



U.S. General Services Administration

# Unique Entity Identifier (SAM)

**Transition Overview**  
**Stakeholder Forum**

**August 12, 2021**



# What is the Unique Entity ID?



# What is the Unique Entity ID?

## TODAY

The authoritative unique entity identifier used by the federal government is the **DUNS Number**

- The DUNS Number is a 9-character numeric value
- Managed, granted, and owned by Dun & Bradstreet

## APRIL 4, 2022

The authoritative unique entity identifier used by the federal government will be the **Unique Entity ID (SAM)**

- The Unique Entity ID (SAM) is a 12-character alphanumeric value
- Managed, granted, and owned by the government

**The DUNS Number will remain the authoritative identifier until 4/3/2022**



# Why is the Change from DUNS to Unique Entity ID Happening?



## Why is the Change from DUNS to Unique Entity ID Happening?

The move from DUNS to the Unique Entity ID (SAM) is a **federal government-wide initiative**.

**OMB has directed federal agencies/systems to complete their transition** to the Unique Entity ID (SAM) no later than April 4, 2022.

GSA's role in the federal transition is, in part, to assign the Unique Entity ID (SAM) as part of the entity registration process.

**GSA is also preparing all IAE systems** (SAM.gov, FPDS, FAPIIS, etc.) to display, accept, and/or assign the new Unique Entity ID.



## Why is the Change from DUNS to Unique Entity ID Happening?

The federal government is **streamlining** the entity registration process and **making it easier for entities** to do business with the federal government.

- This change simplifies the process of registering your organization to do business with the federal government.
  - Entities will be assigned an identifier during registration; you will not need to go to a third party to obtain an identifier or to get help.



# How Long Will it Take to Get a Unique Entity ID?



## How Long Will it Take to Get a Unique Entity ID?

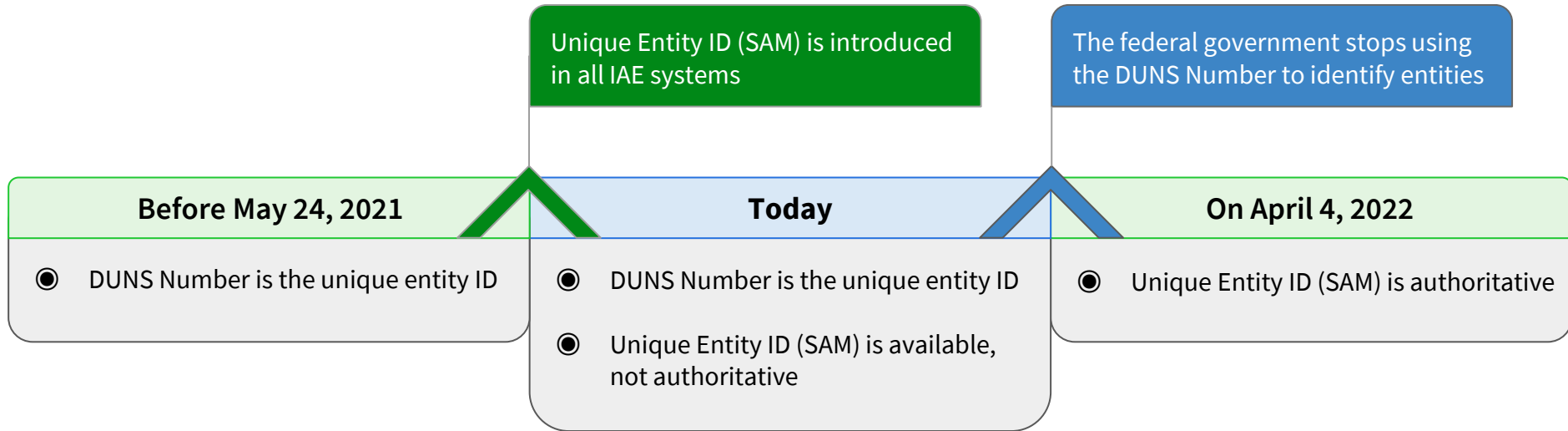
- ✓ If your entity is registered in SAM.gov today, you already have your Unique Entity ID (SAM). This includes inactive registrations.
- ✓ When requesting a Unique Entity ID **only**, successful entity validations will occur immediately.
- ✗ If unsuccessful, the entity will need to contact the Federal Service Desk. The validation assistance will depend on the complexity of the entity validation.
- ⓘ Both entity registrants, and those only getting a Unique Entity ID, will go through the same entity validation process.
- ⓘ While successful entity **validations** will occur immediately, full entity **registration approval** will still take up to 10 business days to process.



# When is the Unique Entity ID Changing?



# When is the Unique Entity ID Changing?



# IAE Transition in Detail

## Today

Unique Entity ID (SAM) is:

- ✓ assigned to, and viewable for, entities registered in SAM.gov
- ✓ included in IAE APIs and extracts
- ✓ appended to all FPDS contract actions
- ✓ included in FPDS Atom Feeds (V1.5.2)

## Q1 FY 2022

- ✓ Unique Entity ID (SAM) viewable across IAE systems
- ✓ Interfacing systems may send either the Unique Entity ID (SAM) or the DUNS Number to IAE systems
- ✓ Subaward recipients can apply for Unique Entity ID (SAM) on SAM.gov
  - Does not require complete entity registration
- ✓ DUNS Number remains authoritative for entity registrations and subaward reporting

**We are here**

Q4 FY 2021



User acceptance testing of EVS process in SAM.gov

Q1 FY 2022

Q2 FY 2022

Q3 FY 2022

## April 4, 2022

- Transition complete
- ✓ New validation process in place for Unique Entity ID (SAM) assignment at SAM.gov
  - ✓ DUNS Number no longer appears in any IAE interface/screen

**On April 4, 2022, the DUNS Number is no longer used as the entity identifier for federal awards.**



# What Does the New Unique Entity ID Mean For Me?



## What Does the New Unique Entity ID Mean For Me? (1 of 6)

I'm an entity already registered in SAM.gov



You've already been assigned a Unique Entity ID!

It's viewable on your entity registration record in SAM.gov.

## What Does the New Unique Entity ID Mean For Me? (2 of 6)

I'm a sub-awardee NOT registered in SAM.gov and I use the DUNS Number for subaward reporting

Starting in **Q1 FY 2022**, you'll be able to request a Unique Entity ID (SAM) in SAM.gov. **No registration will be required.**

Continue to use your DUNS Number for reporting. Starting on **April 4, 2022**, you will only use the Unique Entity ID (SAM) for reporting.

## What Does the New Unique Entity ID Mean For Me? (3 of 6)

I pull award data and reports from IAE systems and view the DUNS Number.

The Unique Entity ID (SAM) **is available now**, along with the DUNS Number, in SAM.gov APIs, data extracts, and the FPDS Atom Feed.

On April 4, 2022, only the new Unique Entity ID will be provided and **the DUNS field will go away.**

## What Does the New Unique Entity ID Mean For Me? (4 of 6)

I search for entity and contract award information using the DUNS Number.

Today, you can use the DUNS Number and/or the Unique Entity ID (SAM) to search entities. Starting on April 4, 2022, you can only use the Unique Entity ID (SAM).



## What Does the New Unique Entity ID Mean For Me? (5 of 6)

I'm going to register my entity in the future. Do I still need the DUNS Number?  
How do I get a Unique Entity ID (SAM)?

**Before April 4, 2022**, go to D&B and get a DUNS Number, then go to SAM.gov to register your entity. You will be assigned a Unique Entity ID (SAM) as a part of the SAM.gov registration process.

## What Does the New Unique Entity ID Mean For Me? (6 of 6)

I'm going to register my entity in the future. Do I still need the DUNS Number?  
How do I get a Unique Entity ID (SAM)?

**After April 4, 2022**, you will be assigned a Unique Entity ID (SAM) as part of the SAM.gov registration process. You no longer need to get a DUNS Number for SAM.gov entity registration.

# Where to Find the New Unique Entity ID on SAM.gov



# Examples of Where to Find the New Unique Entity ID (1 of 4)

The screenshot displays the SAM.gov search results interface. At the top, there is a search bar with the text "e.g., 1600FA020002, aspl" and a magnifying glass icon. To the right of the search bar are buttons for "Search Results", "Saved Searches", and "Actions". Below the search bar, there is a "Select Domain" section with "Entity Information" selected. The main content area shows a list of search results, with the first result being an "Agency" entity. The results are displayed in a table-like format with columns for "DUNS", "Unique Entity ID", "CAGE Code", and "Physical Address". A red arrow points from a text box on the left to the "SAM Unique Entity ID" field in the first search result. The "Entity Registration" section for the first result shows an "Expiration Date" of "Apr 23, 2022" and a "Purpose of Registration" of "All Awards".

Agency	Active			
DUNS	Unique Entity ID	CAGE Code	Physical Address	Entity Registration
SAM	Unique Entity ID			Expiration Date Apr 23, 2022 Purpose of Registration All Awards
ASSOCIATION	Active			
DUNS	Unique Entity ID	CAGE Code	Physical Address	Entity Registration
SAM	Unique Entity ID			Expiration Date Jan 27, 2022 Purpose of Registration All Awards
ASSOCIATION	Active			
DUNS	Unique Entity ID	CAGE Code	Physical Address	Entity Registration
SAM	Unique Entity ID			Expiration Date Jan 27, 2022 Purpose of Registration All Awards
ASSOCIATION	Active			
DUNS	Unique Entity ID	CAGE Code	Physical Address	Entity Registration
SAM	Unique Entity ID			Expiration Date Jan 27, 2022 Purpose of Registration All Awards
City Of	Active			
DUNS	Unique Entity ID	CAGE Code	Physical Address	Entity Registration
				Expiration Date Mar 6, 2022

New Unique Entity ID (SAM) assigned and displayed on entity search results



## Examples of Where to Find the New Unique Entity ID (2 of 4)

The screenshot displays the SAM.gov entity record page for a company named 'INC.'. The page is divided into several sections: 'Entity Registration', 'Core Data', 'Business Information', 'Reps and Certs', 'Exclusions', and 'Responsibility / Qualification'. The 'Entity Registration' section is currently selected. Within this section, the 'DUNS Unique Entity ID' and 'SAM Unique Entity ID' fields are visible. The 'DUNS Unique Entity ID' field is currently blank, while the 'SAM Unique Entity ID' field contains a value. A red arrow points from a text box on the left to the 'SAM Unique Entity ID' field. Other information visible includes the 'Expiration Date' (Jul 7, 2022), 'Registration Status' (Active), 'Purpose of Registration' (All Awards), and 'Mailing Address'. A note at the bottom right states: '\*The DUNS number is currently the official Unique Entity ID'. A 'Version' dropdown menu is set to 'Current Record'.

New Unique Entity ID (SAM) assigned and displayed on your entity record

## Examples of Where to Find the New Unique Entity ID (3 of 4)

**ACTIVE** Contract Opportunity

Notice ID  
36C25021Q0298

Related Notice

Contract Line Item Number

Department/Ind. Agency  
VETERANS AFFAIRS, DEPARTMENT OF

Sub-tier  
VETERANS AFFAIRS, DEPARTMENT OF

Office  
250-NETWORK CONTRACT OFFICE 10 (36C250)

**Award Details**

Contract Award Date: Jun 28, 2021

Contract Award Number: [REDACTED]

Task/Delivery Order Number:

Contractor Awarded Unique Entity ID (DUNS): [REDACTED]

Contractor Awarded Unique Entity ID (SAM): [REDACTED]

Contractor Awarded Name: [REDACTED] INC.

Contractor Awarded Address: [REDACTED]

Base and All Options Value (Total Contract Value): 55833.00000000

New Unique Entity ID (SAM)  
displayed on contract  
opportunity award notices

## Examples of Where to Find the New Unique Entity ID (4 of 4)

Award ID (Mod#):	[REDACTED] (3) <a href="#">View</a>	Award Type:	PURCHASE ORDER
Legal Business Name (DUNS):	[REDACTED] <a href="#">LLC</a>	Contracting Agency:	<a href="#">FEDERAL ACQUISITION SERVICE</a>
Date Signed:	January 15, 2014	Action Obligation:	\$169,344
Referenced IDV:		Contracting Office:	<a href="#">GSA/FAS ASSISTED AND EXPANDED ACQUISITION (R09)</a>
NAICS (Code):	ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES ( <a href="#">541811</a> )	PSC (Code):	SUPPORT- PROFESSIONAL: COMMUNICATIONS ( <a href="#">R428</a> )
Entity City:	ARLINGTON	Unique Entity ID (DUNS):	[REDACTED]
Entity State:	VA	Unique Entity ID (SAM):	[REDACTED]
Entity ZIP:	[REDACTED]	Ultimate Parent Unique Entity ID (DUNS):	[REDACTED]
Ultimate Parent Legal Business Name (DUNS):	[REDACTED] <a href="#">LLC</a>	Ultimate Parent Unique Entity ID (SAM):	[REDACTED]

New Unique Entity ID (SAM) displayed in FPDS ezSearch

New Unique Entity ID (SAM) displayed in CPARS

<b>Entity Information</b>	
SAM Exception: [REDACTED] <a href="#">Remove Exception</a>	
Unique Entity ID (DUNS):	[REDACTED]
Unique Entity ID (SAM):	[REDACTED]
Legal Business Name:	[REDACTED] <a href="#">LLC</a>
DBAN:	[REDACTED]
Street:	[REDACTED]
Street2:	[REDACTED]
City:	ARLINGTON
State:	VA
Country:	UNITED STATES
Phone:	[REDACTED]
Fax No:	[REDACTED]
Congressional District:	[REDACTED]



# Unique Entity ID in APIs and Data Extracts





## Unique Entity ID (SAM) in APIs and Data Extracts

- SAM.gov APIs now include the Unique Entity ID
  - Documentation about using APIs to access SAM.gov entity and exclusion data is at [open.GSA.gov](https://open.GSA.gov)
- New version of FPDS ATOM feed includes Unique Entity ID
  - FPDS released a crosswalk to populate the Unique Entity ID in contract actions in agency systems
- System accounts are available to any user with SAM.gov user account. You can try a test system account at alpha.SAM.gov (test environment) by emailing [newSAMtesting@gsa.gov](mailto:newSAMtesting@gsa.gov)
- Agency system owners are encouraged to join the Technical Interface Community (email [newSAMtesting@gsa.gov](mailto:newSAMtesting@gsa.gov) to join)



# Unique Entity ID in Saved Searches and Ad Hoc Contract Data Reports



## Unique Entity ID in Saved Searches and Ad Hoc Contract Data Reports

Saved searches and ad hoc contract data reports that **use the DUNS Number will not be supported** after April 4, 2022 transition

- ▶ Review your saved searches and reports and edit them to use the UEI instead of DUNS
  - You can change your saved searches in SAM.gov now; the Unique Entity ID is available
  - Ad hoc reports will have Unique Entity ID (SAM) in Q4 FY 2021
  - Standard and Administrative reports will have Unique Entity ID (SAM) at the end of October

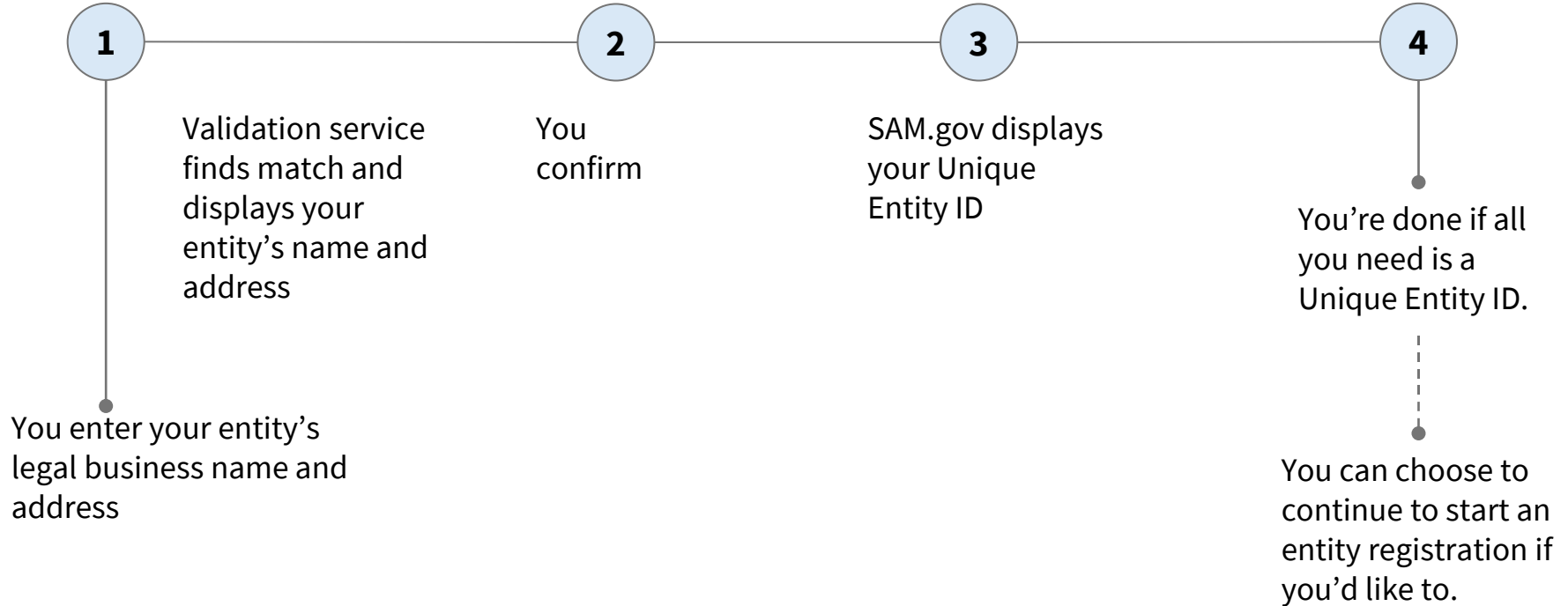


# What Does Getting a Unique Entity ID Look Like after April 4, 2022?



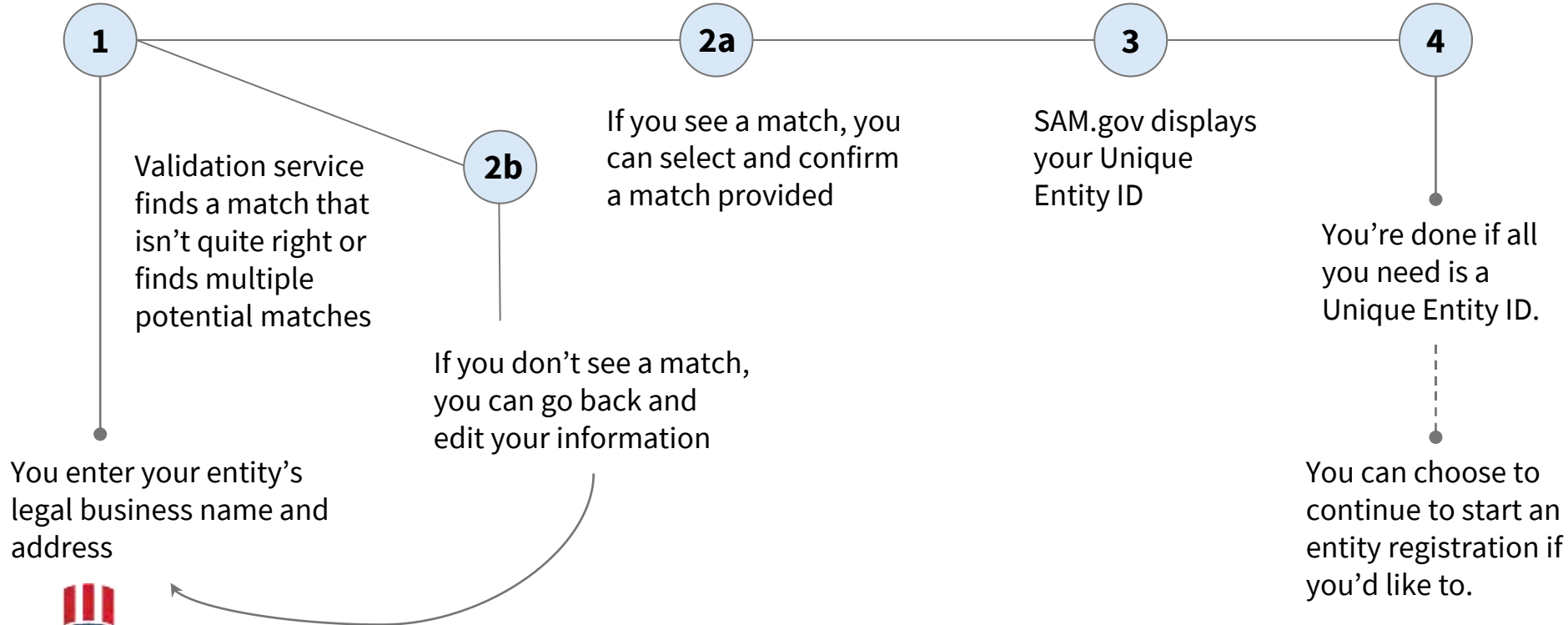
## New Entities - Get a Unique Entity ID in SAM.gov (1 of 4)

### Scenario 1 - The Happy Path



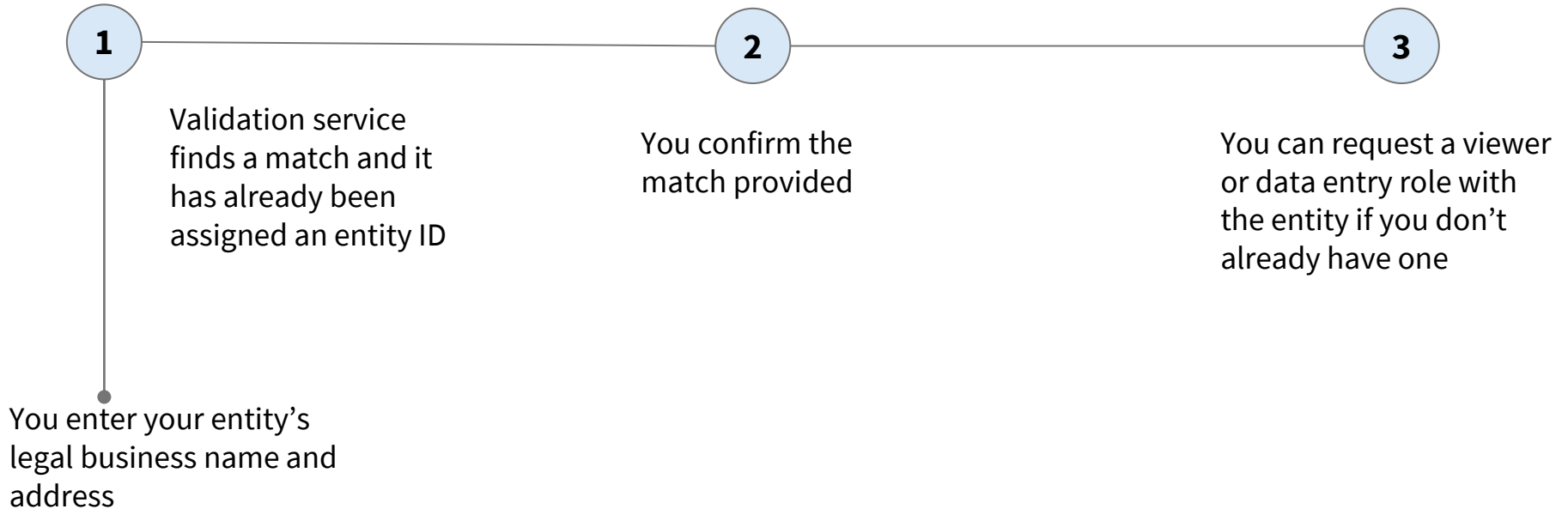
## New Entities - Get a Unique Entity ID in SAM.gov (2 of 4)

### Scenario 2 - Help Validating Entity - Multiple Matches



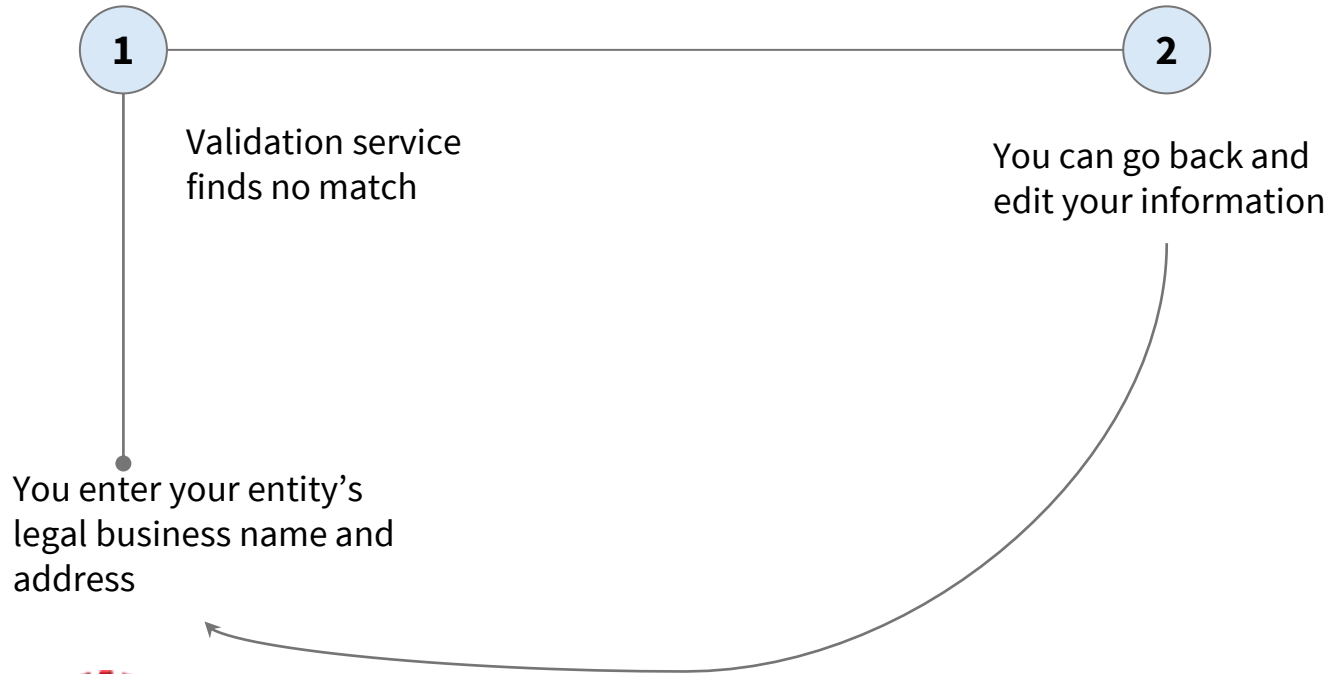
## New Entities - Get a Unique Entity ID in SAM.gov (3 of 4)

### Scenario 3 - Entity Already has an Entity ID



## New Entities - Get a Unique Entity ID in SAM.gov (4 of 4)

### Scenario 4 - Help Validating Entity - No Match





## Agency Implementation across the Federal Government

Federal agencies are **implementing their own** Unique Entity ID transition plans between now and April 4, 2022.

- They will manage updates to their own:
  - Procurement award processes and systems
  - Grant award processes and system
  - Invoicing and payment processes and systems

Federal agencies you do business with will directly issue information about changes to the award and payment processes.

- For example, Grants.gov has already initiated their transition.
- Go to:  
[grants.gov/web/grants/forms/planned-uei-updates.html](https://www.grants.gov/web/grants/forms/planned-uei-updates.html)

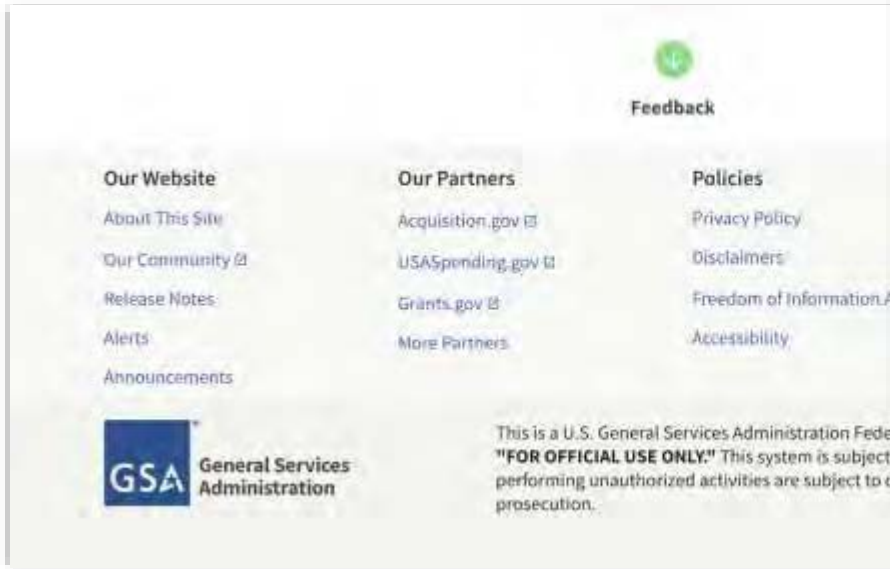
**Questions?**

**Thank you!**



# We Want Your Feedback!

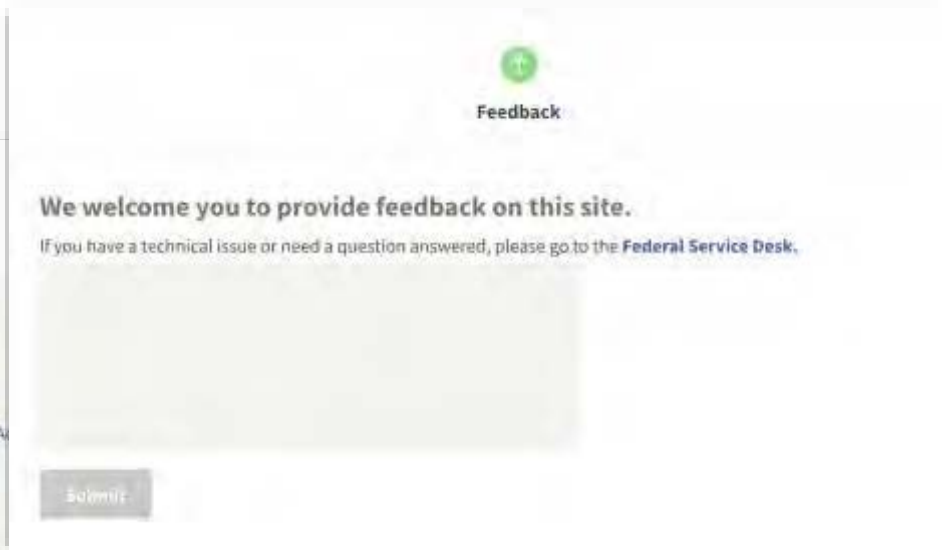
## Our feedback tool is on the footer of all pages on SAM.gov



The screenshot shows the footer of the SAM.gov website. At the top right of the footer area is a green circular icon with a white speech bubble and the word "Feedback" below it. Below this icon are three columns of links:

- Our Website**
  - About This Site
  - Our Community
  - Release Notes
  - Alerts
  - Announcements
- Our Partners**
  - Acquisition.gov
  - USASpending.gov
  - Grants.gov
  - More Partners
- Policies**
  - Privacy Policy
  - Disclaimers
  - Freedom of Information Act
  - Accessibility

At the bottom left is the GSA General Services Administration logo. At the bottom right is a disclaimer: "This is a U.S. General Services Administration Federal Government computer system that is 'FOR OFFICIAL USE ONLY.' This system is subject to monitoring. Individuals found performing unauthorized activities are subject to disciplinary action including criminal prosecution."



The screenshot shows the SAM.gov feedback form. At the top right is a green circular icon with a white speech bubble and the word "Feedback" below it. Below this icon is the heading "We welcome you to provide feedback on this site." followed by the text "If you have a technical issue or need a question answered, please go to the Federal Service Desk." Below this text is a large, empty text input field. At the bottom right of the form is a grey "Submit" button.



## The Integrated Award Environment

See latest on how GSA is preparing for the federal transition at:  
[GSA.gov/EntityID](https://www.gsa.gov/EntityID)

Join us on Interact for the latest updates: [interact.gsa.gov/group/integrated-award-environment-iae-industry-community](https://interact.gsa.gov/group/integrated-award-environment-iae-industry-community)

Join the Technical Interface Community by emailing  
[newSAMtesting@gsa.gov](mailto:newSAMtesting@gsa.gov)