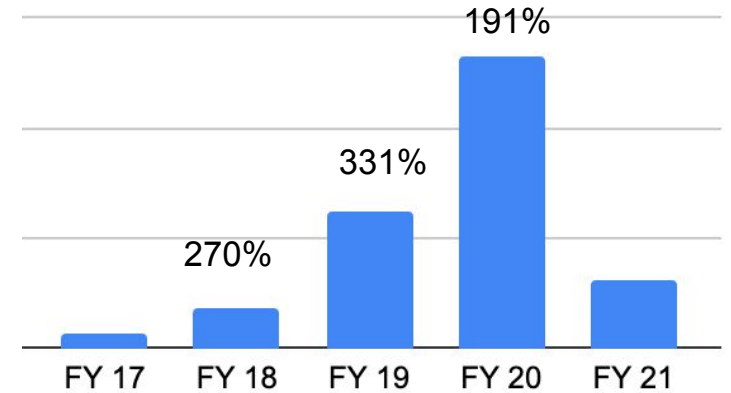
FY 21 growth projected at 167% of FY 20 award.

Notes: 82.4% of the spending was in the DMV area (DC, MD, and VA)
86.7% of RPA contracts were awarded to companies in VA (55%) and NY (32%)

Conclusion and Key Takeaways

Distribution of Emerging Tech Contracts by NAICS codes

- 518210 — 2.1%
- 541511 — 30.2%
- 541512 — 17.3%
- 541519 — 18.6%
- 541611 — 7.6%
- 541618 — 7.3%
- 541715 — 0.8%
- (blank) — 14.7%

Distribution by SIN code

- B506 — 17.0%
- AD92 — 13.7%
- R408 — 11.7%
- D316 — 10.8%
- R499 — 10.0%
- D399 — 9.9%
- 7030 — 5.9%
- D318 — 5.7%
- D308 — 5.4%
- D305 — 3.0%
- R413 — 2.4%
- R699 — 1.2%

AI Contracting Opportunities - The Big 5

Deduction and Reasoning Systems (e.g. Virtual assistants)
Robotics and Autonomous Motion (e.g. Physical assistants)
Knowledge Representation (e.g. Content curation)
Mixed Media Recognition (e.g. Image, sound, and sentiment)
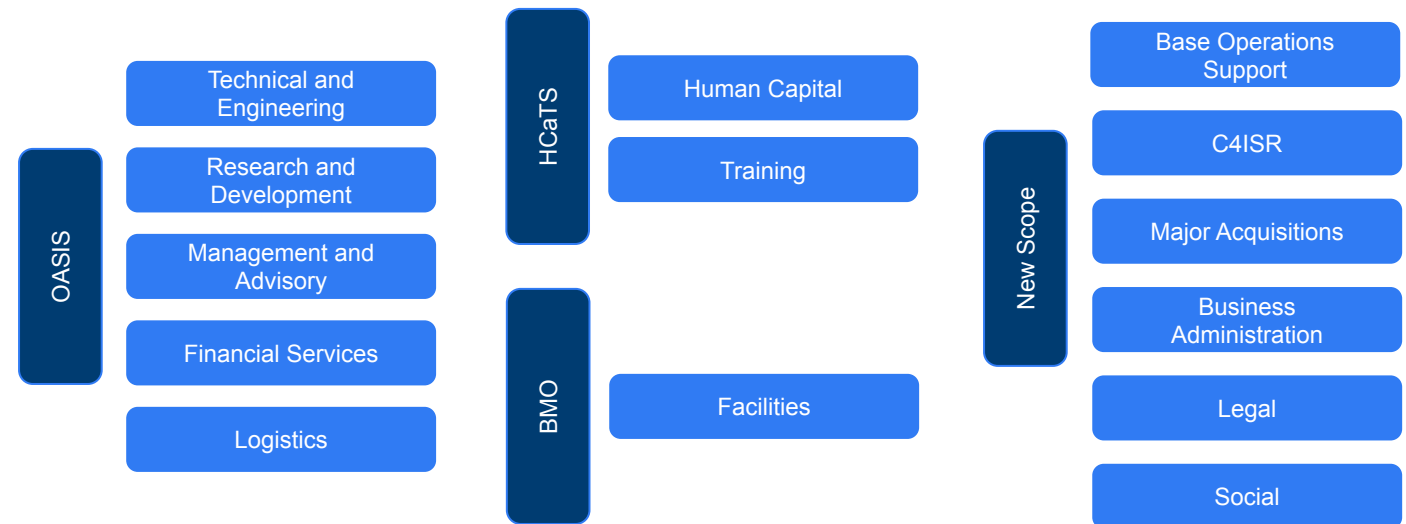Expert Systems (e.g. Synthetic media / deepfake detection)

New Services IDIQ

- *Why establish a new IDIQ?*
  - Deliver a **simpler buying experience**
  - OASIS ends in 2024 & Schedules cannot accommodate full spectrum of acquisition strategies
  - Expand access to **Best-in-Class** contracts for services
  - Reduce contract duplication

- *Recent milestones:* RFI #1 closed in March, held Industry Day 4/1/21

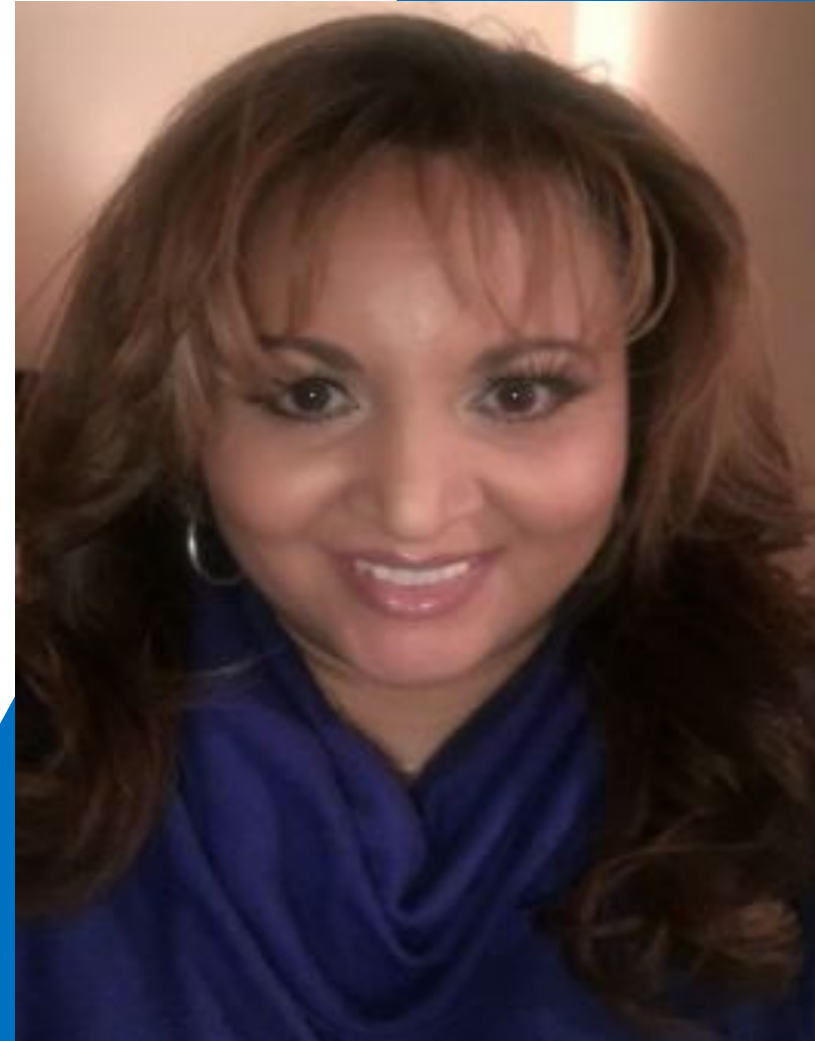- *Upcoming milestones:* Releasing RFI #2 on beta.SAM.gov late May/early June, Industry Day to follow

Initial Concepts: Scope and Domains

- Broad scope spans multiple categories of spend **(NO principle IT requirements)**
- Organized by *Domains*, areas of service spanning multiple NAICS codes

OASIS
- Technical and Engineering
- Research and Development
- Management and Advisory
- Financial Services
- Logistics

HCaTS
- Human Capital
- Training

BMO
- Facilities

New Scope
- Base Operations Support
- C4ISR
- Major Acquisitions
- Business Administration
- Legal
- Social

Jasmine Alexander

Branch Chief
Interagency Contracts Division 1,
ITC

Polaris

- GSA's Next Generation Small Business GWAC
- Includes Emerging Technologies

Examples of Artificial Intelligence services include, but are not limited to:

✓ Computer Vision

✓ Deep Learning

✓ Machine Learning

✓ Natural Language Processing (NLP)

✓ Spatial Computing

✓ Speech Recognition

Polaris

Features Contract Pools
- Small Business (SB) Pool
- HUBZone Small Business (HUBZone) Pool
- Women Owned Small Business (WOSB) Pool

Industry Engagement
- RFI posted to beta.sam.gov on October 16, 2020
- Draft RFP was released on beta.sam.gov at https://beta.sam.gov/opp/257509b8cfe14d48beb4f71033995e0b/view
- Feedback to the draft solicitation was requested to Polaris@gsa.gov by January 29, 2021

Join the conversation on the SB GWAC Community of Interest on Interact

https://interact.gsa.gov/group/small-business-gwac-community-interest

Question & Answer Time: Chat Your Questions!