



# IT Category Management

**SSAB Speaker Series**  
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Assistant Commissioner  
**Office of Information  
Technology Category**



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**City of Dallas**

# Category Management: Buying common goods and services smarter

For the **government**, this means buying like an enterprise, to get more value and savings via:

1. Identifying core areas - categories - of spend
2. Using data to consolidate and reduce contracts when possible
3. Better managing suppliers and demand
4. Reducing the total cost of ownership

# IT Category Management Benefits to Industry

- Better requirements and more consistent behavior
- Buying commercial standards
- Reduced burdens
- Opportunity to boost innovation
- Better data and increased transparency
- Improved utilization of small business

# Government-wide Categories

## HUMAN CAPITAL

Indu Garg, OPM  
FY21 Spend: \$5.1B

## SECURITY & PROTECTION

James Lewis, DHS  
FY21 Spend: \$6.8B

## TRAVEL

Timothy Burke, GSA  
FY21 Spend: \$1.2B

## INDUSTRIAL PRODUCTS & SERVICES

George Prochaska, GSA  
FY21 Spend: \$15.7B

## FACILITIES & CONSTRUCTION:

Mary Ruwwe, GSA  
FY21 Spend: \$92.1B

## PROFESSIONAL SERVICES

Tiffany Hixson, GSA  
FY21 Spend: \$98.1B

## INFORMATION TECHNOLOGY

**Laura Stanton, GSA**  
**FY21 Spend: \$70.6B**

## MEDICAL

Dr. Thomas Mccaffrey, DHA  
Dr. Richard Stone, VA  
FY21 Spend: \$82.9B

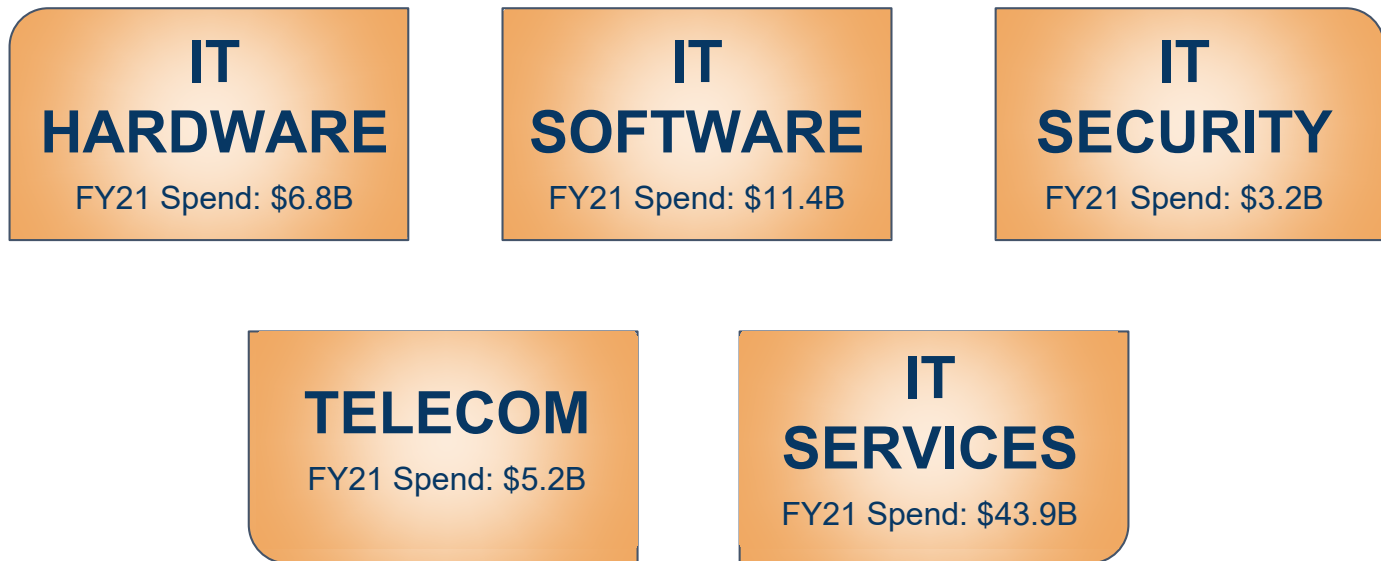
## OFFICE MANAGEMENT

Dena McLaughlin, GSA  
FY21 Spend: \$2.1B

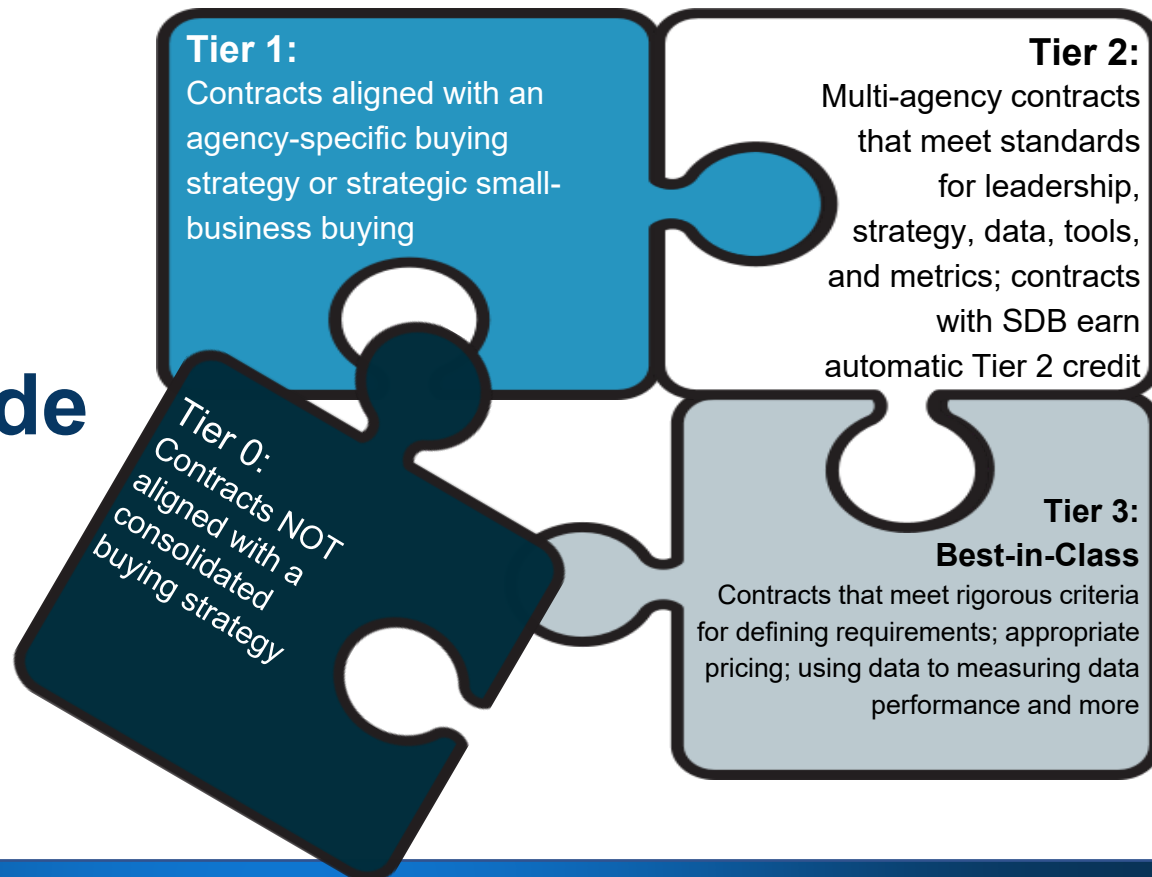
## TRANSPORTATION & LOGISTICS

Adam Yearwood, Office of Secretary of Defense  
FY21 Spend: \$31.8B

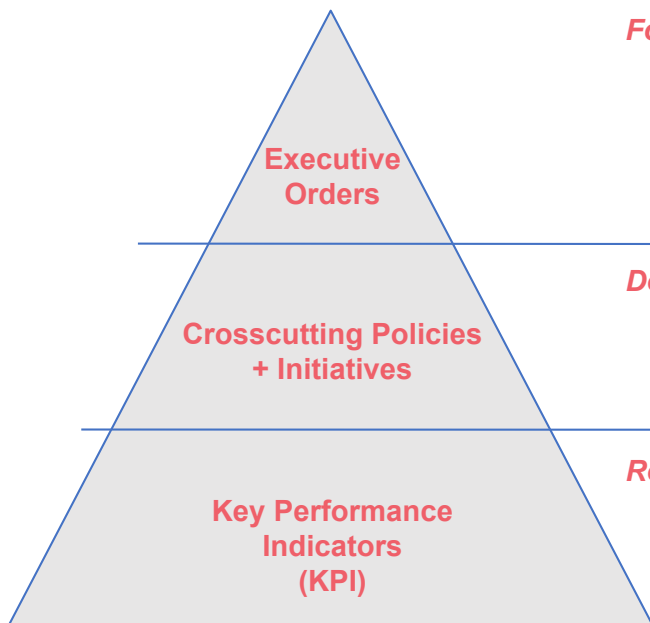
# ITC Category Management Organization



# Spend Under Management Tiers for Government-wide Category Management Spend



# Government-wide framework helps agencies, vendors and IT contracts translate policy into action.



## *Focusing initiatives to provide tools and resources to aid in marketplace compliance to:*

- **Racial Equity** -- boosting underserved communities (small business utilization/equity)
- **Buy American** -- increasing use of American-made products (vendor relationship mgt.)
- **Supply Chain** -- mitigating supplier risks (supply chain risk management)
- **Climate Crisis** -- focusing on sustainability (data analytics into IT spend)
- **Cybersecurity** -- supporting government operability (technology management)

## *Developing an IT acquisition intelligence capability to:*

- **Contract Management** -- improving requirements for common goods/services
- **Supplier Management** -- creating strategies to help agencies manage vendors
- **Cross-category Support** -- ongoing support to strengthen category performance

## *Reshaping federal IT spend through KPIs and initiatives to:*

- **Spend Under Management** -- understanding IT needs to minimize govwide spend
- **Small Business Utilization** -- sharing SB-focused resources to increase SB equity
- **Cost Avoidance** -- providing measures to lower potential expenses and future costs
- **Tier 0** -- promoting use of IT BICs to improve category-aligned performance



# Government-wide Initiatives



**Highly Adaptive  
Cybersecurity Services**



**Cloud  
Computing**



**Laptops/Desktops**



**Cybersecurity Supply  
Chain Risk  
Management**



**Small Business  
Utilization**

# Governmentwide IT Vendor Management Office's Vendor Assessment Approach

## OBJECTIVES

- Collaborate across government on OEM challenges and issues faced by agencies
- Examine impact of common licensing and contract management challenges
- Provide guidance on best practices and lessons learned

*The ITVMO approach focuses on maximizing value in OEM services and solutions by defining opportunities for cost savings and operational efficiencies*

## KEY SUCCESS FACTORS

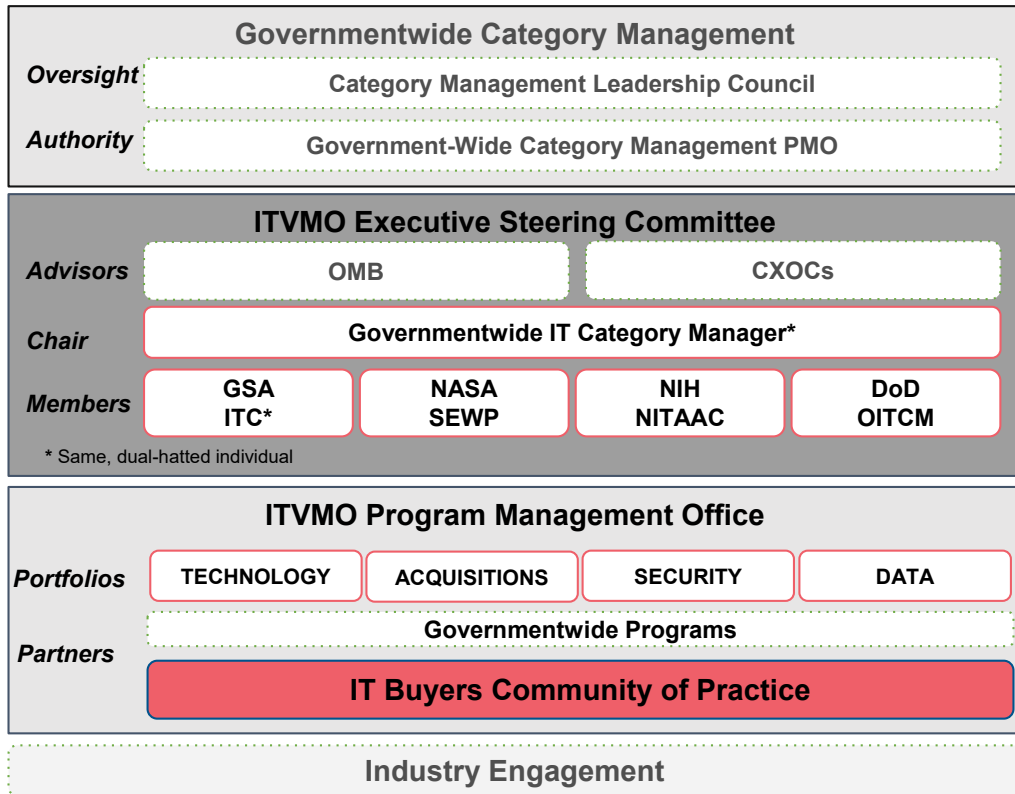
- CIOC, CAOC, and CISOC sponsorship
- Agency and vendor participation
- Access to data

*Stakeholder commitment is key to achieving a 'Whole-of-Government' assessment by accessing governmentwide resources, data, and expertise*

## OUTPUTS

- **Federal Survey** (understand annual vendor priorities across agencies)
- **Vendor Profile** (conduct research and validate findings with cross-government POCs)
- **Letters of Consideration** (communicate and interface directly with vendors to surface solutions)
- **Guide/Playbook** (define and share best practices on terms and conditions)
- **Training** (upskill agencies on vendor acquisition practices)

*Top OEMs are prioritized to develop resources and help government acquisition professionals make smarter and faster buying decisions*



# Launch of the IT Buyers Community of Practice

*Creating a community of federal IT buyers to share their experience and scale expertise across government.*

## Benefits

- An active, informed, and engaged community of federal IT buyers
- A unified federal government voice when engaging the vendor community
- A forum to gain rapid access to information, promote knowledge sharing, and reduction of duplicative efforts

# IT Category Management Successes

- **GSS for Desktops & Laptops:** Continued increase of revenue to IT BICs over last 7 versions
- **GSA MAS IT Large-DOJ Audit Software:** Award of multiple award BPA to support 70 OIG offices
- **Update to IT Hardware Cost Avoidance:** Refined model and implementation across IT Services

## **GSA ITC: Support Agency Management Actions to Advance Equity in Procurement**

- Support agency-specific SDB contracting goals for FY 2022 with SBA that will allow the Federal Government to cumulatively award at least 11% of Federal contract spend to SDBs in FY 2022.
- M-22-03 Advancing Equity in Federal Procurement establishes awards to SDB as Spend Under Management
- Help review and adjustment of CM stewardship practices to boost contracting opportunities for SDBs and other socioeconomic small businesses.
- Promote increasing the number of new entrants to the Federal marketplace and reverse the general decline in the small-business supplier base.
- Include the achievement of small business contracting goals as a part of the performance plans for key Senior Executive Service officials.



# SSA Spend Profile

CATEGORY OVERVIEW

VEHICLE ANALYSIS

VENDOR ANALYSIS

SUM ANALYSIS

[SSA 2021 IT Spend vs  
Other Agencies](#)

[Top 15 SSA IT Contract  
Vehicles \(FY19 - FY21\)](#)

[Gov-wide vs SSA  
Vendors](#)

[Gov-wide vs SSA Spend  
by SUM Tier](#)

[Gov-wide vs SSA Small  
Business Spend](#)

Data Sources: Federal Procurement Data Source (1/9/2022) and IT Dashboard (12/12/2021)

### SPEND OBSERVATIONS (FY19 - FY21)

- SSA entered fewer contracts than other agencies and had the highest average dollars per IT contract.
- SSA had a larger proportion of Spend Under Management (SUM) than the rest of government (73% vs 65%).
  - BIC accounted for a smaller proportion of SSA SUM (35% vs 30%).
- SSA utilizes more single funded agency contracts (49% vs 19%).
- SSA generally allocates a larger share of obligations to Software compared to the rest of the government (36% vs 16%).

#### DATA SOURCES

- **Federal Procurement Data Source (FPDS)**
  - Obligation data as of 1/9/2022
- **IT Dashboard**
  - IT Investment Data as of 12/12/2021

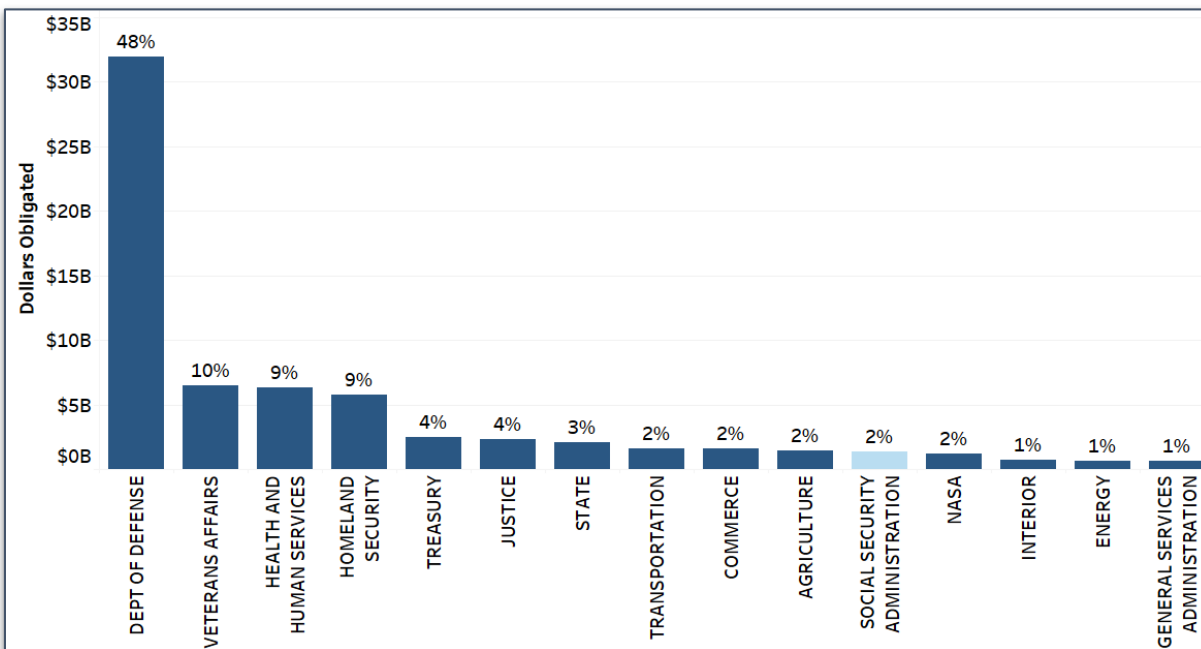
#### DATA NOTES & DEFINITIONS

- **Time Period:** Fiscal Years 2019, 2020, and 2021
- **ITC Vehicles:** 8(a) STARS, Alliant, ComSatCom, Connections, FSSI Wireless, Millenia, Networx/EIS, SatCom, S70/MAS, VETS, Wireless Mobility Solutions
- **Spend Under Management (SUM):** Tier 1, Tier 2, Tier 3

### METHODOLOGY

To develop the analysis, FPDS data from FY19 through FY21 was utilized to develop insights on SSA IT spend. Specifically, analysis was conducted on SSA SUM spend, vehicle usage, vendor usage, and subcategory spend. IT dashboard data provided additional insight on SSA investments from FY20 through FY22.

# SSA 2021 IT Spend vs. Other Agencies



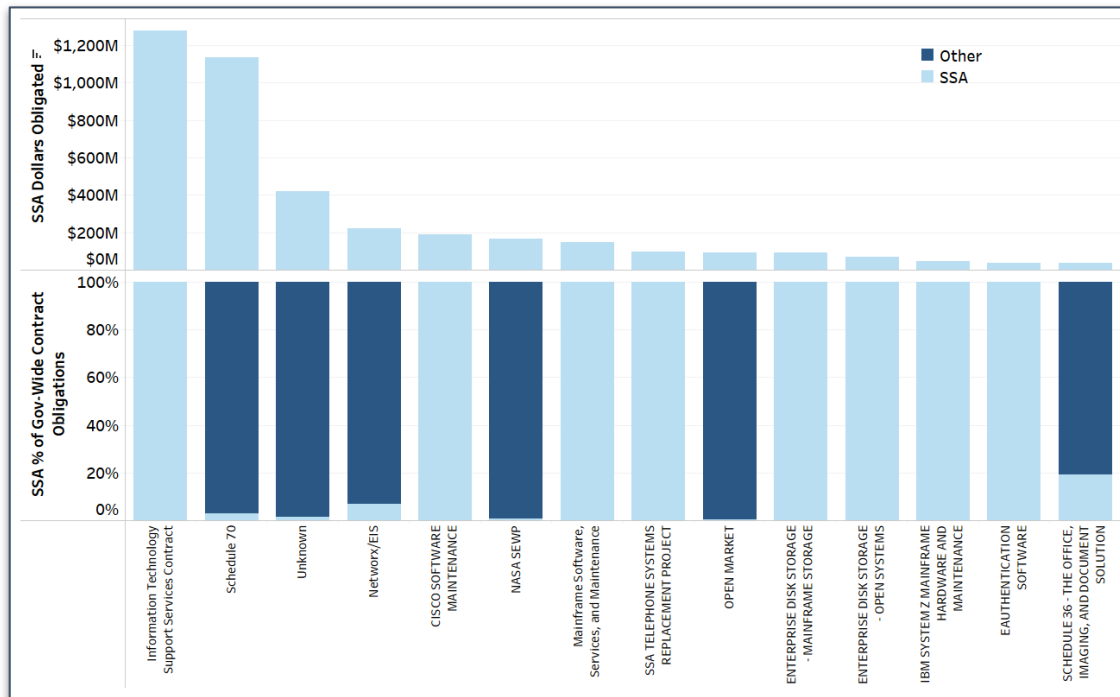
In FY 2021, SSA was the 11th largest department by IT obligations with \$1.36B in IT spend

SSA has consistently accounted for ~2% of gov-wide IT obligations from FY19 through FY21

Data Source: FPDS 1/9/2022



# Top 15 SSA IT Contract Vehicles (FY19 - FY21)



For IT, SSA primarily uses SSA-specific vehicles

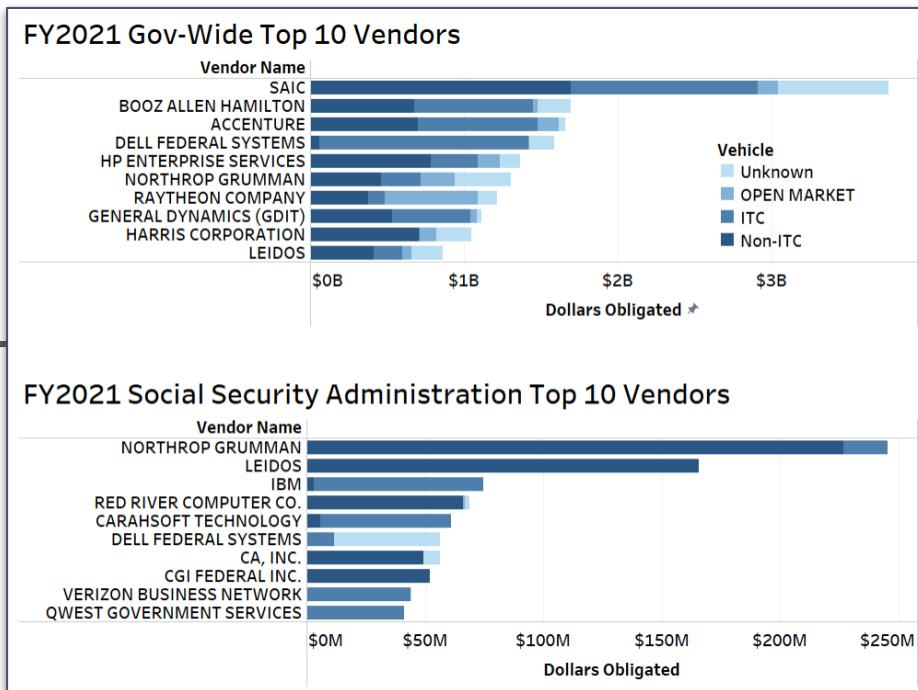
In 2021, about half (47%) of SSA IT spend was through SSA-specific contract vehicles

To contrast, around 15% of gov-wide IT spend in 2021 was through agency-specific contracts

Data Source: FPDS 1/9/2022

# Gov-wide vs SSA Vendors

Gov-wide



SSA

Four of the Top 10 gov-wide vendors appear in SSA's Top 10 Vendors

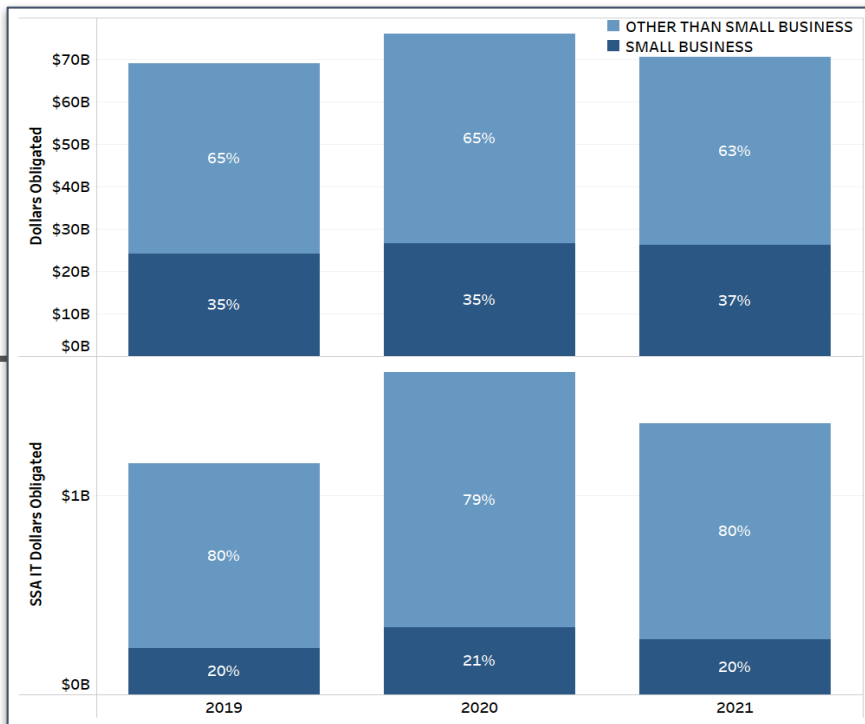
SSA predominantly uses ITC Vehicles when working with IBM, Carahsoft, and Qwest for IT Software

SSA primarily utilizes ITSSC (SSA IDIQ) for Northrop Grumman, Leidos, and CGI for IT Services

Data Source: FPDS 1/9/2022

# Gov-wide vs SSA Small Business Spend

Gov-wide



SSA

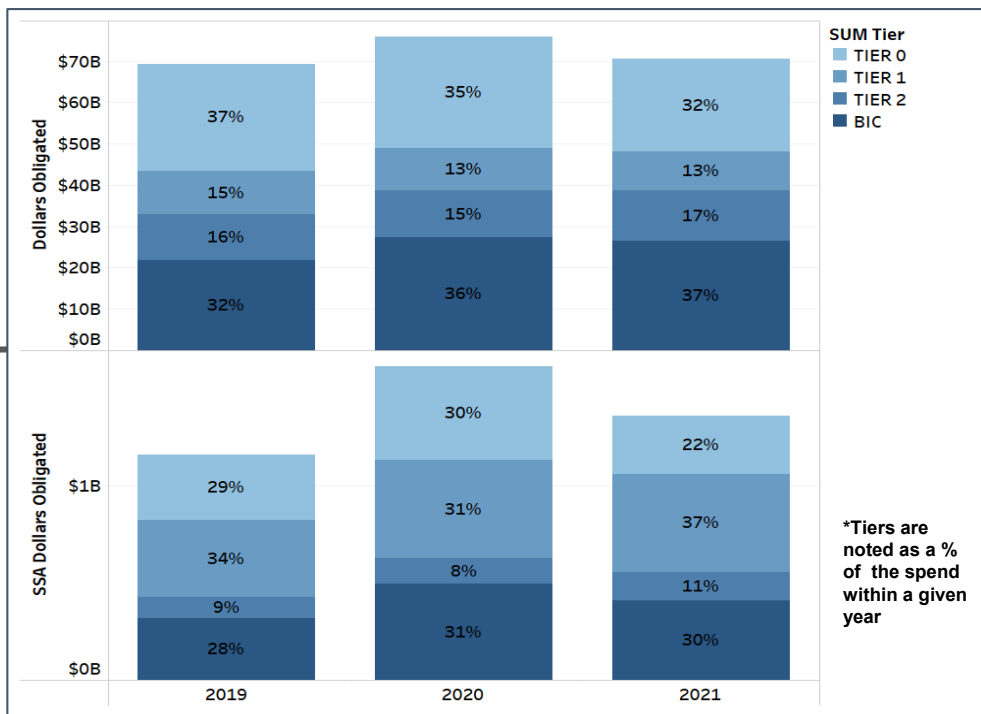
For FY21, SSA ranked 11th out of 90 Depts/Agencies in terms of highest dollars obligated but only 16th in terms of number of contracts

- As a result, SSA had the highest average dollars per contract in the government
- This may have contributed to SSA working with fewer small businesses than the rest of the government

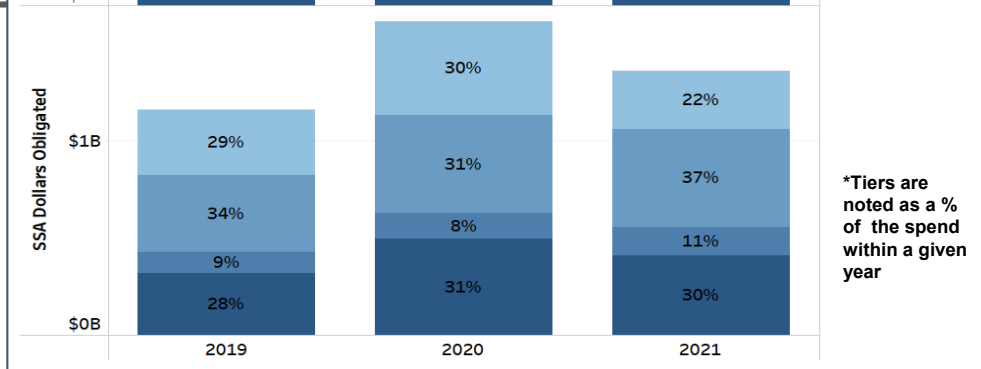
Data Source: FPDS 1/9/2022

# Gov-wide vs. SSA IT Spend by SUM Tier

Gov-wide



SSA



SUM Tier  
TIER 0  
TIER 1  
TIER 2  
BIC

\*Tiers are  
noted as a %  
of the spend  
within a given  
year

SUM (Spend Under Management) is defined as Tier 1, Tier 2, and Tier 3 (BIC)

SSA has a higher proportion of SUM spend than the rest of the government

But SSA uses less Tier 2 and BIC contracts than the rest of the government

Data Source: FPDS 1/9/2022

# Executive Order (EO) 14028

## What is it

A cybersecurity centric Executive Order intended to *strengthen Federal capabilities to identify, deter, protect against, detect, respond to, and recover from malicious cyber campaigns and threat actors.*

## How does it impact agencies

Directs agencies to implement specific processes, tools, and solutions necessary to shore up government networks.

## Why is it necessary

Adversaries are using increasingly sophisticated methods and cyber operations to attack the supply chain, gain access to critical infrastructure, and steal sensitive information.

Foreign-owned or controlled information and communications technology (ICT) products may create vulnerabilities in U.S. supply chains.

Information technology providers are often hesitant or unable to voluntarily share information about a cyber incident, and the planned FAR rules provide a requirement and a mechanism for how to meet it.

The private sector must adapt to the continuously changing threat environment, ensure its products are built and operate securely, and partner with the federal government to foster a more secure cyberspace.

## What is ITC doing about it

Continuous assessments of portfolio to ensure contract vehicles align with EO and agency needs

Vendor outreach to ensure awareness of the EO

# Customer Experience Connection

- SSA's Customer Experience (CX) Strategy should as a starting point:
  - Set the vision for the customers' experience
  - Identify the overall customer goals and objectives; initiatives focused on improving the pain points or gaps in the customer experience and metrics to measure success
  - SSA should create a customer experience strategy identifying the agency's vision of the customer's experience, the current customer's experience, and the future experience, along with a roadmap on how to get there.

Source: SSAB Executive Summary: Essential Changes Imperative for the Success of Social Security's IT Modernization and Future Operations

# Resources

## Acquisition Gateway

<https://hallways.cap.gsa.gov>

## IT Acquisition University

<https://go.usa.gov/xtBZ7>

## IT Customer Services Center

Call us at 855-ITaid4u

Sun. 8:00 p.m. to Fri. 8:30 p.m.

[ITCSC@gsa.gov](mailto:ITCSC@gsa.gov)

## GSA ITC Website

<https://gsa.gov/technology>

## Blog: Great Government Through Technology

<https://gsablogs.gsa.gov/technology/>



# Appendix



## Governmentwide IT Category Management Support for Administrative Priorities

Racial Equity (EO 13985)	Buy American (EO 14005)	Supply Chain (EO 14017)	Climate Crisis (EO 14008)	Cyber (EO 14028)
Promote the use of IT BICs with small business set-aside to provide federal contracting opportunities for hundreds of SDBs/SDVOSBs	Promote use of IT BICs that secure thousands of contract awards and add significant number of jobs to America's economy	Work in tandem with ITVMO to increase knowledge on key OEMs to mitigate vendor concentration risks	Work with BICs to include FAR provisions (e.g., FAR 52.223-22) to ensure solutions are climate-focused	Partner with C-SCRM communities (e.g., NIST; CISA) to provide guidance to agencies and vendors on C-SCRM policies
Meet with SBs to understand capabilities and emerging technology opportunities and how to market those to government	Review marketplace trends to advise on OEM and SB use cases through product roadmaps	Evaluate IT Vehicles and Vendors against C-SCRM requirements to publish scorecard(s)	Publish white papers and studies on how IT acquisition and use is evolving and trends that promote climate protection	Support FedRAMP and other programs in evaluating vendors capability and alignment to policies to modernize federal IT securely
Upskill SBs/SDBs on IT vehicle requirements and how to close the gap on vehicle award to agency award	Review FAR cases and provisions to develop guidance and educate vendors and agencies on use to achieve governing requirements	Upskill agencies on select OEMs to strengthen govwide buying power to reduce procurement lead time and mitigate vendor concentration risks	Analyze PSC reporting to identify govwide carbon footprint and computing spending trends	Identify and share vendor and product lists that ensure agencies are using IT goods compliant with cybersecurity requirements

Develop reports to advise and advocate with data strategies to advance governmentwide progress on above executive orders while achieving agency missions