



# SPECIAL OPERATIONS FORCES INDUSTRY CONFERENCE

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**PROCUREMENT**

# OVERVIEW

- USSOCOM Mission & Organization
- What We Buy: SOF Peculiar
- Flow of Procurement Authority
- What is SOF AT&L?
- 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



# SOF PRIORITIES

## Ensure SOF Readiness

"The right people, skills, and capabilities...now and in the future"

## Help Our Nation Win

"Addressing today's challenges and keeping the Nation safe"

## Continue to Build Relationships

"Global understanding and awareness that creates options"

## Prepare for the Future

"SOF ready to win in an increasing complex world"

## Preserve Our Force and Families

"Short and long-term well-being of our SOF Warriors and their families"



**SOF  
Vision**

**Provide Strategic Options  
Through a Global Network**

# 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

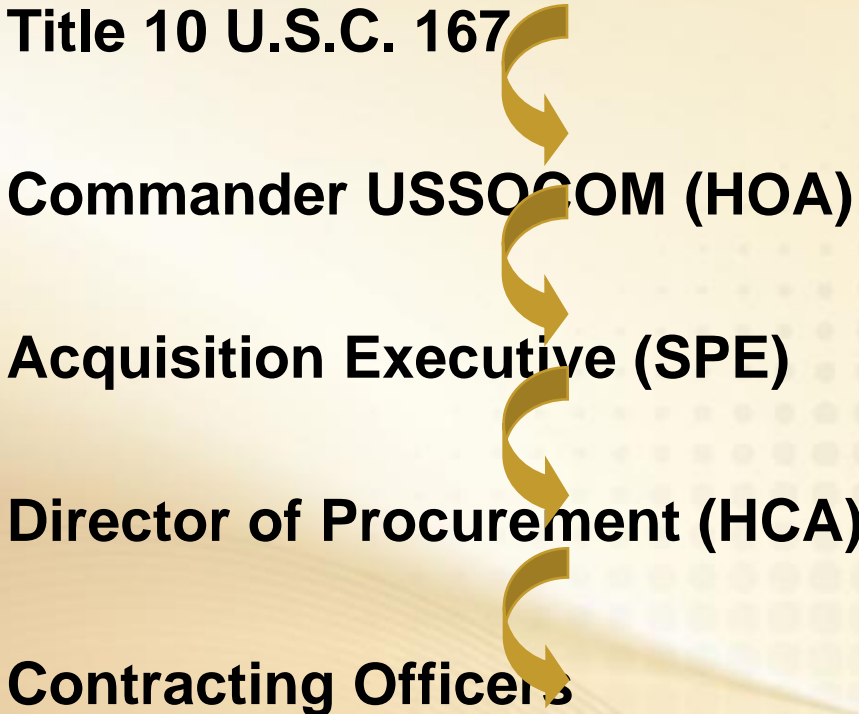
**USSOCOM** – United States Special Operations Command  
**SOF** – Special Operations Forces  
**OCO** – Overseas Contingency Operations  
**GCCs** – Geographic Combatant Commanders

# 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 SPEED OF SOF



# SOFA AT&L IS A JOINT "ACQUISITION CENTER"

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



APM

SAM

PM

PEO

Government  
Purchase Card

Logistics  
Support Services

Commodities

Systems Acquisition K

**FULL SPECTRUM CONTRACTING**

Joint Expeditionary  
Operations

Simplified Acquisition  
Procedures

Knowledge-Based  
Services

Construction

Global Support

Legal

Systems Engineering

Budget

DCAA

**ACQUISITION SUPPORT SERVICES**

DCMA

Finance

Acquisition Policy

SAP/SAR

# 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.

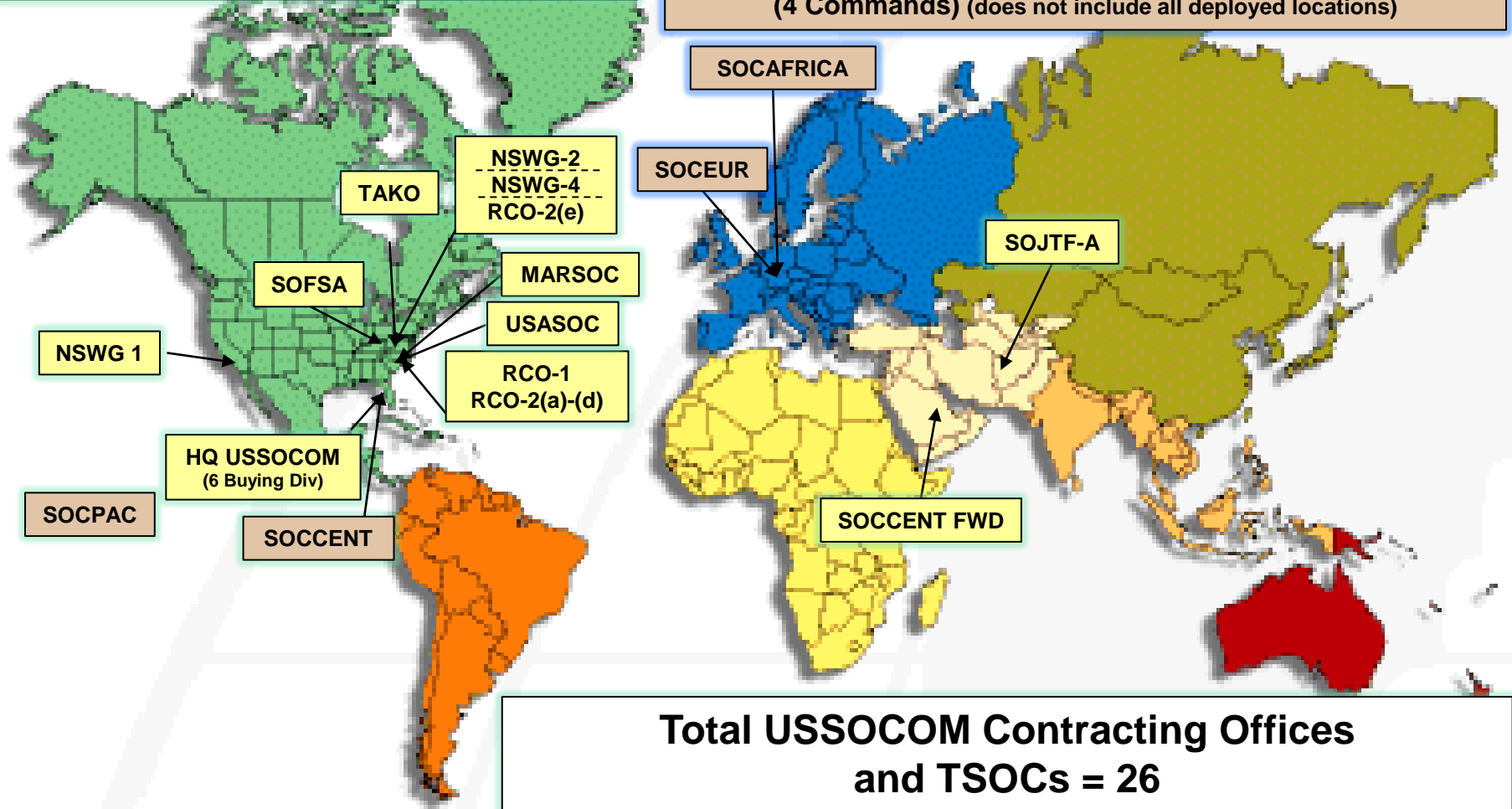
**Auditable \* Repeatable \* Defendable**



# USSOCOM CONTRACTING OFFICES AND TSOCS

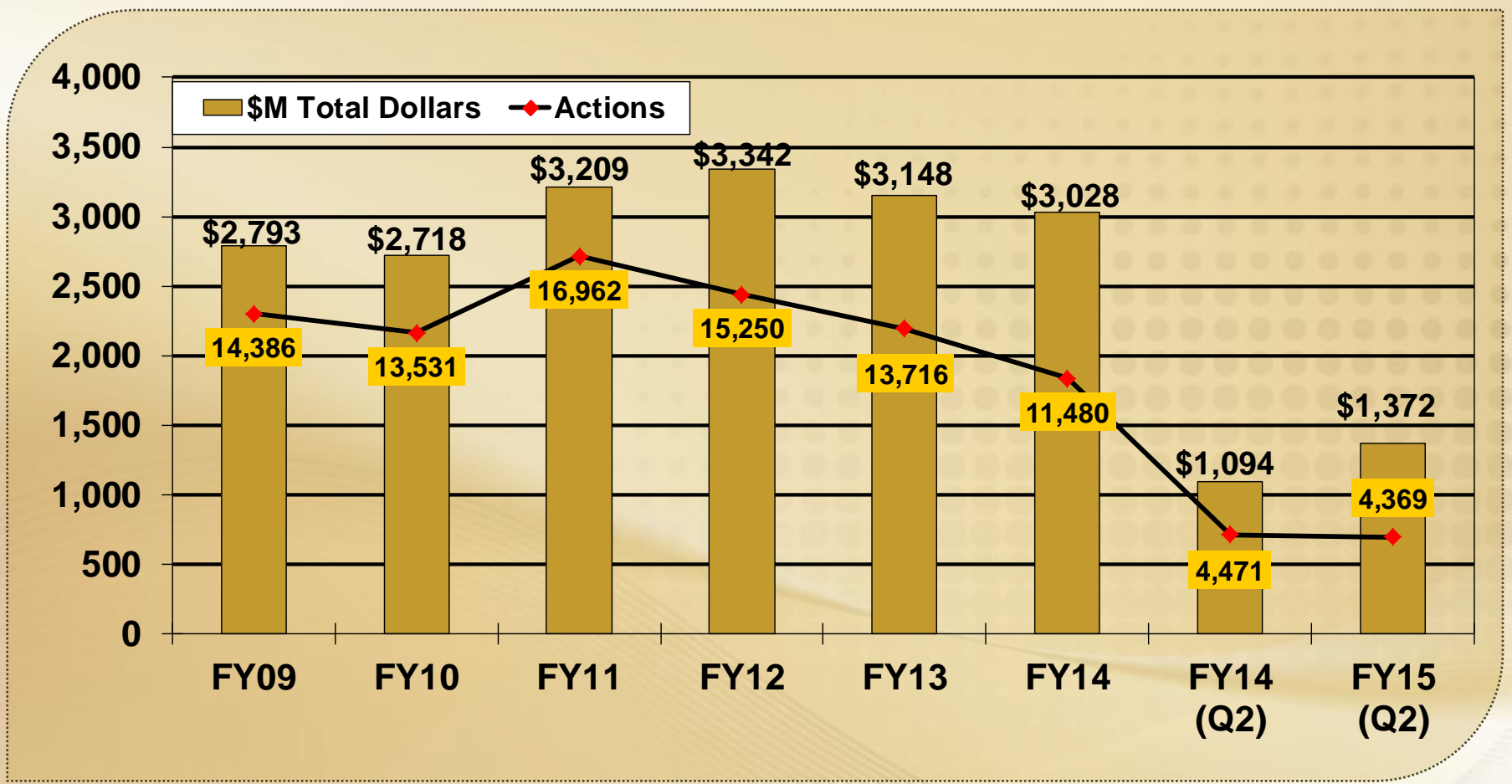
**USSOCOM Contracting Offices**  
(22 Offices)

**Theater Special Operation Commands (TSOCs)**  
(4 Commands) (does not include all deployed locations)



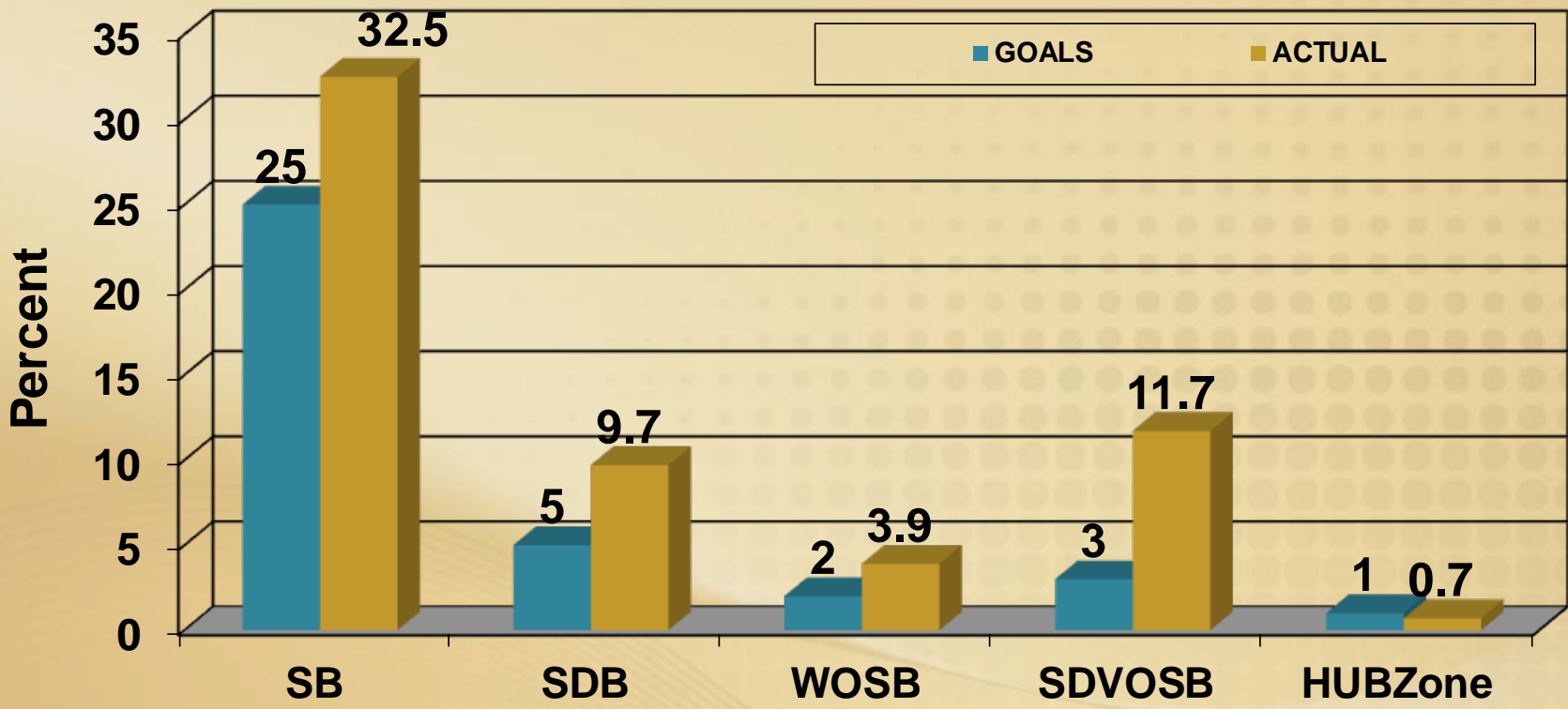
**Total USSOCOM Contracting Offices and TSOCs = 26**

# PROCUREMENT ACTIVITY LEVELS (FY09-FY15)



Reporting Through 31 Mar 15

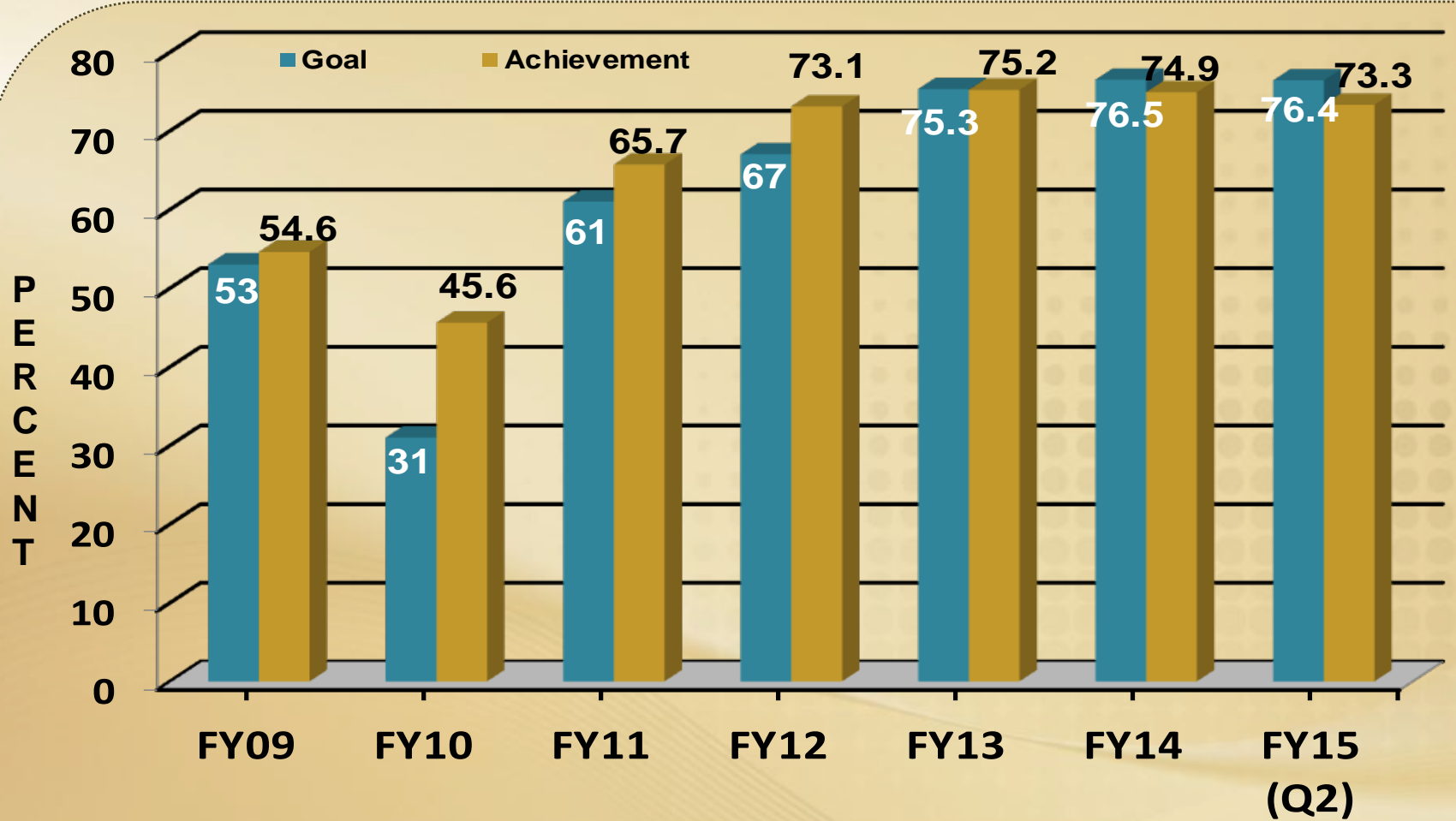
# SMALL BUSINESS PROGRAM (SOF AT&L-AS OSBP) (FY15 (Q2))



FY14 (\$M)	215.7	47.8	31.9	75.7	2.7
FY15 (\$M)	359.6	107.2	43.2	129.7	8.3

Reporting Through 31 Mar 15

# COMPETITION COMPARISON (FY09-FY15)



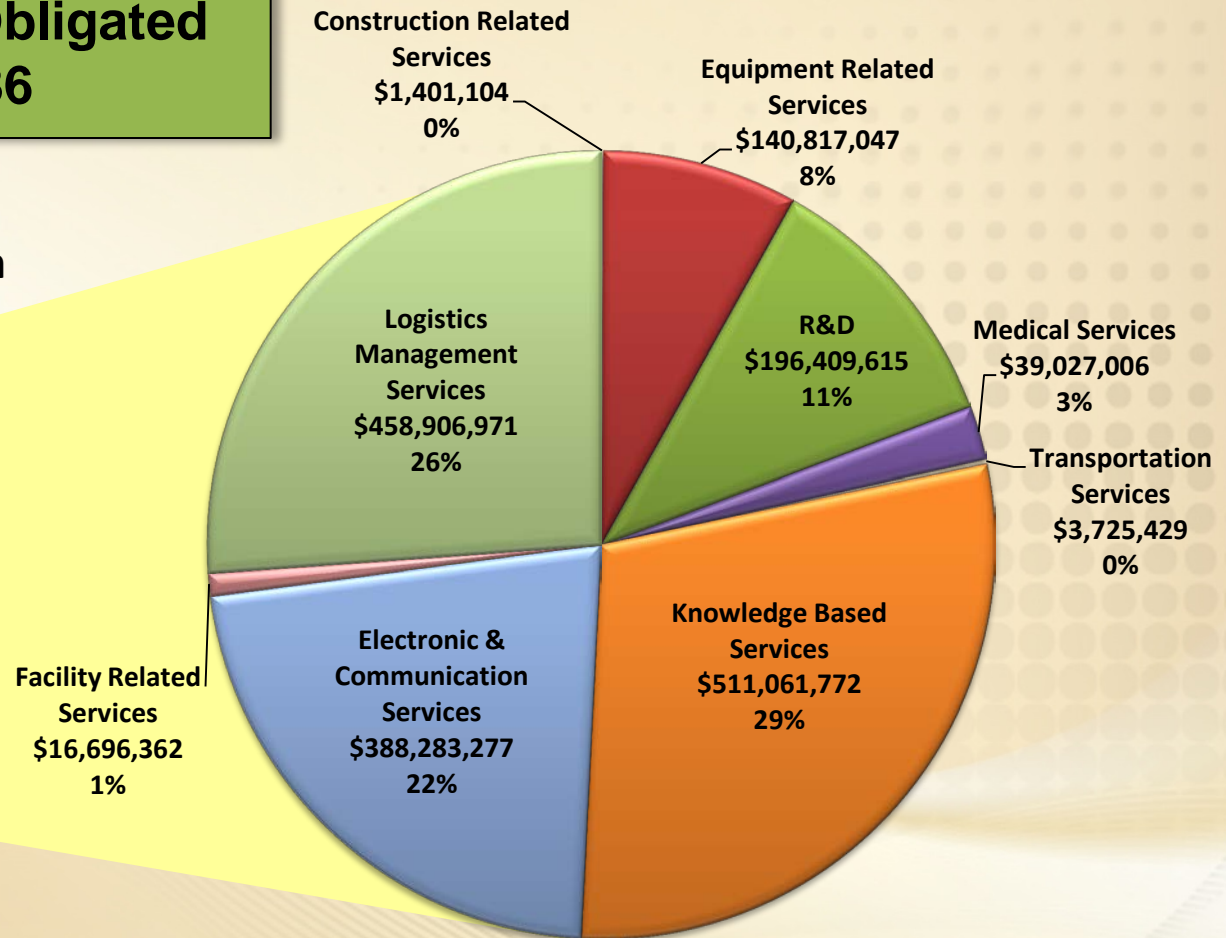
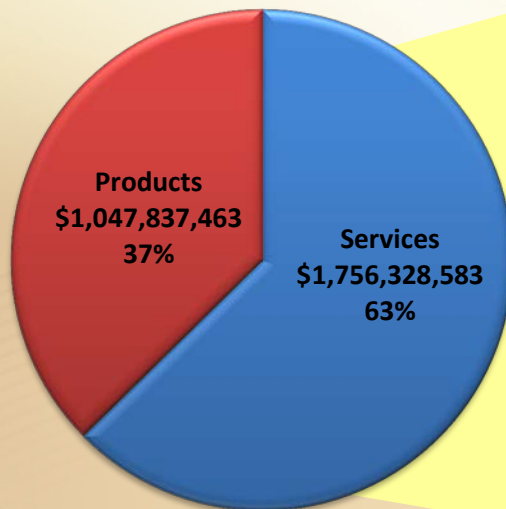
AVAILABLE:	\$1,614M	2,442M	2,610M	2,691M	2,470M	2,444M	1,220M
COMPETED:	\$1,211M	1,115M	1,714M	1,967M	1,858M	1,832M	895M

Reporting Through 31 Mar 15

# FY14 SERVICE PORTFOLIOS

**FY14 Total Dollars Obligated**  
**\$3,027,783,586**

## Product/Service Breakdown



## Total Dollars by Portfolio Category

# SOF AT&L DIVISIONS

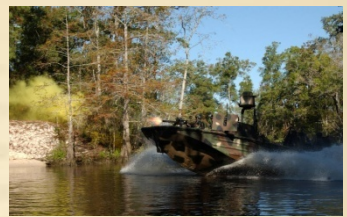
## KH, KI, KM, KP, KR, KS, KW, KX

### Primary Customers

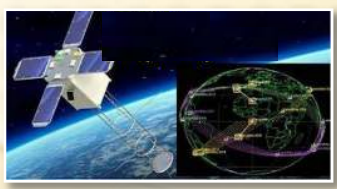
- 26 Contracting Offices and TSOCs
- Various PEOs, J codes and OPTs
- SOF Operators

### More Than 50 Command Programs

- Contingency Contracting Programs
- GBPS (and follow-on SWMS)
- POTFF Human Performance / SOF Resiliency
- 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



# FORECASTED SOURCE SELECTIONS

<b>Title</b>	<b>Est. RFP Release Date</b>	<b>Est. Contract Date</b>	<b>Est. Dollar Value</b>
<b>SWMS Group A</b>	<b>FY15/Q1</b>	<b>FY15/Q4</b>	<b>\$900M</b>
<b>SWMS Group C</b>	<b>FY14/Q4</b>	<b>FY15/Q4</b>	<b>\$150M</b>
<b>SWMS Group B</b>	<b>FY15/Q1</b>	<b>FY15/Q4</b>	<b>\$450M</b>
<b>Distributed Common Ground/Surface System SOF All-Source Analytical Environment (ASAE)</b>	<b>FY15/Q2</b>	<b>FY15/Q4</b>	<b>\$20M</b>
<b>T-REX MATOC</b>	<b>FY15/Q2</b>	<b>FY15/Q4</b>	<b>\$750M</b>
<b>SOF Tactical Communications (STC) Next Gen Handheld Radios</b>	<b>FY15/Q1</b>	<b>FY15/Q4</b>	<b>\$390M</b>
<b>Mid-Endurance Unmanned Aircraft System (MEUAS) III</b>	<b>FY15/Q3</b>	<b>FY16/Q1</b>	<b>\$475M</b>
<b>SOF Deployable Node Light (SDN-L)</b>	<b>FY16/Q2</b>	<b>FY16/Q4</b>	<b>\$200M</b>
<b>SOF Tactical Communications Next Generation Manpack</b>	<b>FY16/Q2</b>	<b>FY17/Q1</b>	<b>\$100M</b>
<b>NSCV - Non Standard Commercial Vehicles</b>	<b>FY15/Q4</b>	<b>FY16/Q3</b>	<b>\$75M</b>
<b>Special Operations Forces Information Technology Enterprise Contract SITEC II</b>	<b>FY15/Q4 - FY16/Q2</b>	<b>FY16/Q2 - FY17/Q4</b>	<b>\$1.5B</b>
<b>Dry Combat Submersible (DCS)</b>	<b>FY16/Q1</b>	<b>FY16/Q4</b>	<b>\$216M</b>
<b>Operation Support for Global Sustainment</b>	<b>FY16/Q2</b>	<b>FY17/Q2</b>	<b>\$5B</b>

# 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
  - Complete guide, instructions, and checklists for accounting system requirements and processes can be accessed via
  - [http://www.dcaa.mil/audit\\_process\\_overview.html](http://www.dcaa.mil/audit_process_overview.html)
- 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 AT&L Public Portal:  
<http://www.socom.mil/SORDAC/Pages/Default.aspx>
  - Technology and Industry Liaison Office
  - Directorate of Procurement
  - Office of Small Business Programs
- DFARS provision 252.215-7009 Proposal Adequacy Checklist
- 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
    - First Revision planned for 2015 release
    - <http://www.acq.osd.mil/dpap/policy/policyvault/USA007183-10-DPAP.pdf>
- 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 - Best Value
      - Lowest Price Technically Acceptable
      - Tradeoff
    - 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
- Ensure Receipt of Proposal

# PITFALLS TO AVOID

- Not asking questions (up-front and early)/Not Reading Government Answers
- Bidding on requirements not appropriate for the company's size and capabilities
- Untimely proposal and / or not in the correct medium/not ensuring receipt
- Not understanding the rules set; i.e. FAR part 15, DFARS part 15/DOD Guide
- Simply not following the solicitation instructions (Section L or 52.212-1)
  - Exceeded page limitations (excess pages are not evaluated)
  - Failing to include the requested information and assuming the Government will consider information not contained in the proposal
  - Treating Section L as a checklist without considering:
    - How the information was going to be evaluated in Section M
    - What did Section M state was most important (Factors/Subfactors)
    - LPTA or Trade-off (and degree of trade)
    - What did Section M have for discriminators within the subfactors
    - Simply repeated the Government requirement rather than demonstrating an understanding of the requirements; “I will meet all of the security requirements” without the “how I will meet the requirements”

# PITFALLS TO AVOID

- Proposal contains extraneous and/or “marketing” information
  - Didn’t focus on what was requested
  - Provided details regarding a certain approach, capability, or process on a past effort, but failed to explain how it will be applied to this effort
  - Described certain processes, experience, and/or internal procedures, but never provided what the benefits associated with those are to the government
    - Proposal Strength: An aspect of an offeror’s proposal that has merit or exceeds specified performance or capability requirements in a way that will be advantageous to the Government during contract performance

# PITFALLS TO AVOID

- Addressing requirements within the wrong factor/subfactor i.e. including price information in the technical factor volume or repeating the same information within each factor/subfactor.
- Not providing sufficient details to support proposed price/cost (you are normally not limited by page counts)
  - Providing a pdf version of the cost data—need actual spreadsheets with formulas still included (may provide both pdf and spreadsheet)
  - Direct Labor Rates-Provide Basis for the proposed rates; support claims and explain rates selected for each labor category (i.e. 75<sup>th</sup> percentile and why)
  - Indirect Rates-Provide sufficient details for all rates
    - Detailed basis does not equal just providing an indirect rate (i.e., G&A 10%)
    - Detailed basis should include details of pools and base costs both for historical rates and budgeted rates

# TAKE AWAYS

- Understand your Customer's mission
- Get prepared to do business and take advantage of all available resources
- Early Requirement Analysis
- Ask Questions Early & Often
- 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
- Source Selection link:

<http://www.socom.mil/sordac/Pages/MajorAcquisitions.aspx>



# QUESTIONS

