Category Management and the Acquisition Gateway

12 Oct 2016

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Agenda

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

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

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

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

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

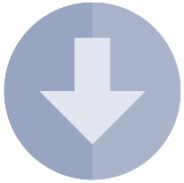
Continuous Improvement

- Benchmarking
- Performance Tracking
- Adjustments to Category Strategy

Category Management Successes

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

The Government-Wide Category Structure

Common Government Spend Categories 1-10 (total FY 2014 spend $275B)

1. IT – $49.9B

1.1 IT Software
1.2 IT Hardware
1.3 IT Consulting
1.4 IT Security
1.5 IT Outsourcing
1.6 Telecommunications

2. Professional Services - $61.9B

2.1 Business Administration Services
2.2 Legal Services
2.3 Management Advisory Svcs (excl. R&D)
2.4 Marketing and Distribution
2.5 Public Relations and Professional Communications Services
2.6 Real Estate Services
2.7 Trade Policy and Services
2.8 Technical & Engineering Svcs (non-IT)
2.9 Financial Services
2.10 Social Services

3. Security and Protection - $5.5B

3.1 Security Animals & Related Services
3.2 Security Systems
3.3 Security Services

4. Facilities & Construction -$75.7B

4.1 Construction Related Materials
4.2 Construction Related Services
4.3 Facility Related Materials
4.4 Facility Related Services
4.5 Facilities Purchase & Lease

5. Industrial Products & Services - $10.5B

5.1 Machinery & Components
5.2 Fire/Rescue/Safety/Environmental Protection Equipment
5.3 Hardware & Tools
5.4 Test & Measurement Supplies
5.5 Industrial Products Install/Maintenance/Repair/Rebuild
5.6 Basic Materials
5.7 Oils, Lubricants, and Waxes

6. Office Management - $1.9B

6.1 Office Management Products
6.2 Office Management Services
6.3 Furniture

7. Transportation and Logistics Services - $26.8B

7.1 Package Delivery & Packaging
7.2 Logistics Support Services
7.3 Transportation of Things
7.4 Motor Vehicles (non-combat)
7.5 Transportation Equipment
7.6 Fuels

8. Travel & Lodging – $2.7B

8.1 Passenger Travel
8.2 Lodging
8.3 Travel Agent & Misc. Services

9. Human Capital – $4.1B

9.1 Specialized Educational Services
9.2 Vocational Training
9.3 Human Resources Services

10. Medical – $36.0B

10.1 Drugs and Pharmaceutical Products
10.2 Medical Equipment & Accessories & Supplies
10.3 Healthcare Services

Defense-centric categories not shown

Acquisition Gateway Overview

The Acquisition Gateway is the **online category management resource center** that aims to improve and sustain federal agency performance by empowering agency executives, managers, and employees with access to acquisition information, data, and tools.

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.

Acquisition Gateway Overview

Acquisition Gateway Features

- **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

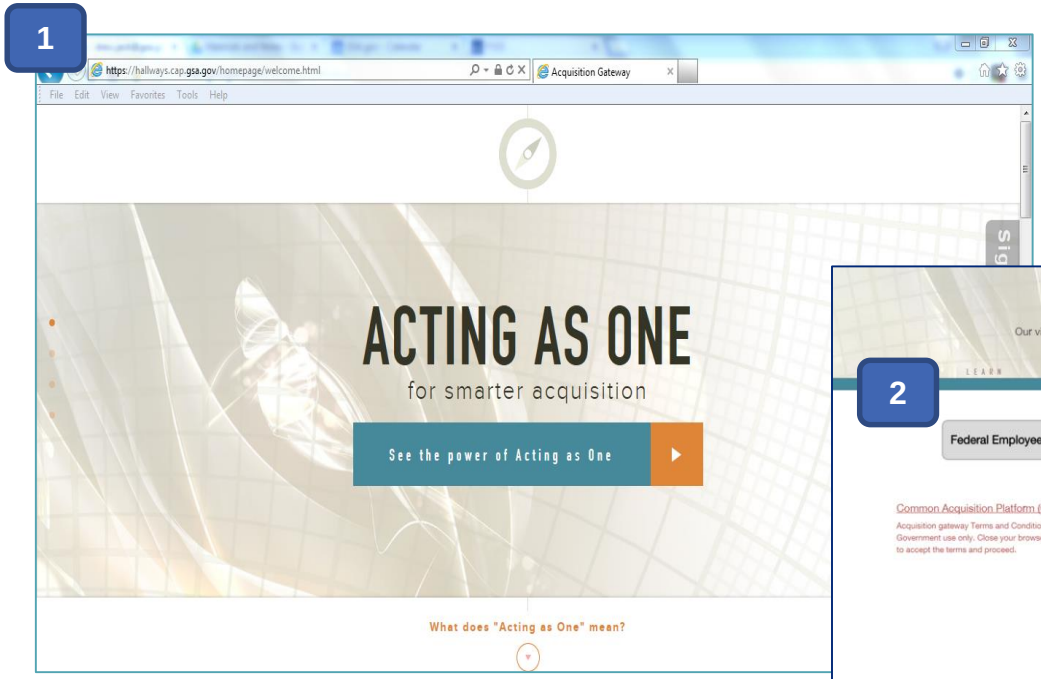
- **Solutions Finder -** Search tool to allow federal buyers to locate "best-fit" contract vehicles across federal agencies

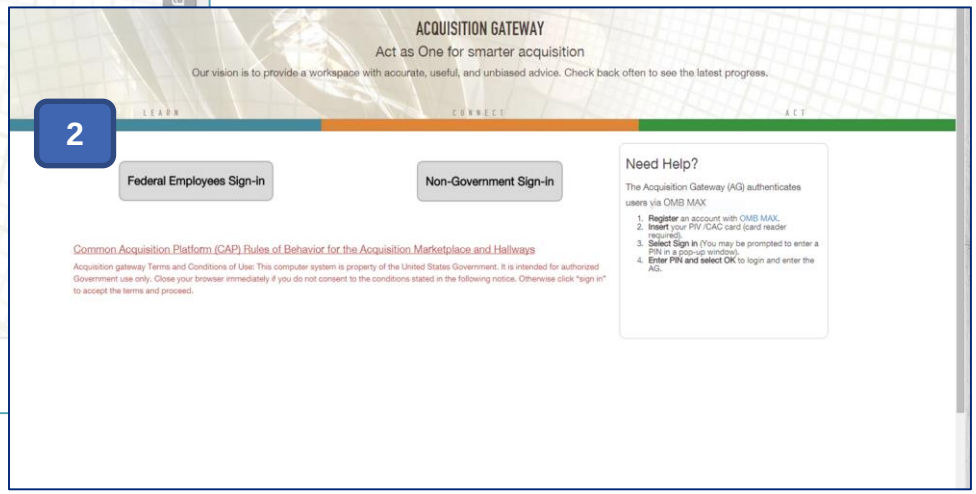
- **"My Community" -** A series of forums on specific acquisition topics, allowing users to ask questions of experts and participate in discussions with cross-agency peers

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

Access the Acquisition Gateway

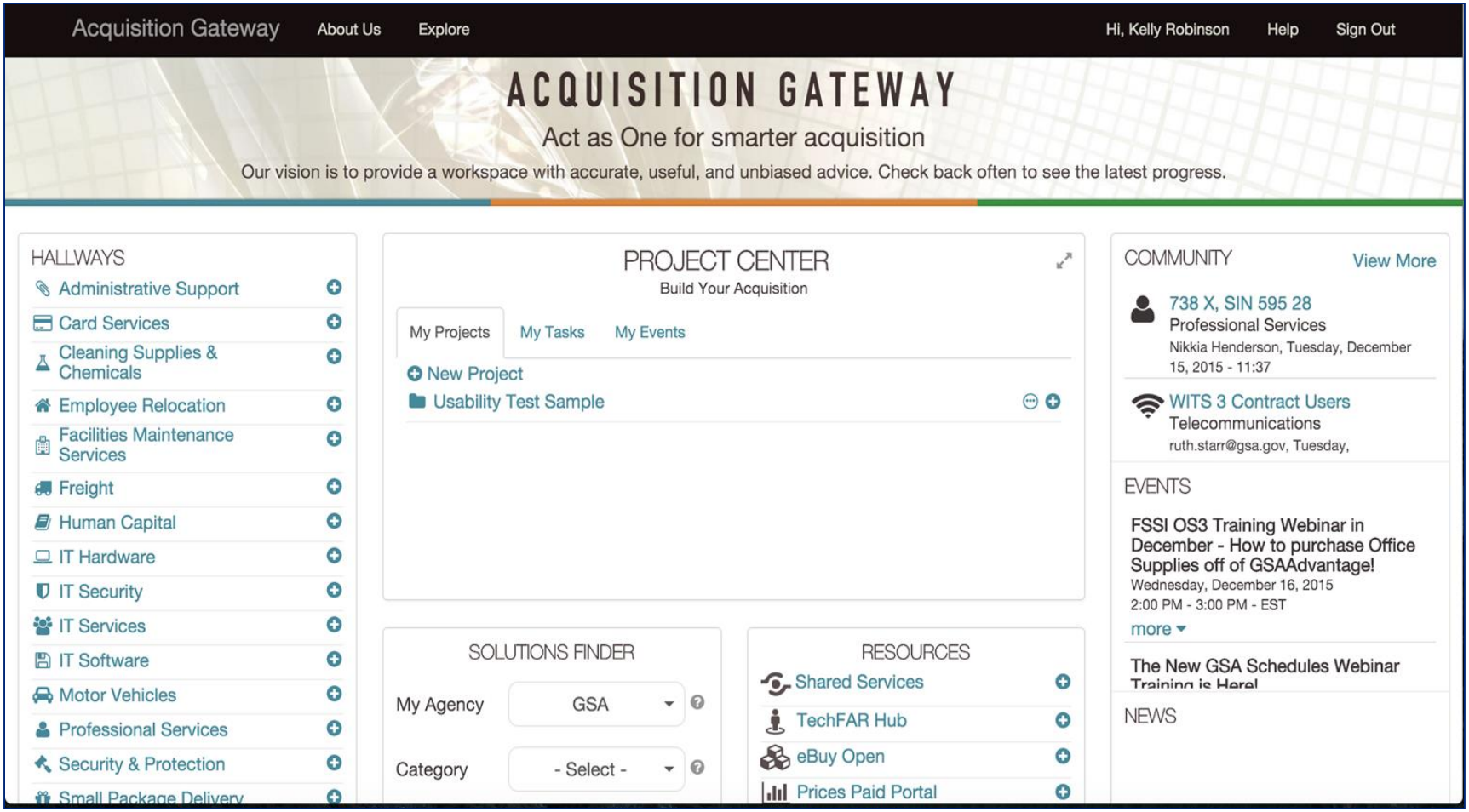
1. Go to https://hallways.cap.gsa.gov
2. Click the **Federal Employees Sign-in** button
3. Enter your PIN when prompted





Access the Acquisition Gateway

You can now access the Acquisition Gateway!



1st time: Access the Gateway in <5 minutes

Step 1
- Go to https://max.gov
- Why? The Acquisition Gateway is a secure site

Step 2
- First time users? = click on upper right [Register Now] button

Step 3
- Fill out the form; click [Continue]
- Read the user agreement and non-disclosure; check “I Agree”

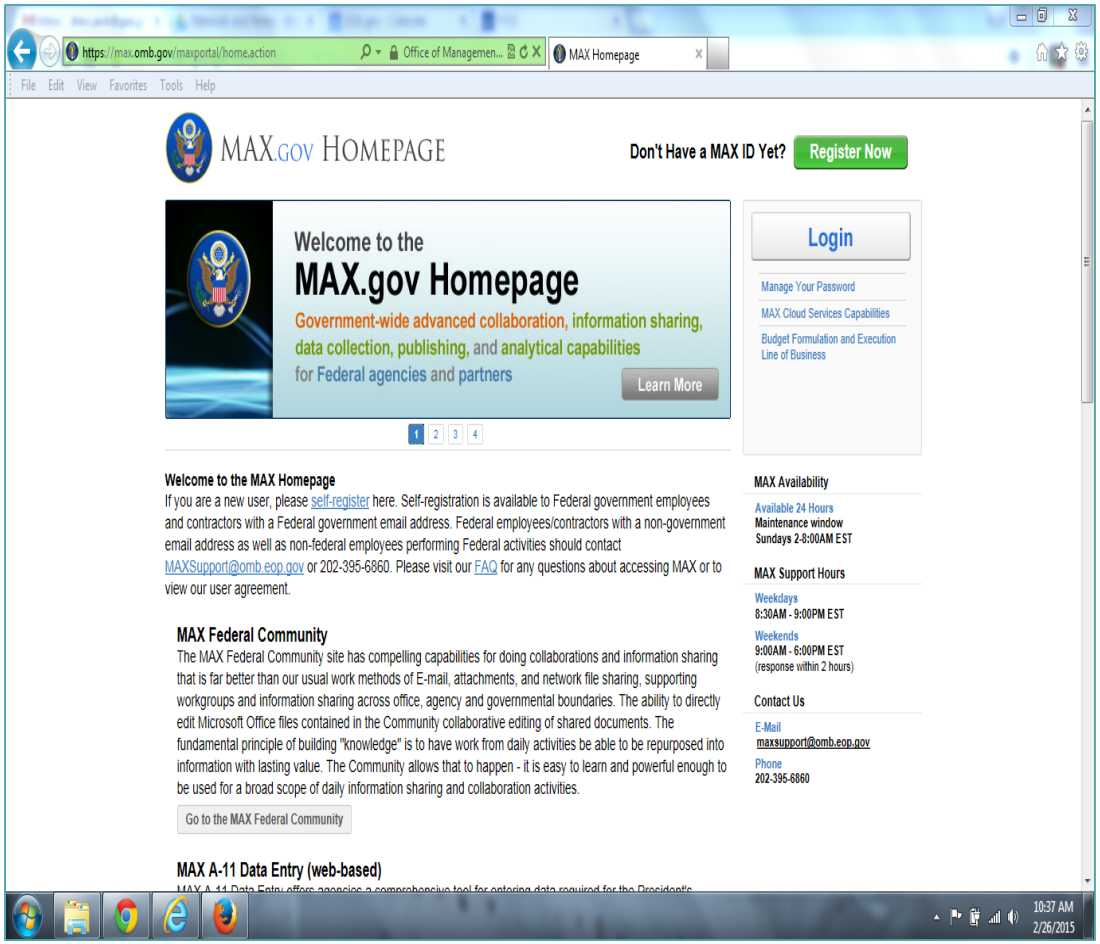
Step 4
- Wait for email from @max.gov
- Click on link to reset your max.gov password

Step 5
- Go to https://hallways.cap.gsa.gov; select [Federal Employees Sign-in]
- Click on with “PIV or CAC card”; click {Login]

Step 6
- Login with Max.gov credential to associate with your PIV or CAC card
- Click [Continue]; you can now access the Acquisition Gateway!

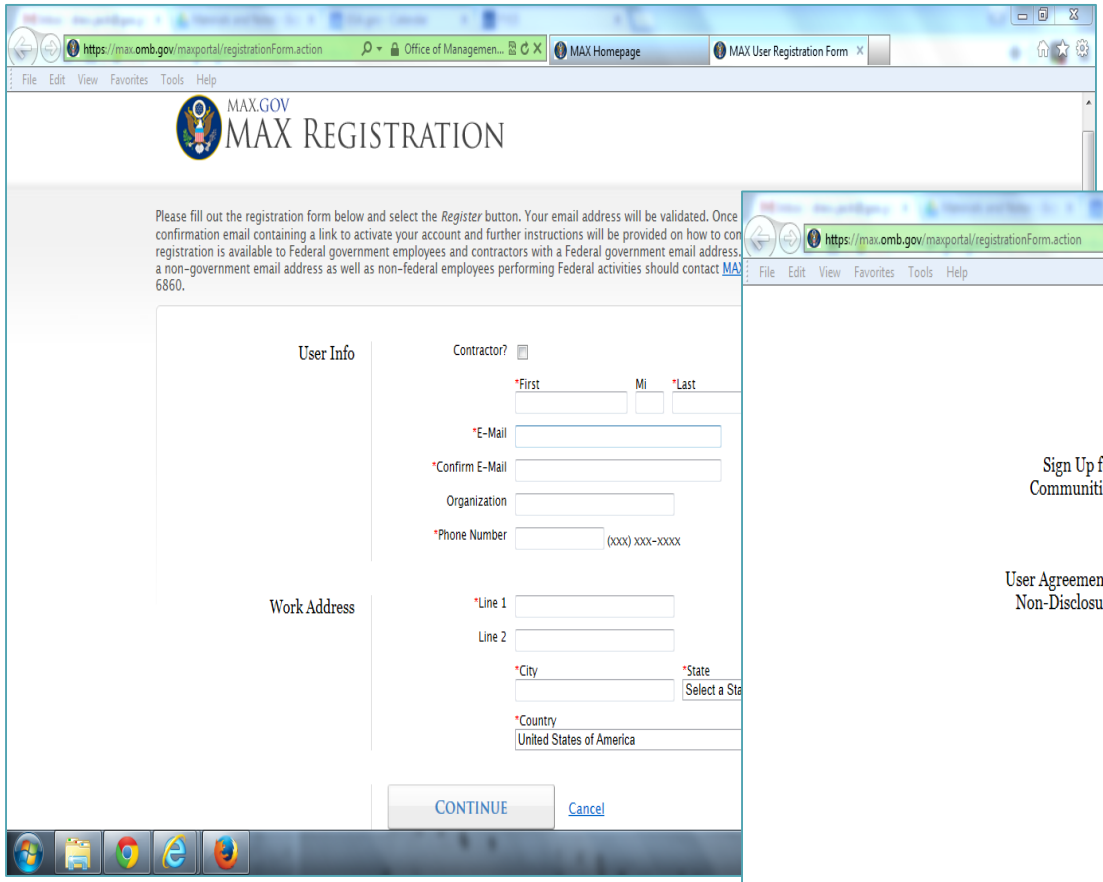
Step 1

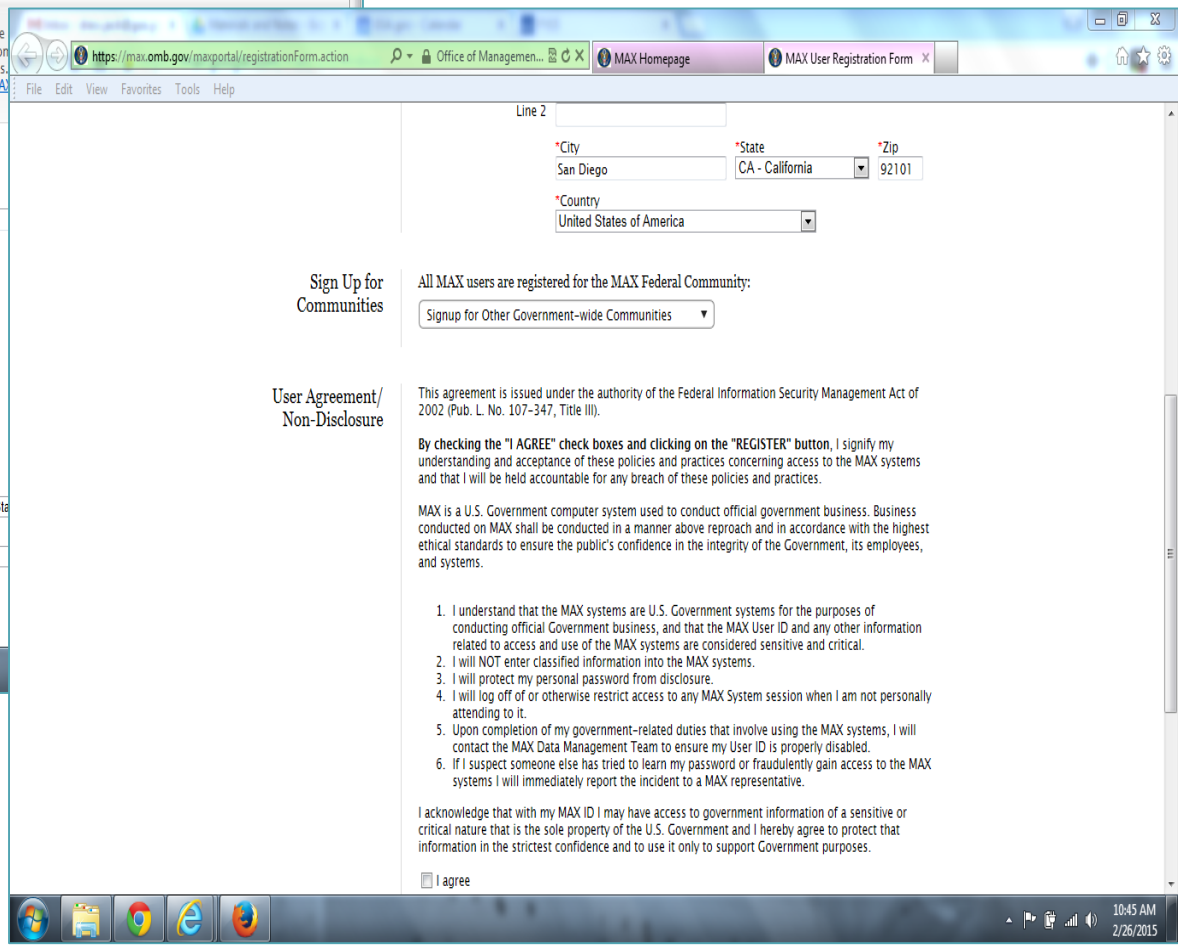
Step 2


https://max.omb.gov/maxportal/home.action
Office of Managemen...
MAX Homepage
File Edit View Favorites Tools Help
MAX.GOV HOMEPAGE
Don't Have a MAX ID Yet?
Register Now
Welcome to the
MAX.gov Homepage
Government-wide advanced collaboration, information sharing, data collection, publishing, and analytical capabilities for Federal agencies and partners
Learn More
1 2 3 4
Login
Manage Your Password
MAX Cloud Services Capabilities
Budget Formulation and Execution Line of Business
Welcome to the MAX Homepage
If you are a new user, please self-register here. Self-registration is available to Federal government employees and contractors with a Federal government email address. Federal employees/contractors with a non-government email address as well as non-federal employees performing Federal activities should contact MAXSupport@omb.eop.gov or 202-395-6860. Please visit our FAQ for any questions about accessing MAX or to view our user agreement.
MAX Federal Community
The MAX Federal Community site has compelling capabilities for doing collaborations and information sharing that is far better than our usual work methods of E-mail, attachments, and network file sharing, supporting workgroups and information sharing across office, agency and governmental boundaries. The ability to directly edit Microsoft Office files contained in the Community collaborative editing of shared documents. The fundamental principle of building "knowledge" is to have work from daily activities be able to be repurposed into information with lasting value. The Community allows that to happen - it is easy to learn and powerful enough to be used for a broad scope of daily information sharing and collaboration activities.
Go to the MAX Federal Community
MAX A-11 Data Entry (web-based)
MAX Availability
Available 24 Hours
Maintenance window
Sundays 2-8:00AM EST
MAX Support Hours
Weekdays
8:30AM - 9:00PM EST
Weekends
9:00AM - 6:00PM EST
(response within 2 hours)
Contact Us
E-Mail
maxsupport@omb.eop.gov
Phone
202-395-6860
10:37 AM
2/26/2015

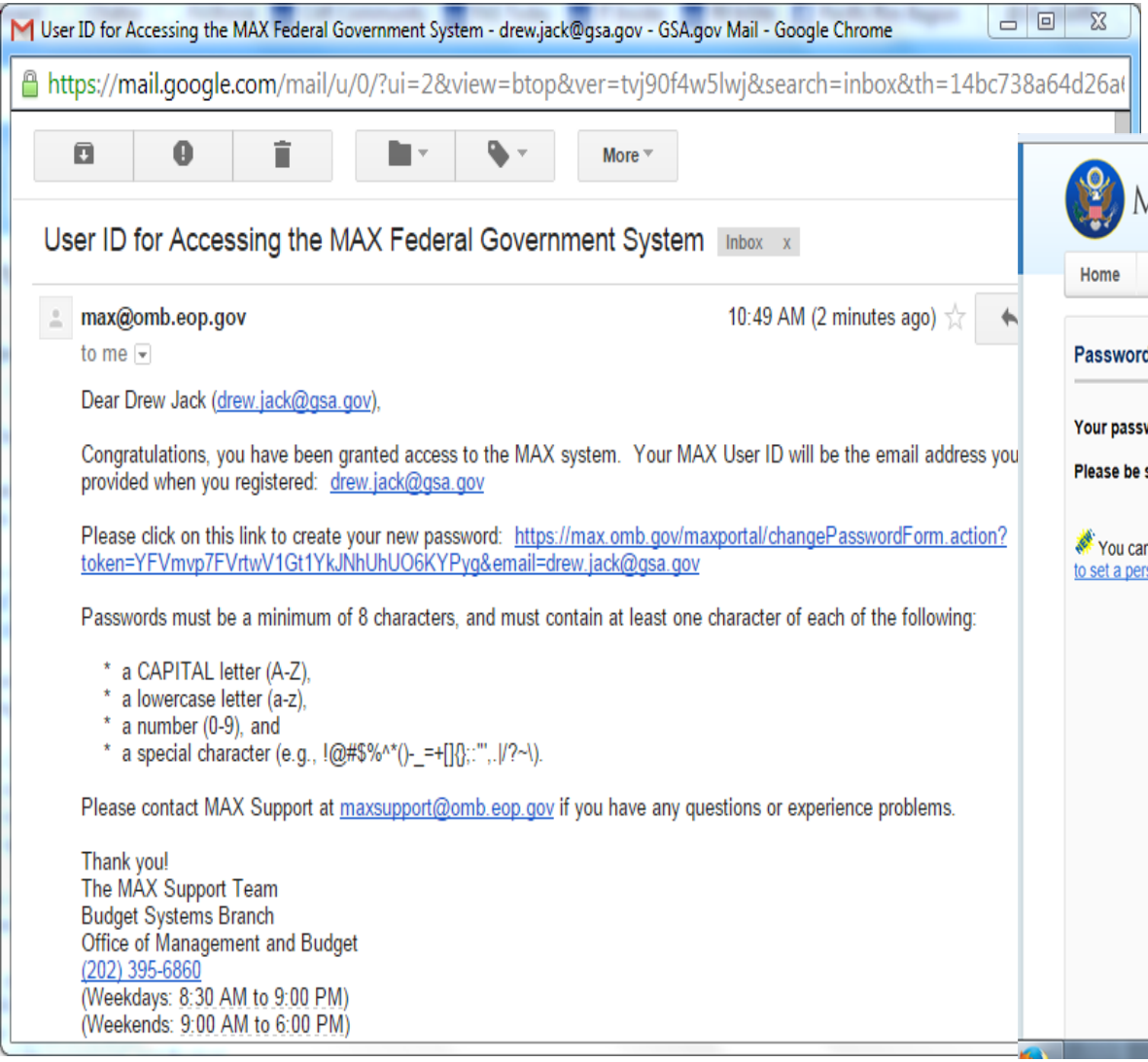
Step 3

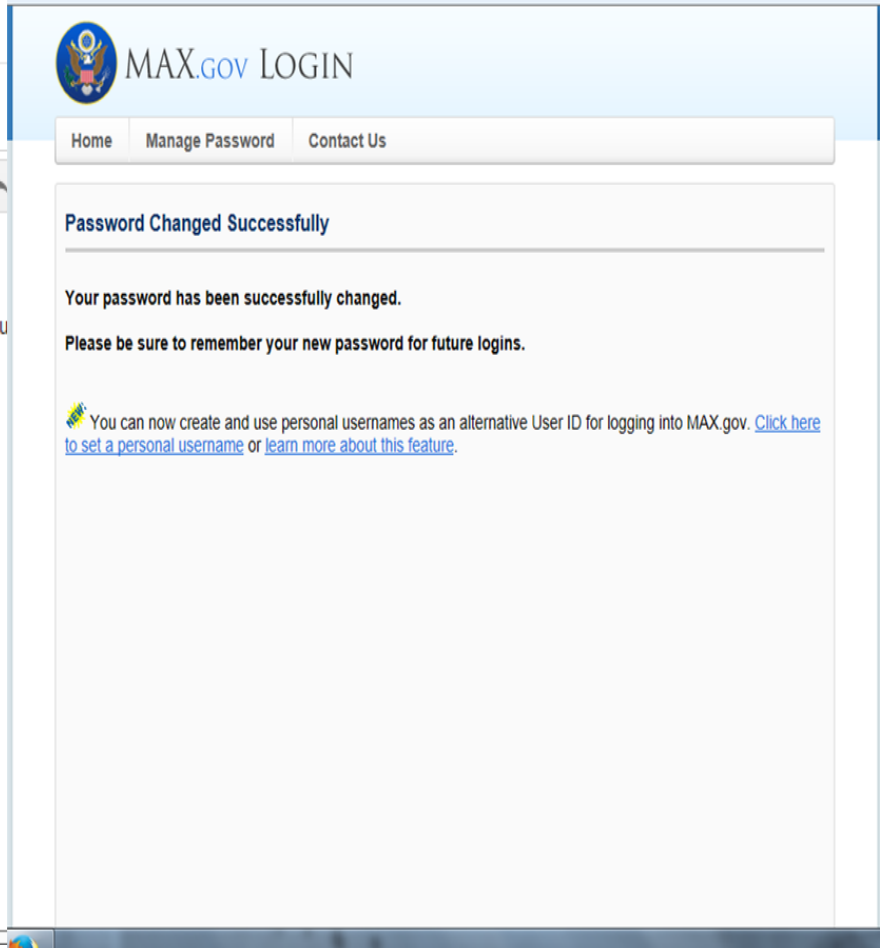
Step 4


https://max.omb.gov/maxportal/registrationForm.action
Office of Managemen...
MAX Homepage
MAX User Registration Form
File Edit View Favorites Tools Help
MAX.GOV
MAX REGISTRATION
Please fill out the registration form below and select the Register button. Your email address will be validated. Once
confirmation email containing a link to activate your account and further instructions will be provided on how to cor
registration is available to Federal government employees and contractors with a Federal government email address.
a non-government email address as well as non-federal employees performing Federal activities should contact MA
6860.
User Info
Contractor?
*First
Mi
*Last
*E-Mail
*Confirm E-Mail
Organization
*Phone Number
(xxx) xxx-xxxx
Work Address
*Line 1
Line 2
*City
*State
Select a Sta
*Country
United States of America
CONTINUE
Cancel

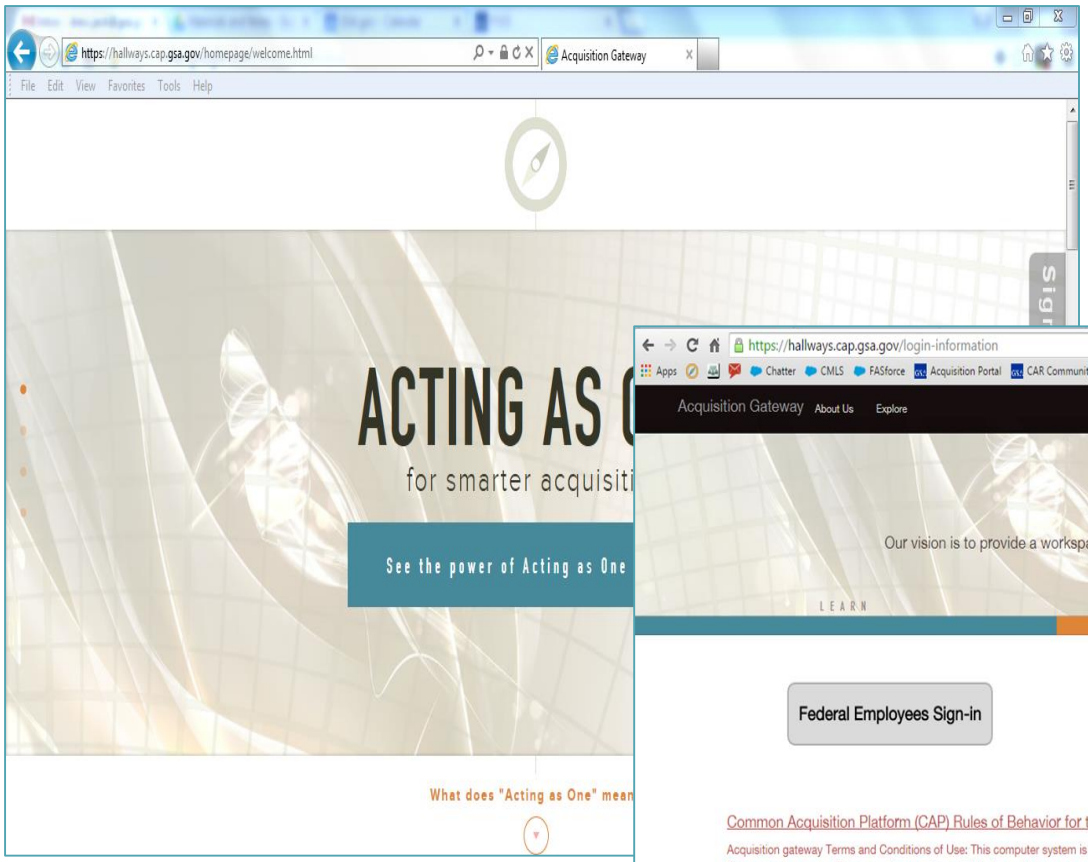

https://max.omb.gov/maxportal/registrationForm.action
Office of Managemen...
MAX Homepage
MAX User Registration Form
File Edit View Favorites Tools Help
Line 2
*City
San Diego
*State
CA - California
*Zip
92101
*Country
United States of America
Sign Up for Communities
All MAX users are registered for the MAX Federal Community:
Signup for Other Government-wide Communities
User Agreement/ Non-Disclosure
This agreement is issued under the authority of the Federal Information Security Management Act of 2002 (Pub. L. No. 107-347, Title III).
By checking the "I AGREE" check boxes and clicking on the "REGISTER" button, I signify my understanding and acceptance of these policies and practices concerning access to the MAX systems and that I will be held accountable for any breach of these policies and practices.
MAX is a U.S. Government computer system used to conduct official government business. Business conducted on MAX shall be conducted in a manner above reproach and in accordance with the highest ethical standards to ensure the public's confidence in the integrity of the Government, its employees, and systems.
1. I understand that the MAX systems are U.S. Government systems for the purposes of conducting official Government business, and that the MAX User ID and any other information related to access and use of the MAX systems are considered sensitive and critical.
2. I will NOT enter classified information into the MAX systems.
3. I will protect my personal password from disclosure.
4. I will log off of or otherwise restrict access to any MAX System session when I am not personally attending to it.
5. Upon completion of my government-related duties that involve using the MAX systems, I will contact the MAX Data Management Team to ensure my User ID is properly disabled.
6. If I suspect someone else has tried to learn my password or fraudulently gain access to the MAX systems I will immediately report the incident to a MAX representative.
I acknowledge that with my MAX ID I may have access to government information of a sensitive or critical nature that is the sole property of the U.S. Government and I hereby agree to protect that information in the strictest confidence and to use it only to support Government purposes.
I agree
10:45 AM
2/26/2015

Step 4

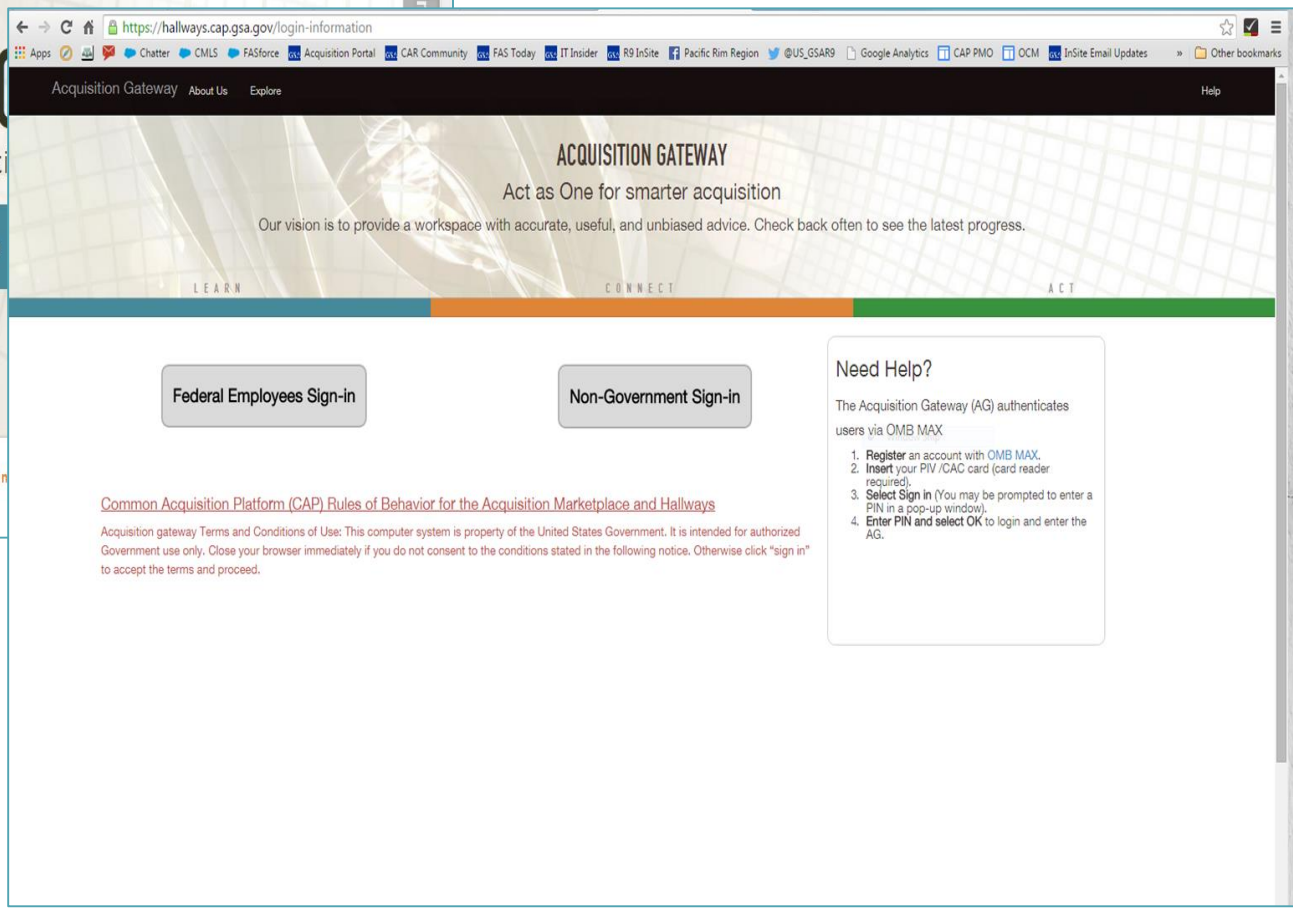

User ID for Accessing the MAX Federal Government System - drew.jack@gsa.gov - GSA.gov Mail - Google Chrome
https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=tvj90f4w5lwj&search=inbox&th=14bc738a64d26a
More
User ID for Accessing the MAX Federal Government System
Inbox x
max@omb.eop.gov
10:49 AM (2 minutes ago)
to me
Dear Drew Jack (drew.jack@gsa.gov),
Congratulations, you have been granted access to the MAX system. Your MAX User ID will be the email address you provided when you registered: drew.jack@gsa.gov
Please click on this link to create your new password: https://max.omb.gov/maxportal/changePasswordForm.action?token=YFVmvp7FVrtwV1Gt1YkJNhUhUO6KYPyg&email=drew.jack@gsa.gov
Passwords must be a minimum of 8 characters, and must contain at least one character of each of the following:
* a CAPITAL letter (A-Z),
* a lowercase letter (a-z),
* a number (0-9), and
* a special character (e.g., !@#$%^*()-_=+[]{};:'",.</?~\).
Please contact MAX Support at maxsupport@omb.eop.gov if you have any questions or experience problems.
Thank you!
The MAX Support Team
Budget Systems Branch
Office of Management and Budget
(202) 395-6860
(Weekdays: 8:30 AM to 9:00 PM)
(Weekends: 9:00 AM to 6:00 PM)


MAX.GOV LOGIN
Home
Manage Password
Contact Us
Password Changed Successfully
Your password has been successfully changed.
Please be sure to remember your new password for future logins.
You can now create and use personal usernames as an alternative User ID for logging into MAX.gov. Click here to set a personal username or learn more about this feature.

https://hallways.cap.gsa.gov



Step 5



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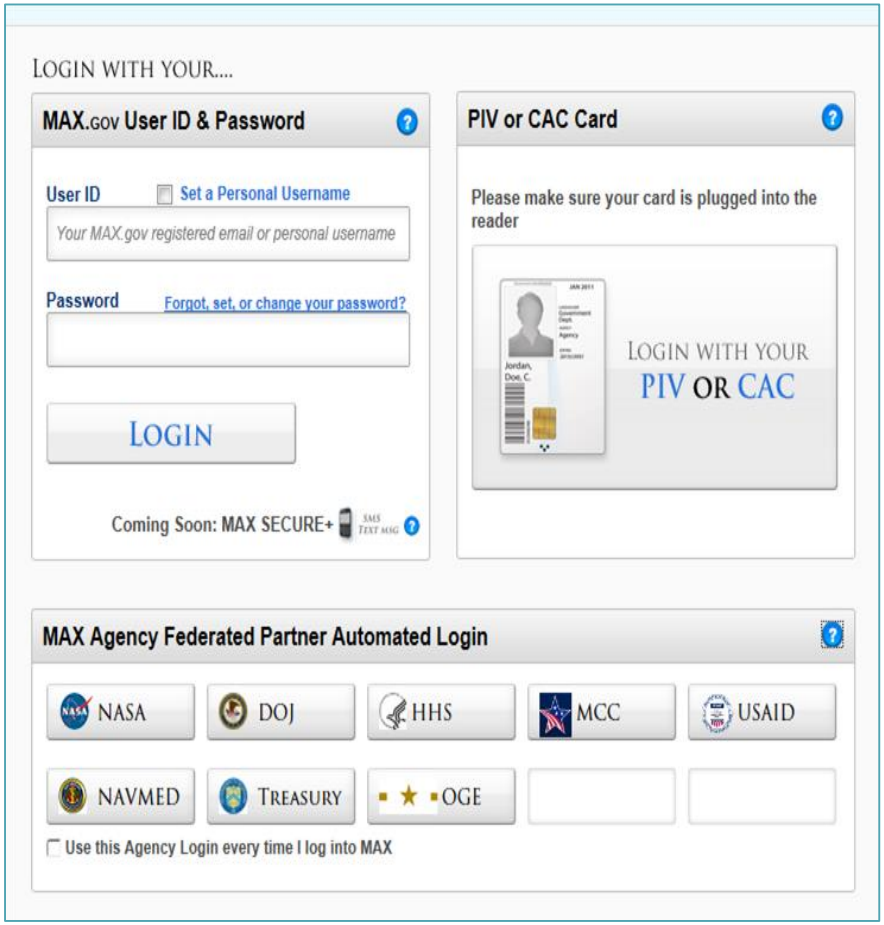
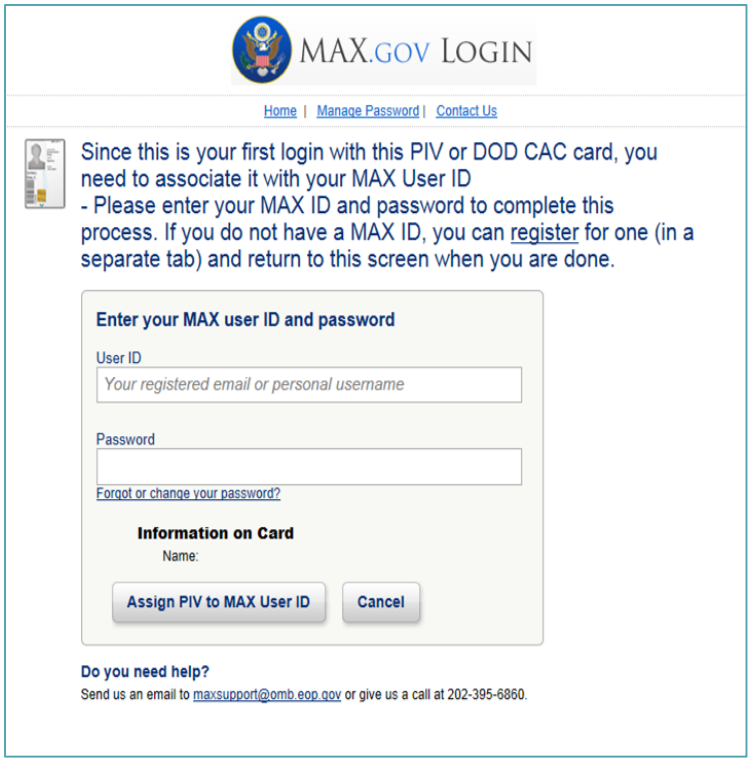
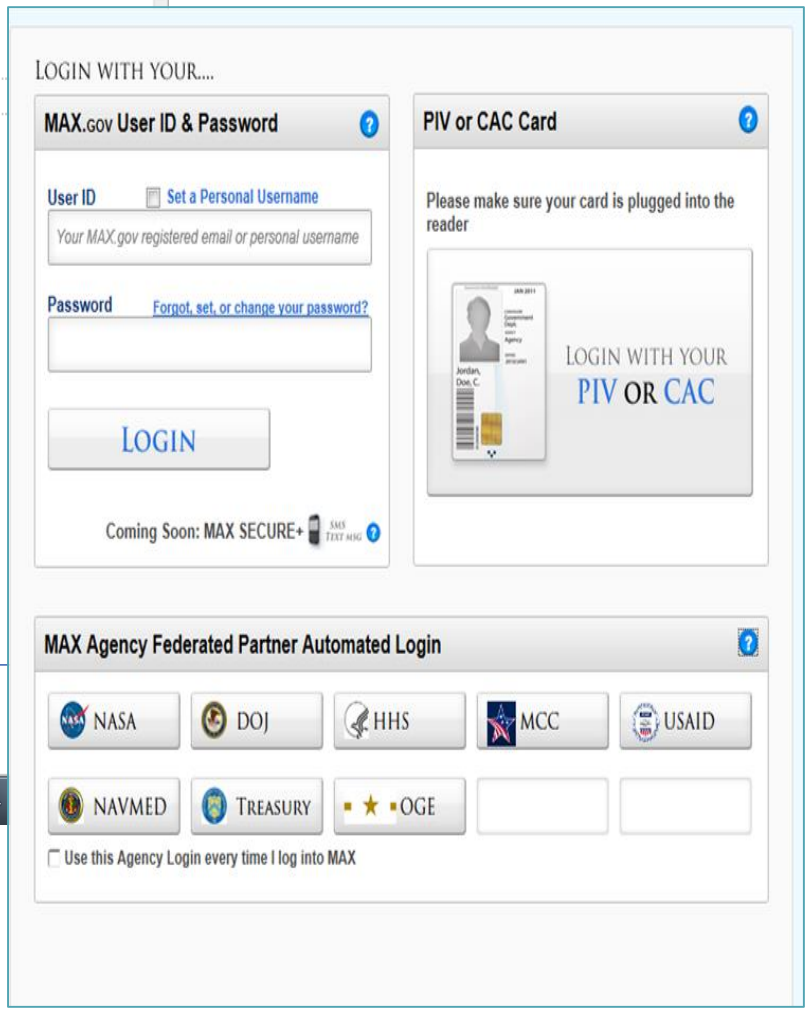

LOGIN WITH YOUR....
MAX.gov User ID & Password
User ID
Set a Personal Username
Your MAX.gov registered email or personal username
Password
Forgot, set, or change your password?
LOGIN
Coming Soon: MAX SECURE+
PIV or CAC Card
Please make sure your card is plugged into the reader
LOGIN WITH YOUR
PIV OR CAC
MAX Agency Federated Partner Automated Login
NASA
DOJ
HHS
MCC
USAID
NAVMED
TREASURY
OGE
Use this Agency Login every time I log into MAX


MAX.GOV LOGIN
Home | Manage Password | Contact Us
Since this is your first login with this PIV or DOD CAC card, you need to associate it with your MAX User ID
- Please enter your MAX ID and password to complete this process. If you do not have a MAX ID, you can register for one (in a separate tab) and return to this screen when you are done.
Enter your MAX user ID and password
User ID
Your registered email or personal username
Password
Forgot or change your password?
Information on Card
Name:
Assign PIV to MAX User ID
Cancel
Do you need help?
Send us an email to maxsupport@omb.eop.gov or give us a call at 202-395-6860.

Step 6

https://piv3.max.gov/maxpivreg/sa/piv/maxUserCertConfirm.action?service=https%3a%2f
User Certificate Confirmed ...
File Edit View Favorites Tools Help
MAX Homepage
Home | Training | FAQ | Contact Us | MAX Administrators | Register Here | Password
Congratulations, your PIV card is now associated with your MAX User ID
You can always use your PIV card to log into MAX, but please don't forget that you will still need to revalidate your e-mail address by changing your MAX Password every 90 days.
Continue
PIV Credentials
MAX User ID: drew.jack@g
Your Name: Drew Jack
Agency: General Services A
Bureau: General Services A
Do you need help?
Send us an email to maxsupp
Home | Training | FAQ | Contact Us | Privacy Policy | Site Map | Register Here


LOGIN WITH YOUR....
MAX.GOV User ID & Password
User ID
Set a Personal Username
Your MAX.gov registered email or personal username
Password
Forgot, set, or change your password?
LOGIN
Coming Soon: MAX SECURE+
PIV or CAC Card
Please make sure your card is plugged into the reader
LOGIN WITH YOUR PIV OR CAC
MAX Agency Federated Partner Automated Login
NASA
DOJ
HHS
MCC
USAID
NAVMED
TREASURY
OGE
Use this Agency Login every time I log into MAX

ACQUISITION GATEWAY

Act as One for smarter acquisition

Our vision is to provide a workspace with accurate, useful, and unbiased advice. Check back often to see the latest progress.

HALLWAYS

- Administrative Support
- Card Services
- Cleaning Supplies & Chemicals
- Employee Relocation
- Facilities & Construction
- Freight
- Human Capital
- IT Hardware
- IT Security
- IT Services
- IT Software
- Motor Vehicles
- Professional Services
- Security & Protection
- Small Package Delivery
- Telecommunications
- Tools & Hardware
- Travel
- Workplace Environment

https://hallways.cap.gsa.gov/app/

PROJECT CENTER

4 Projects | 6 Tasks | 3 Events

Add Project

Quickly Add New Project

Create Sample Project

Operation Emergency 2...

Jun 1 2016

asap

SOLUTIONS FINDER

My Agency: GSA

Category: - Select -

Subcategory: - Select -

View | 142 Solutions available | Reset

RESOURCES

- Shared Services
- TechFAR Hub
- eBuy Open
- Prices Paid Portal
- Statement of Work Library

COMMUNITY

Sustainable Procurement for IT Hardware - March 2016
IT Hardware
dan.baskin@gsa.gov, Tuesday, April 05, 2016 - 11:13

Green Purchasing News
IT Hardware

EVENTS

The New GSA Schedules Webinar Training is Here!
Wednesday, December 30, 2015 - Thursday, September 29, 2016
11:00 PM - 6:00 PM -

more

ARMY CHESS Online training and

NEWS

Green Purchasing News Fall_2015
This article highlights concerns, benefits, and co...

Reducing Duplication and Driving Savings in Mobile Devices through Category Management
Today, OMB released for public comment a draf...

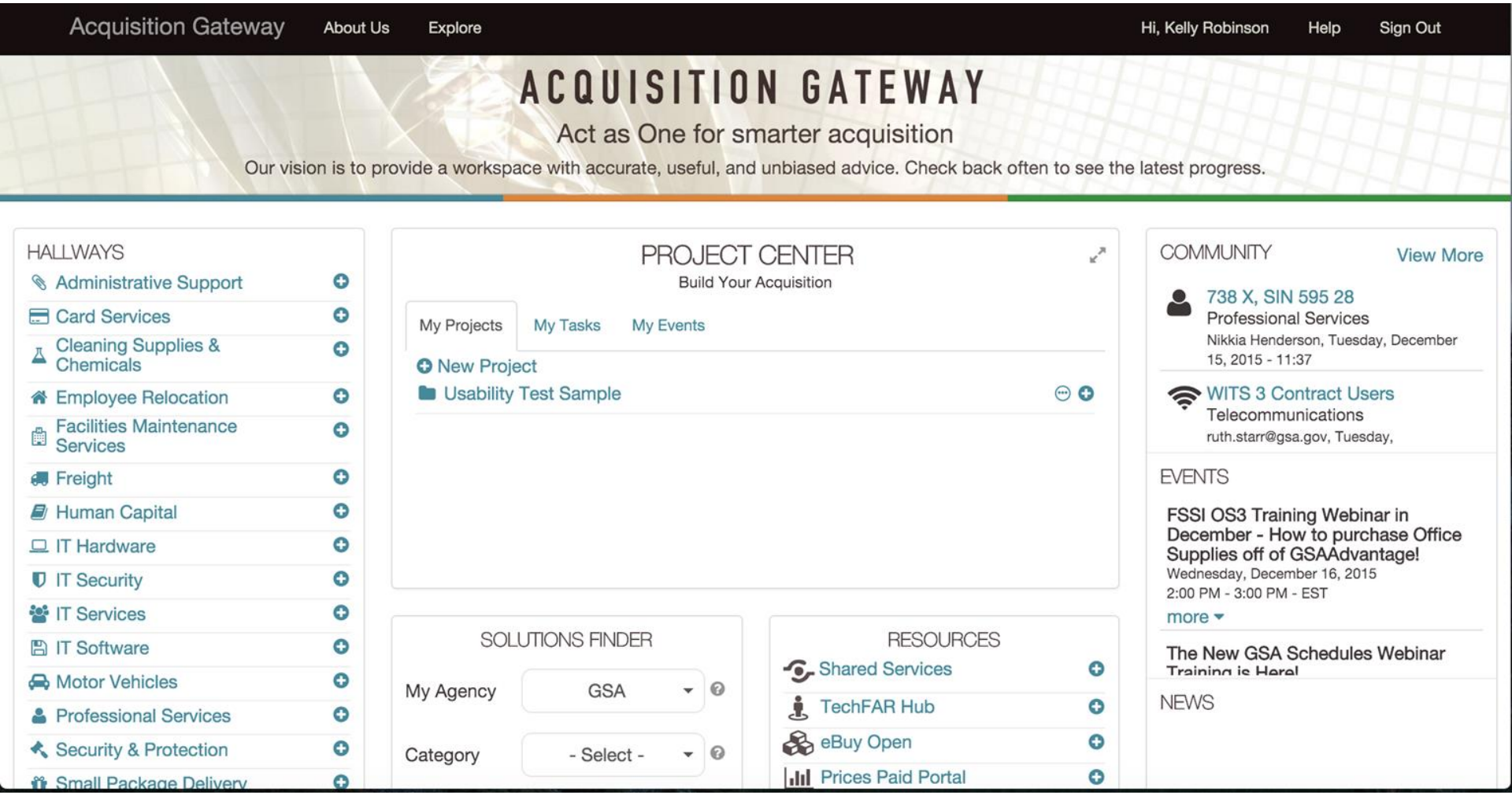
Navy Furniture BPA

2nd time: Access the Gateway in <15 seconds

Step 1

- Go to https://hallways.cap.gsa.gov; select [Federal Employees Sign-in]
- Click on with “PIV or CAC card”; click [Login]

Acquisition Gateway - hallways.cap.gsa.gov



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
- Share your prices paid / transactional data
- Provide information on acquisition solutions (either yours or others)
- Join us for usability testing to help drive new features

  (Email kelly.robinson@gsa.gov directly, we welcome your feedback!)

Contact Information

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(256) 326-0218

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- 1.4 IT Security
- 1.5 IT Outsourcing
- 1.6 Telecommunications

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- 2.1 Business Administration Services
- 2.2 Legal Services
- 2.3 Management Advisory Services (Excludes R&D 17.0)
- 2.4 Marketing and Distribution
- 2.5 Public Relations and Professional Communications Services
- 2.6 Real Estate Services
- 2.7 Trade Policy and Services
- 2.8 Technical and Engineering Services (non-IT) (Excludes 1.0)
- 2.9 Financial Services
- 2.10 Social Services

3. Security and Protection – $5.5B
- 3.1 Security Animals & Related Services
- 3.2 Security Systems
- 3.3 Security Services

4. Facilities & Construction - $75.7B
- 4.1 Construction Related Materials
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- 4.3 Facility Related Materials
- 4.4 Facility Related Services
- 4.5 Facilities Purchase & Lease

5. Industrial Products and Services - $10.5B
- 5.1 Machinery & Components Fire/Rescue/Safety/Environmental Protection
- 5.2 Equipment
- 5.3 Hardware & Tools
- 5.4 Test & Measurement Supplies Industrial Products
- 5.5 Install/Maintenance/Repair/Rebuild
- 5.6 Basic Materials
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- 7.3 Logistics Civil Augmentation Program
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- 8.2 Lodging
- 8.3 Travel Agent & Misc. Services

9. Human Capital - $4.1B
- 9.1 Alternative Educational Systems
- 9.2 Educational Facilities
- 9.3 Educational Institutions
- 9.4 Specialized Educational Services
- 9.5 Vocational Training
- 9.6 Human Resources Services

10. Medical - $36.0B
- 10.1 Drugs and Pharmaceutical Products
- 10.2 Medical Equipment & Accessories & Supplies
- 10.3 Healthcare Services

Defense-Centric Categories 11-19 (total FY 2014 spend $153B)

11. Aircraft, Ships/Submarines & Land Combat Vehicles - $41.6B
- 11.1 Aircraft
- 11.2 Land Combat Vehicles
- 11.3 Ships & Submarines
- 11.4 Space

12. Weapons & Ammunition - $15.1B
- 12.1 Ammunition & Explosives
- 12.2 Fire Control
- 12.3 Guided Missiles
- 12.4 Guns
- 12.5 Nuclear Ordnance
- 12.6 Weapons

13. Electronic & Communication Equipment - $8.7B
- 13.1 Communication Equipment Detection & Coherent Radiation
- 13.2 Equipment
- 13.3 Electrical and Electronics Equipment
- 13.4 Night Vision Equipment

14. Sustainment S&E - $22.7B
- 14.1 Drones
- 14.2 Engines, Components & Spt Eq
- 14.3 Materials
- 14.4 Supply Parts
- 14.5 Support Ships & Small Craft
- 14.6 Training Aids and Devices

15. Clothing, Textiles & Subsistence S&E - $7.5B
- 15.1 Subsistence
- 15.2 Textiles, Clothing & Equipage

16. Miscellaneous S&E - $839M
- 16.1 Non-Food Items for Resale
- 16.2 S&E Not Classified Elsewhere

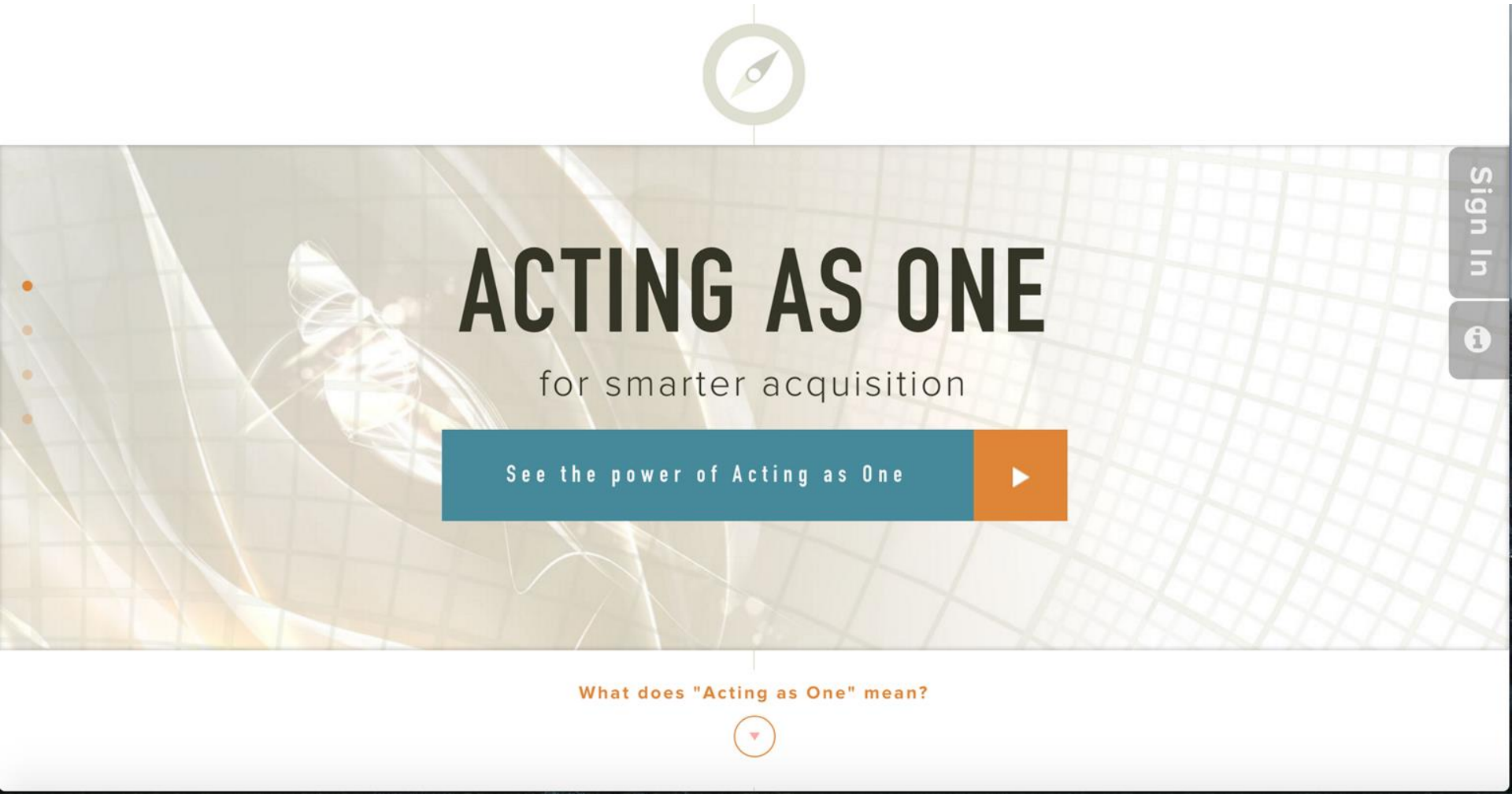
17. Research and Development - $40.0B
- 17.1 Systems Development
- 17.2 Operational Systems Development
- 17.3 Technology Base
- 17.4 Commercialization
- 17.5 Pre-FY 1998 2-Digit Category

18. Equipment Related Services - $16.5B
- 18.1 Maintenance, Repair and Overhaul
- 18.2 Equipment Modification
- 18.3 Installation of Equipment
- 18.4 Quality Control
- 18.5 Technical Representative Services
- 18.6 Purchases and Leases
- 18.7 Salvage Services

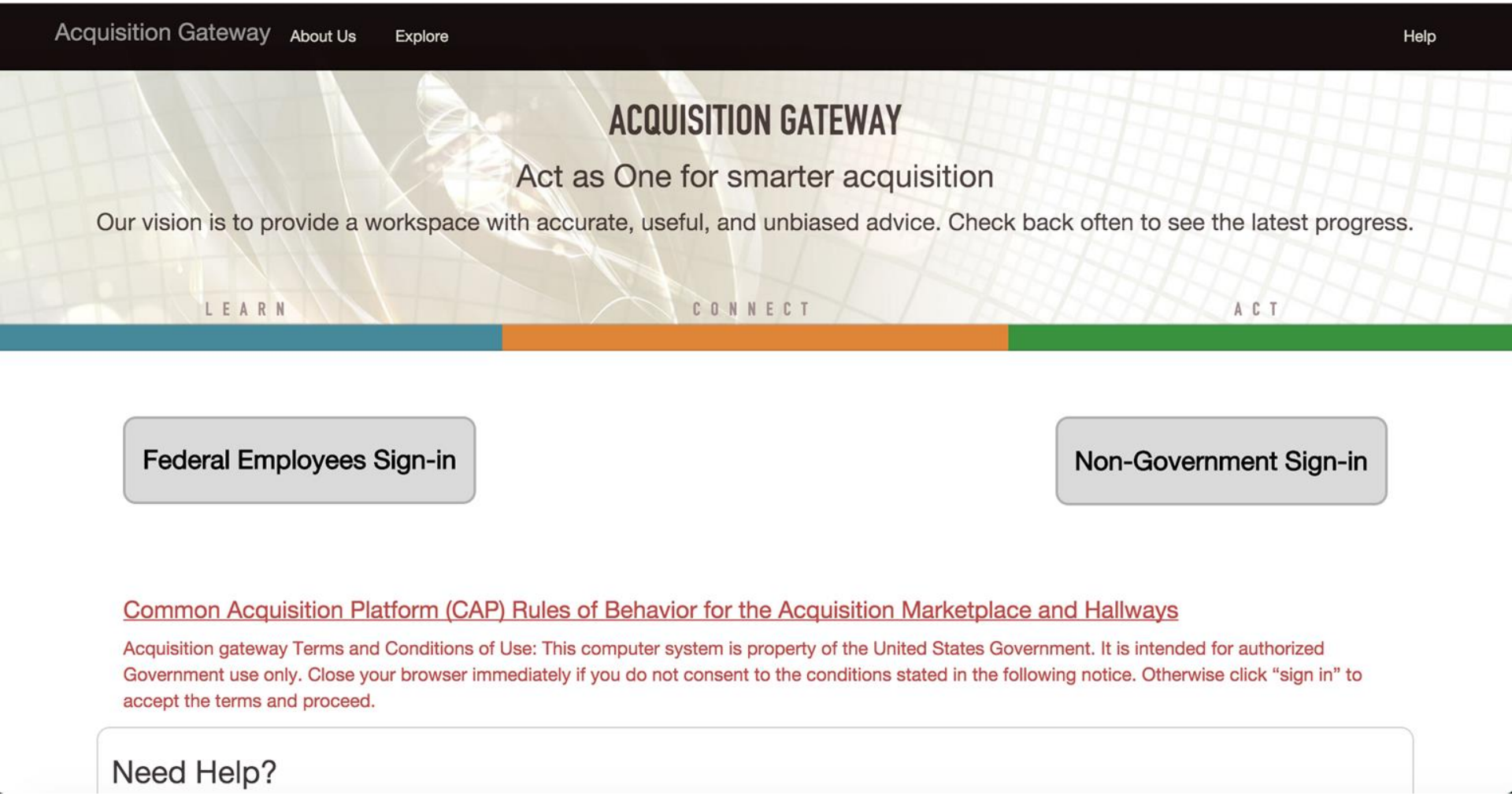
19. Electronic Communication Services - $418M
- 19.1 Equipment Maintenance
- 19.2 Equipment Leases

Note: Spend figures are based on FY14 FPDS data.

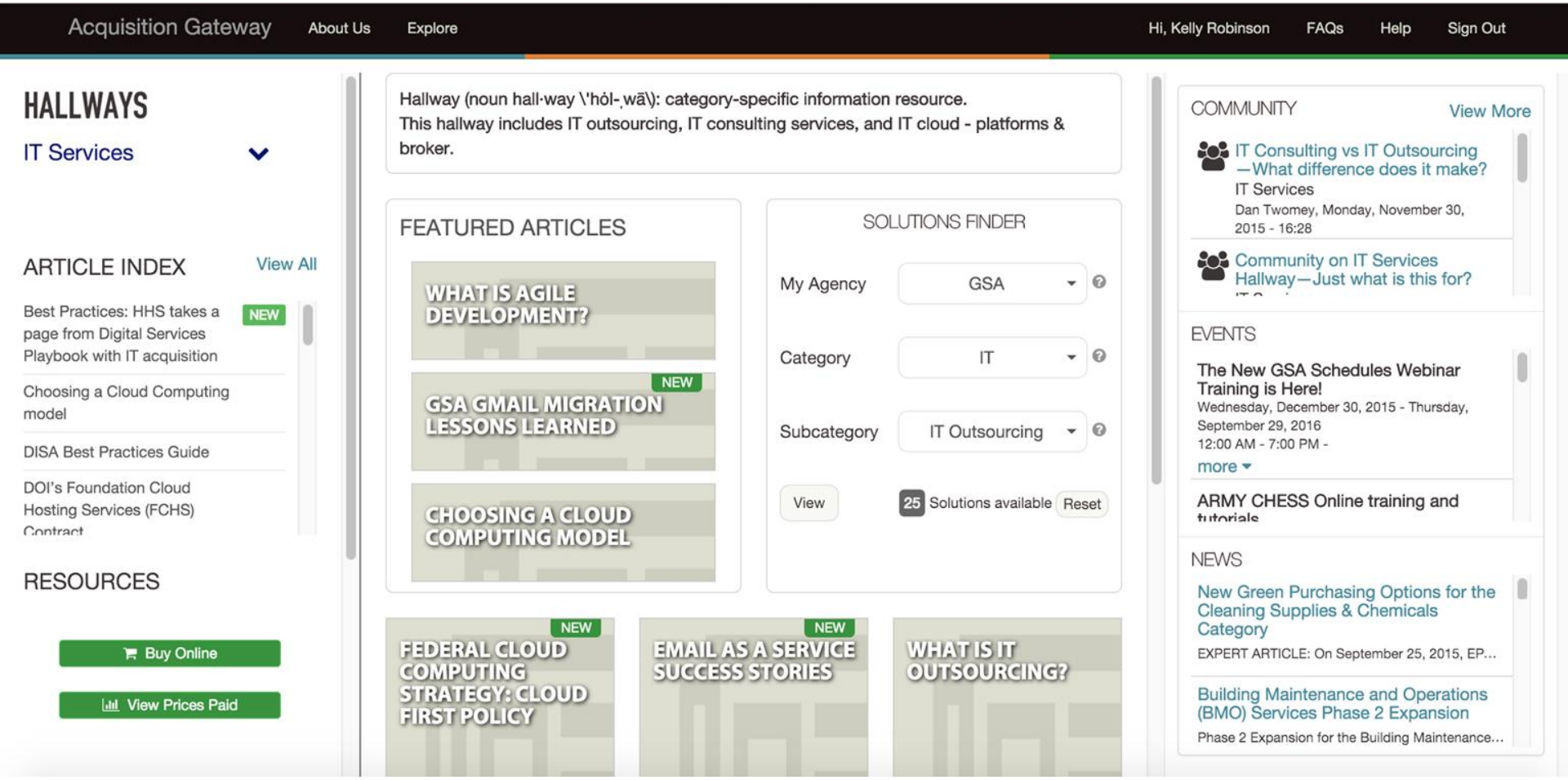
Acquisition Gateway - Welcome



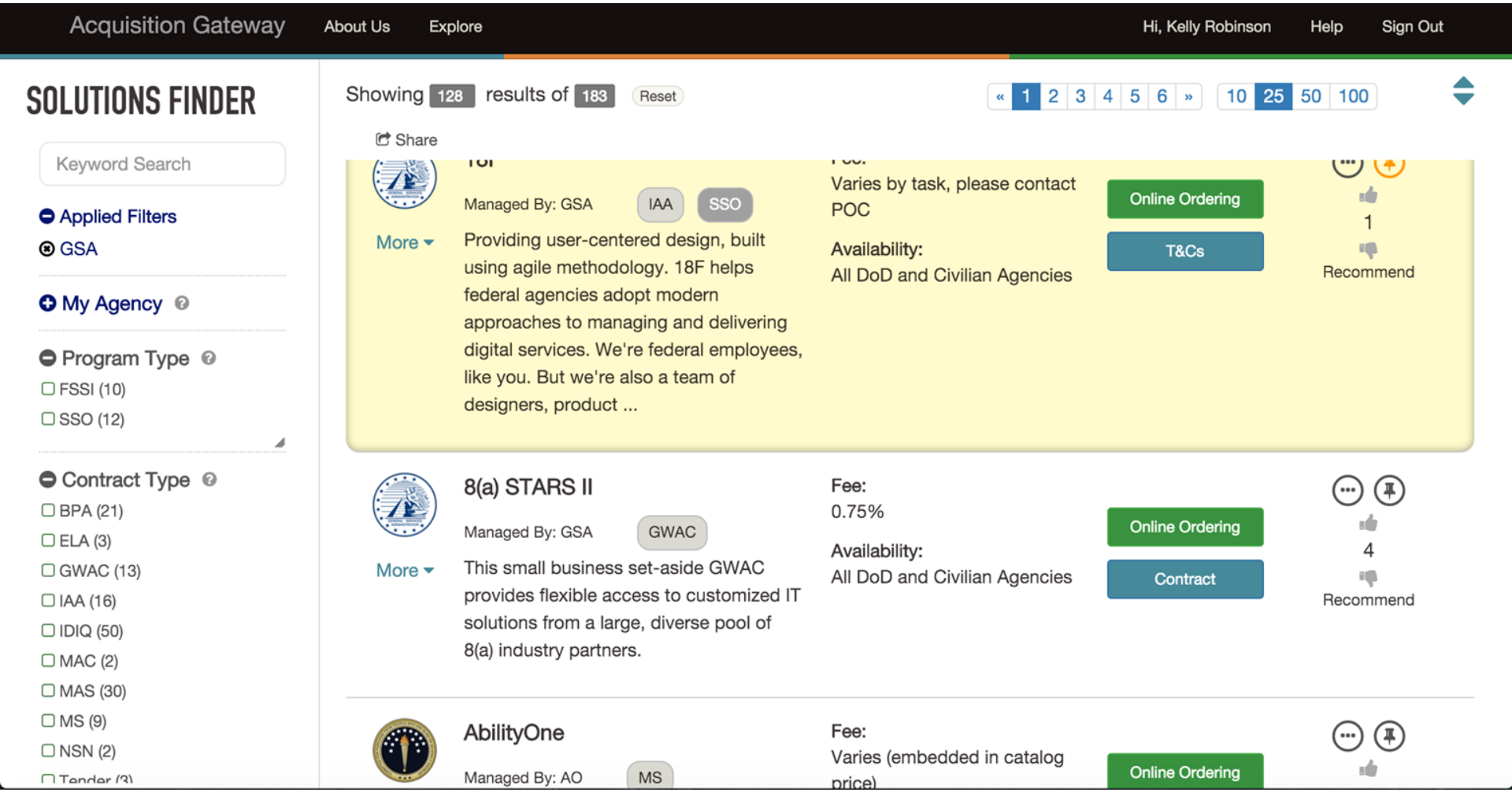
Acquisition Gateway - Sign-in



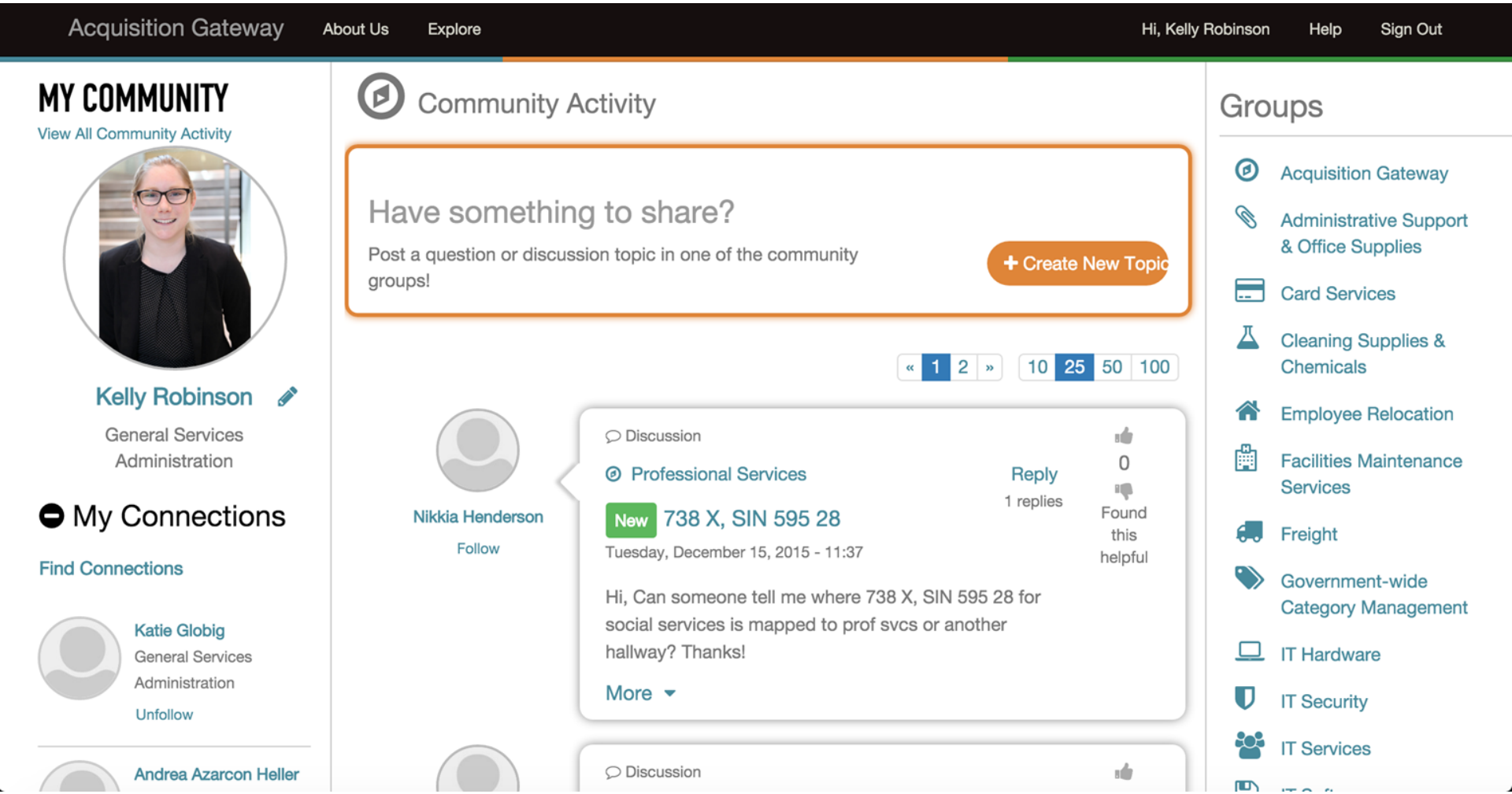
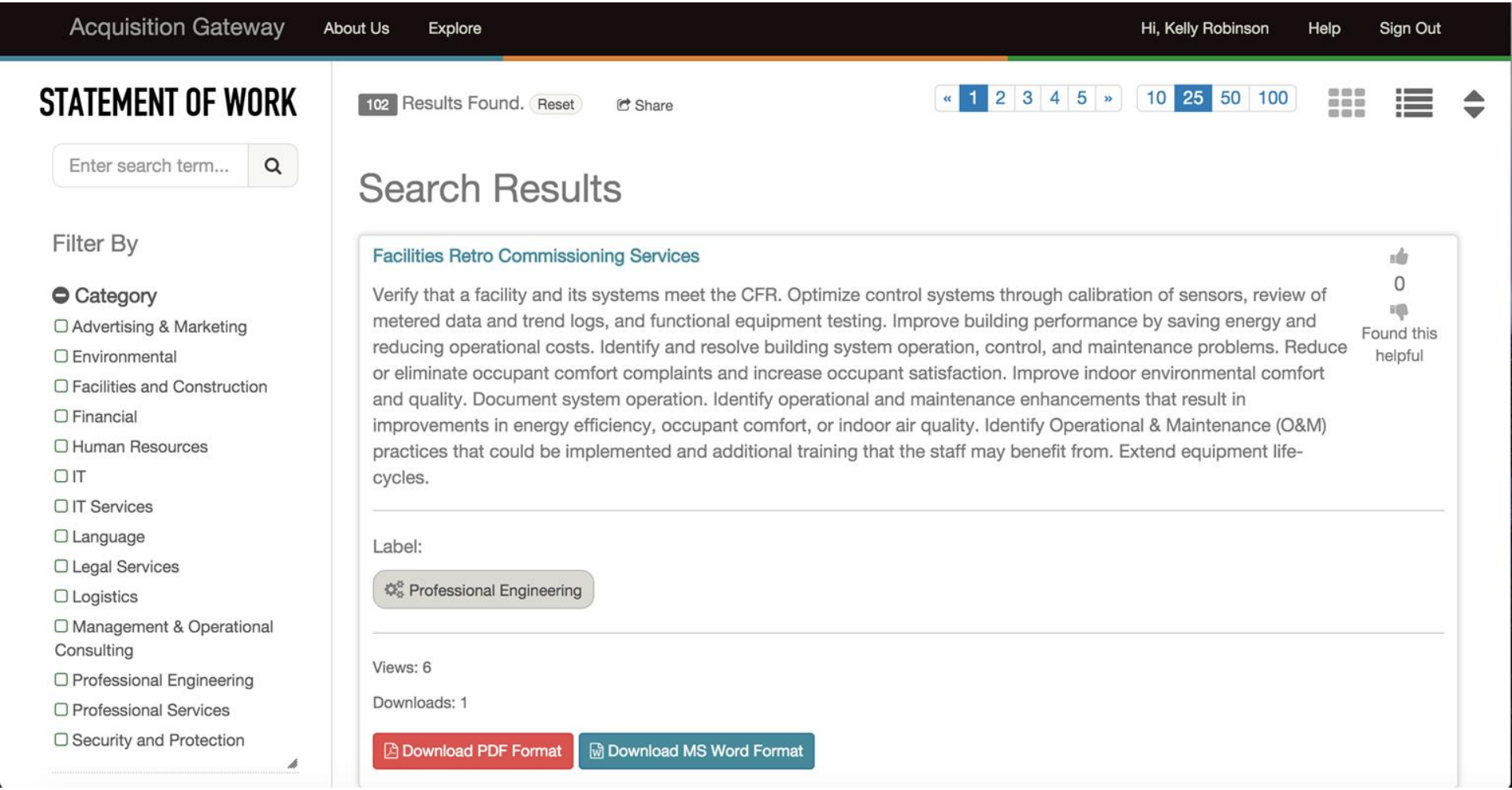
Acquisition Gateway - Hallway



Acquisition Gateway - Solutions Finder



Acquisition Gateway - Community



Acquisition Gateway - Statement of Work Library