

Col Paul Bugenske
Director

PROCUREMENT

PROCUREMENT

OVERVIEW

- USSOCOM Mission & Organization
- What We Buy: SOF Peculiar
- Flow of Procurement Authority
- What is SORDAC?
- Directorate of Procurement (DoP)
- Mission and Vision
- Contracting Offices and TSOCs
- Procurement Activity Levels
- Competition Stats
- Services Spending Breakdown
- DoP HQ Divisions
- Forecasted Source Selections
- How-To Guide
- Take-Aways



USSOCOM MISSION

- Provide fully capable Special Operations Forces to defend the United States and its interests. Synchronize planning of global operations against terrorist networks.



PROCUREMENT

A UNIQUE ORGANIZATION

A Unified Combatant Command...

Command of all U.S. based SOF
Plan and Synch DoD activities in OCO
Deploy SOF to support GCCs as directed, conduct operations globally
Plan & execute pre-crisis activities



...with Service & MILDEP-like responsibilities

Organize, train, equip SOF
Develop Strategy/Doctrine/Tactics Program and Budget
Procure SOF-peculiar equipment
Monitor SOF personnel
Ensure interoperability

Acronyms

USSOCOM – United States Special Operations Command
SOF – Special Operations Forces
OCO – Overseas Contingency Operations
GCCs – Geographic Combatant Commanders

PROCUREMENT

DEFINITION: SPECIAL OPERATIONS PECULIAR

- Equipment, Material, Supplies, and Services with No Service-Common Requirement
- Items Initially Used by SOF Until Adopted by a Service
- Modifications Approved by CDR USSOCOM for Application to Items Used by Other DoD Forces
- Critically Urgent Items/Services Supporting SOF Activities

*Source: DoDD 5100.3, "Support of the Headquarters of Combatant and Subordinate Joint Commands",
Certified Current as of 24 Mar 04*

FLOW OF CONTRACT AUTHORITY



SORDAC IS A JOINT "ACQUISITION CENTER"



← ACAT PROGRAMS →
RDT&E, Procurement and O&M



APM

Government
Purchase Card



SAM

Logistics
Support Services



PM

Commodities



PEO

Systems Acquisition K



Joint Expeditionary
Operations



FULL SPECTRUM CONTRACTING

Simplified Acquisition
Procedures

Knowledge-Based
Services

Construction

Global Support

Legal

Systems Engineering

Budget

DCAA

ACQUISITION SUPPORT SERVICES

DCMA

Finance

Acquisition Policy

SAP/SAR

PROCUREMENT



USSOCOM DIRECTORATE OF PROCUREMENT (DOP)

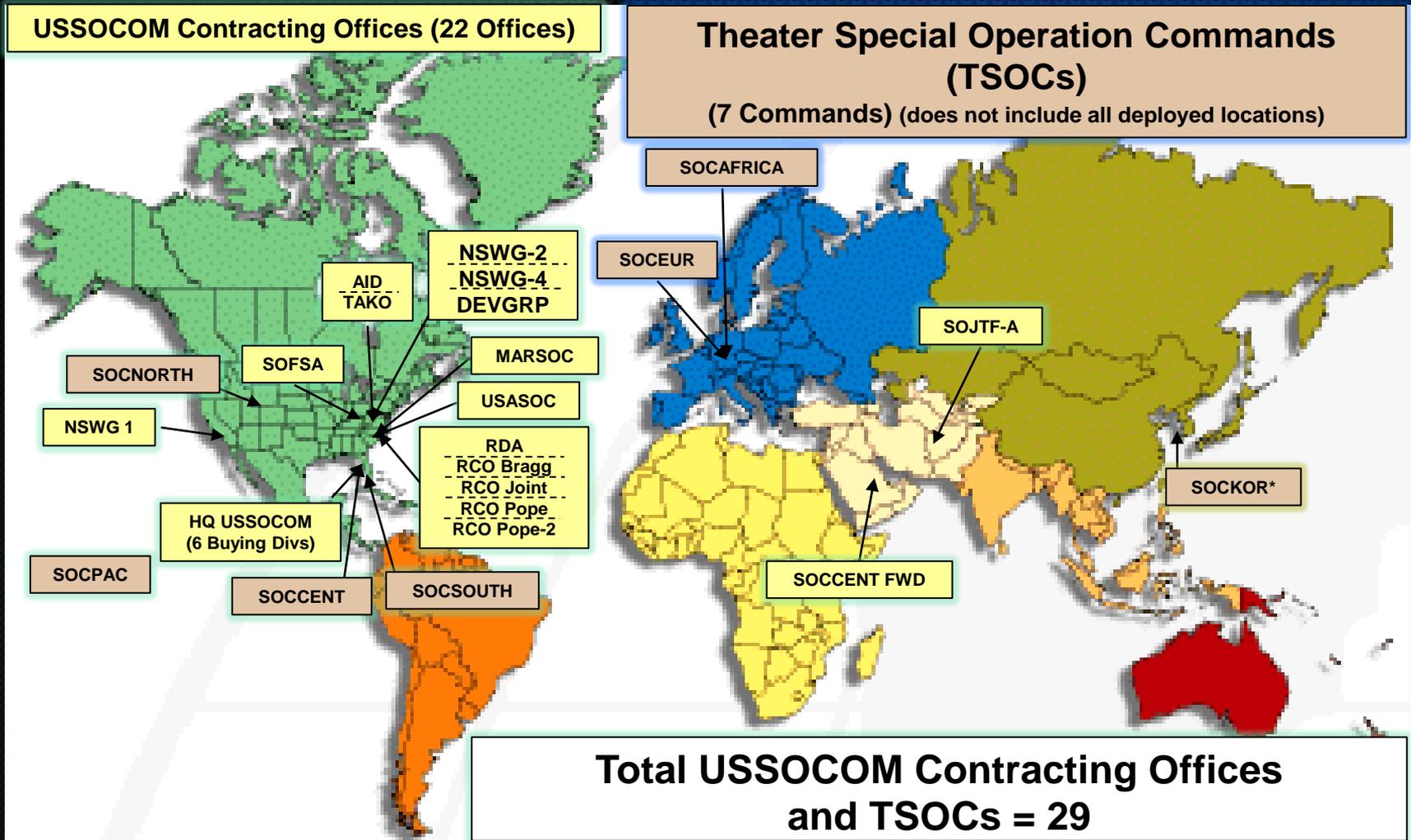
Mission Statement

- To rapidly provide contracting expertise resulting in superior technologies, equipment and services for Special Operations Forces worldwide.

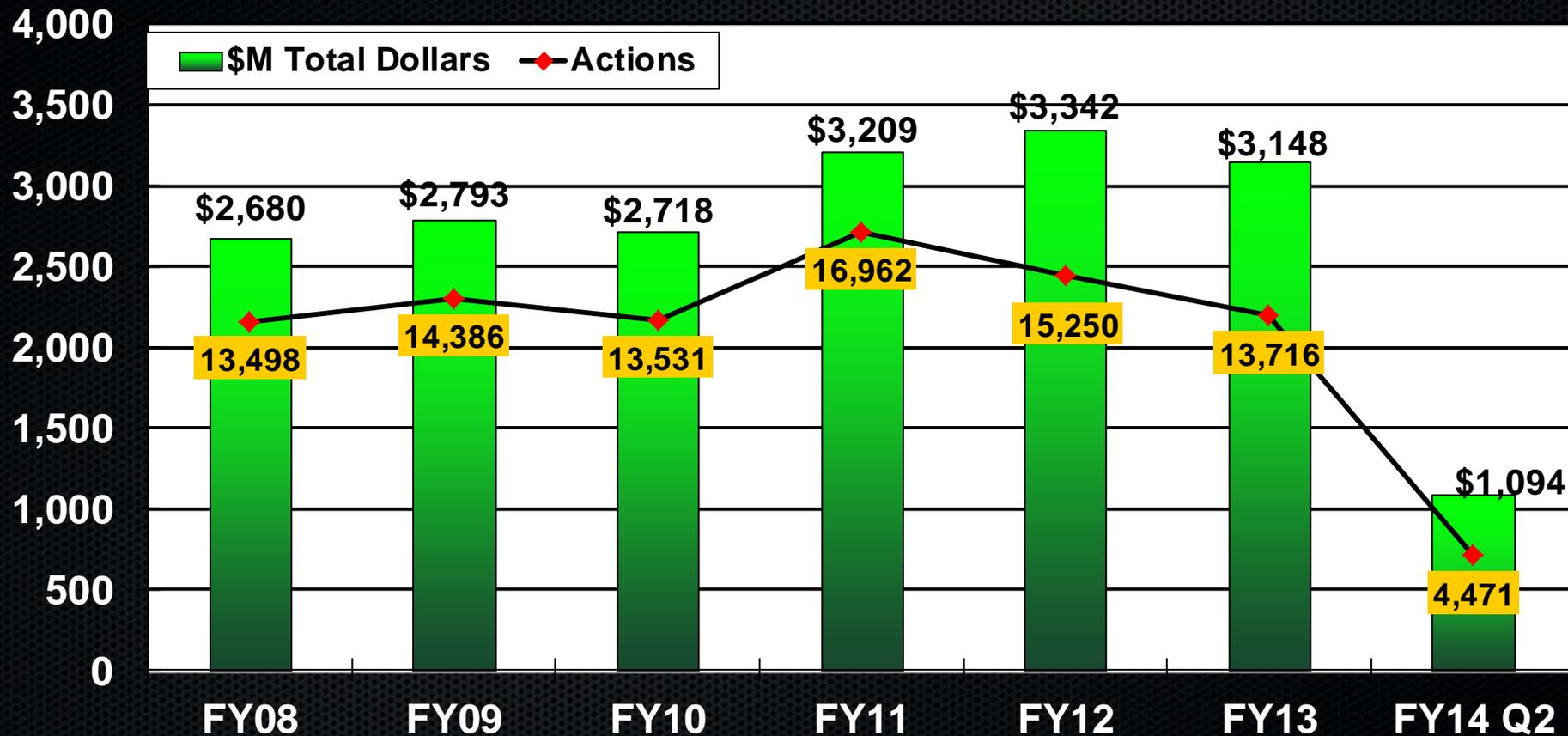
Vision Statement

- To be the trusted contracting enterprise providing rapid and innovative support to Special Operations Forces worldwide.

USSOCOM CONTRACTING OFFICES AND TSOCS



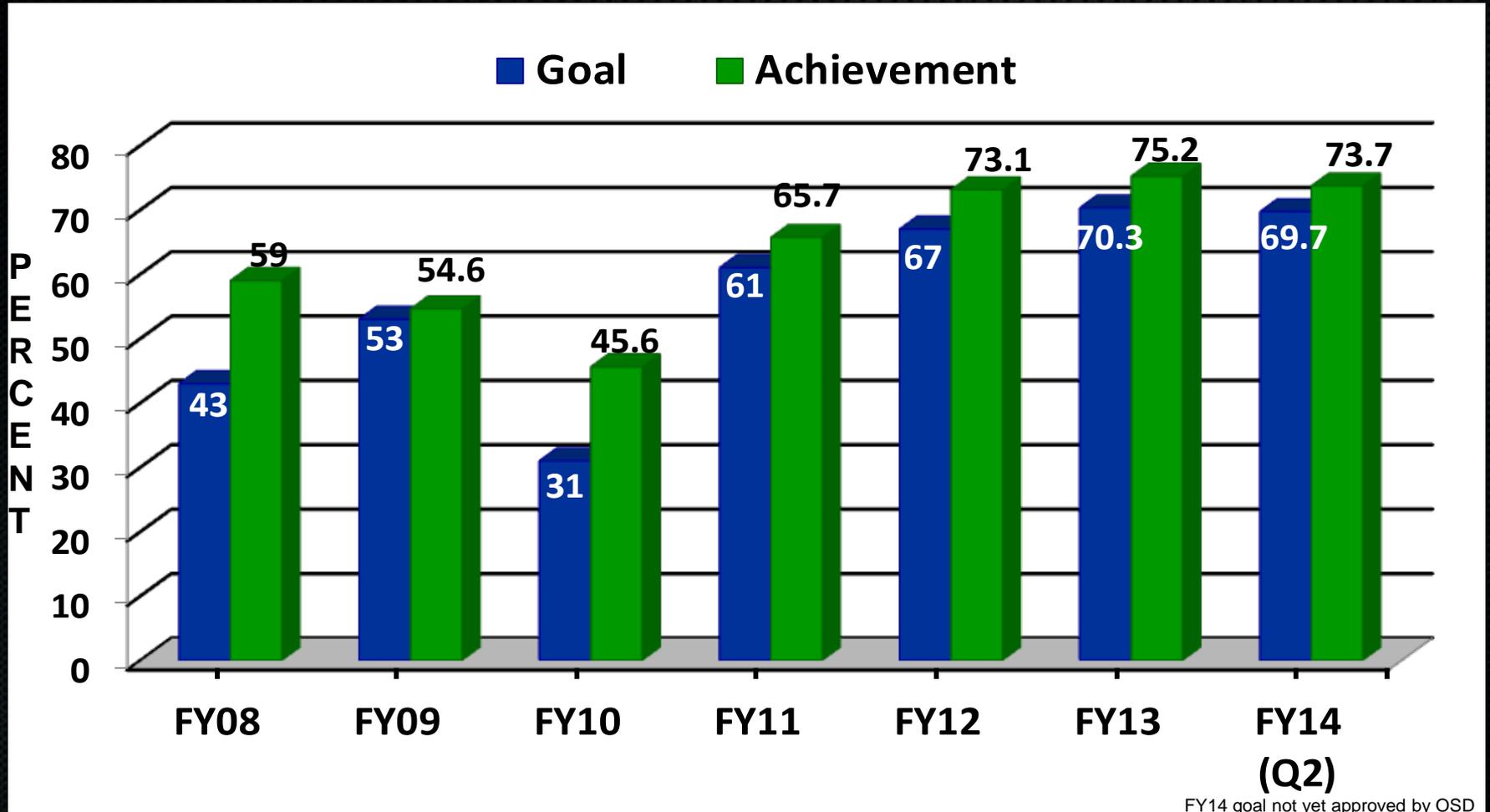
PROCUREMENT ACTIVITY LEVELS (FY08-FY14)



Reporting Through 31 Mar 14

PROCUREMENT

COMPETITION COMPARISON (FY08-FY14)



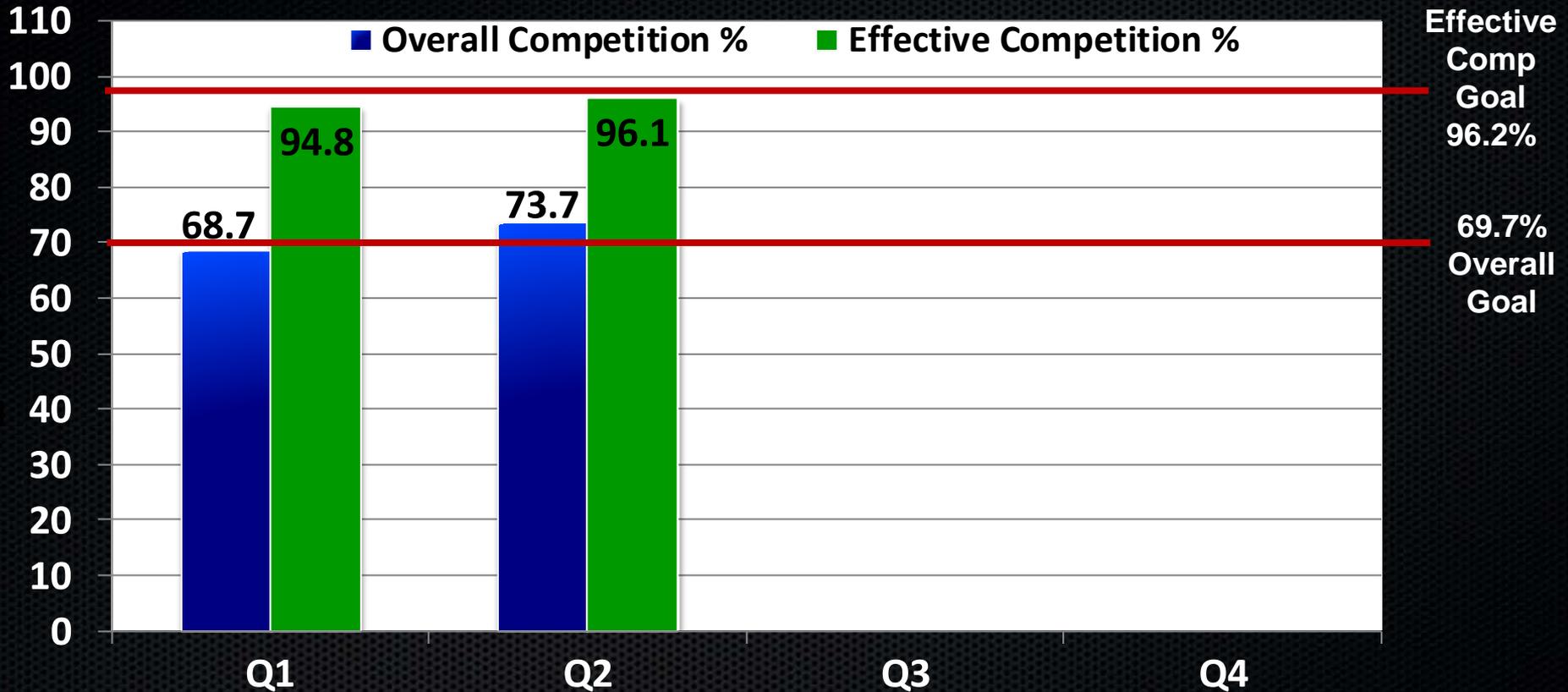
FY14 goal not yet approved by OSD

AVAILABLE:	\$2,515M	1,614M	2,442M	2,610M	2,691M	2,470M	953M
COMPETED:	\$1,499M	1,211M	1,115M	1,714M	1,967M	1,858M	702M

Reporting Through 31 Mar 14

PROCUREMENT

EFFECTIVE COMPETITION (FY14)



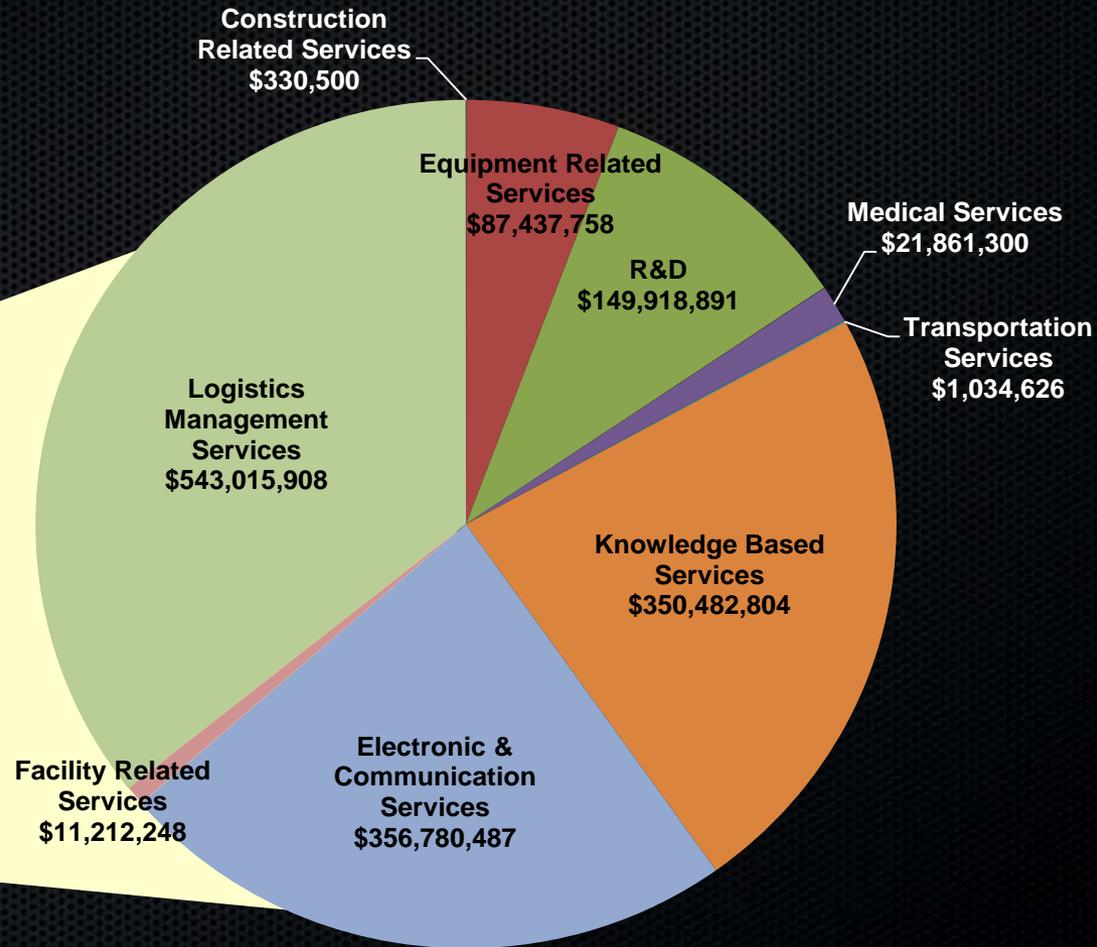
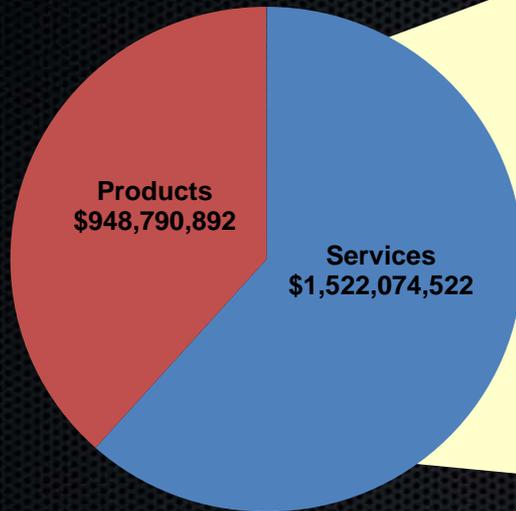
	Q1	Q2
OBLIGATED:	\$285M	\$953M
COMPETED:	\$196M	\$702M
ALL OFFERS:	\$196M	\$702M
ONE OFFERS:	\$ 10M	\$ 27M
<small>(competed)</small>		

Reporting Through 31 Mar 14

FY13 SERVICE PORTFOLIOS

Total Dollars Obligated
\$2,470,865,414

Product/Service Breakdown



Total Dollars by Portfolio Category

SORDAC-K DIVISIONS

KH, KI, KM, KP, KR, KS, KW, KX

Primary Customers

- 26 Contracting Offices and TSOCs
- Various PEOs, J codes and OPTs
- SOF Operators

More Than 50 Command Programs

- Secure Environment Contracting
- Contingency Contracting Programs
- GBPS (and follow-on SWMS)
- HPP and SOF Resiliency
- TRWI
- Language Technology Refreshment
- Command, Control, Communication & Computers
- Special Reconnaissance, Surveillance & Exploitation
- SOF Warrior Systems, Fixed Wing, Maritime, Rotary Wing & Science and Technology
- SOF Information Technology Enterprise Contracts



SITEC Model



PROCUREMENT

FORECASTED SOURCE SELECTIONS

Title	Brief Description	Est. RFP Release Date	Est. Dollar Value	Est. Contract Award Date
SOCOM-Wide Mission Support (SWMS) (GBPS Follow-on)	Provides Operations and Intelligence, Acquisition and Engineering, and Business Operations Support to USSOCOM Operations. This includes, but is not limited to, any service such as analysis, publications, lessons learned, updating operations or intelligence products, providing support augmentation, and many other services.	FY14 Q3 & Q4	\$1.5B	FY15/Q2
Joint Geo-Spatial Analytic Support Services (JGASS)	Provides Imagery and Full Motion Video analysis in support of USSOCOM Operations.	FY14/Q3	\$250M	FY14/Q4
Special Reconnaissance, Surveillance & Exploitation (SRSE) Rapid Execution Vehicle (REV)	Provides equipment/materials, and incidental services to support PEO-SRSE in the following areas; Systems Integration, Engineering Services, Signal Processing, Hardware Devices, Specialized Comms and Intelligence Support Systems, Multimedia Product and Development, and Over-the-Horizon Services.	FY15/Q1	\$750M	FY15/Q3
SOF Tactical Communications (STC) Handheld Radios	Provides next-generation handheld radio system capable of two simultaneous channel operation with one channel supporting narrowband waveforms and the other supporting a wideband Mobile Ad Hoc Networking Waveform (MANET). Will include production, sustainment, training, and future development requirements.	FY14/Q4	\$500M	FY15/Q2
Special Operations Information Technology Enterprise Contract II (SITEC II)	Provides Command-wide IT services covering the full spectrum of IT requirements on a global scale that provide the sustainment and support of the Special Operations Forces (SOF) Information Environment (SIE). The SIE is comprised of a series of interdependent systems of people, processes, technology and information utilized to carry out SOF global operations across several Department of Defense organizational boundaries.	FY15/Q2	>\$1B	FY16/Q2

PROCUREMENT

WHERE TO BEGIN

- Be prepared to do business with the Government:
 - Defense Procurement and Acquisition Policy (DPAP)
 - Guide to DoD Contracting Opportunities;
[http://www.acq.osd.mil/dpap/cpic/cp/docs/Doing_Business_with_DoD_\(10Jan14\).pdf](http://www.acq.osd.mil/dpap/cpic/cp/docs/Doing_Business_with_DoD_(10Jan14).pdf)
 - Ensure that you have the required clearances
 - Both Facility through DSS and personnel
 - Ensure that you have an adequate accounting system
 - <http://www.dcma.mil/>
 - Understand your customer's mission and requirements
 - Register in and become familiar with the Federal Business Opportunity (FedBizOps) webpage; <https://www.fbo.gov>
 - "Favorites" and "Watch List" features

ADDITIONAL RESOURCES

- SOCOM, SBA, DCAA, and other Government Resources:
- SOF SORDAC Public Portal:
<http://www.socom.mil/SORDAC/Pages/Default.aspx>
 - Technology and Industry Liaison Office
 - Directorate of Procurement
 - Office of Small Business Programs
- DCAA info for Contractors - Price Proposal Audits
 - http://www.dcaa.mil/audit_process_overview.html
- Small Business Administration
 - <http://www.acq.osd.mil/osbp/sb/dod.shtml>
 - <http://www.sba.gov>

EARLY REQUIREMENT ANALYSIS

- Early Involvement with the requirements is very important:
 - Read and respond to sources sought notices or requests for information
 - Demonstrate / Discuss capability (FAR 9.104)
 - Responses help shape the Acquisition Strategy
 - Respond to Draft RFP documents
 - Follow instructions and provide value-added comments
 - Consider teaming arrangements or subcontracting opportunities
 - Attend Industry Days / Conferences
 - Analyze these Notices and ensure that you understand the requirements and that you could meet them
 - Acquisition strategy (i.e.; full and open or set-aside, single or multiple award, contract type, source selection method, scope of requirements, etc.)

PROPOSAL DEVELOPMENT

- Identify and Understand the Source Selection Process you must follow
 - Commercial FAR Part 12 (52.212-1 and -2)
 - Non-Commercial FAR Part 15 (Sections L and M)
- Read Current Source Selection Policy if FAR part 15 applies
 - DoD Source Selection Procedures, Mar 2011
<http://www.acq.osd.mil/dpap/policy/policyvault/USA007183-10-DPAP.pdf>
 - USSOCOM Source Selection Procedures Supplement, Jan 2012
- Follow the RFP Instructions to the letter and Submit Accordingly
 - Key Sections of the RFP that you must address in your proposals
 - Government's Requirement; SOW, PWS, SOO (Section C)
 - Representations and Certifications (Section K)
 - Instructions to Offerors (Section L)
 - Evaluation Factors for Award (Section M)
 - Key Factors / Subfactors Included within Sections L (52.212-1) and M (52.212-2)
 - Program Management / Technical
 - Past Performance
 - Cost / Price

PROPOSAL DEVELOPMENT

- Focus on the Basis for Award and Evaluation Criteria
 - Section M / FAR 52.212-2
 - Basis for Award
 - Lowest Price Technically Acceptable
 - Best Value
 - Evaluation Criteria
 - What are the factors used in the evaluation
 - What are the most important factors
 - The solicitation shall state, at a minimum, whether all evaluation factors other than cost or price when combined are:
 - ✓ Significantly more important than cost/price
 - ✓ Approximately equal to cost/price
 - ✓ Or significantly less important than cost or price
- Be Aware of Updates/Amendments posted on FedBizOps
- Conduct an Independent Evaluation of your Intended Proposal

PITFALLS TO AVOID

- Not asking timely questions prior to proposal submission
- Proposal is untimely and / or not in the correct medium
- Not following the solicitation instructions (Section L or 52.212-1)
 - Proposal contains extraneous information rather than solely focusing on what was requested
 - Failing to include the requested information and making assumptions – if it's not in the proposal, it's not evaluated
 - Submitted a proposal by treating Section L as a checklist without considering HOW the information was going to be evaluated in Section M
 - Simply regurgitated the Government requirement rather than demonstrating an understanding of the requirements
 - Incomplete Section K “fill-ins” representations, certifications, or provisions such as Rights to Technical Data
 - Exceeded page limitations (excess pages are not evaluated)
 - Addressing requirements within the wrong Factor i.e. including price information in the technical factor volume.
 - Proposal provides a great deal of “marketing” information but does not address the specific requirements and how they will meet them

TAKE AWAYS

- Understand your Customer's mission
- Get prepared to do business and take advantage of all available resources
- Early Requirement Analysis
- Conduct a *Thorough* Solicitation Review
- Identify the Source Selection Process & Techniques
- Follow the Instructions
- Conduct an Independent Evaluation
- Submit the Required Material in a Timely Manner

QUESTIONS



?



PROCUREMENT