JAB PRIORITIZATION GUIDANCE

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1. GUIDANCE ON THE NEW JAB PRIORITIZATON REQUIREMENTS

To ensure the evaluation of CSPs is as fair and accurate as possible, the FedRAMP PMO has made a few changes to the prioritization process and the FedRAMP Business Case. Please review this document in its entirety before you begin your submission.

1.1.   The [FedRAMP Business Case Form](#):

Vendors will now need to fill out a simple web form that gathers basic information about the Cloud Service Offering (CSO) and the information that is required to evaluate the preferred characteristics outlined in the [JAB P-ATO Prioritization Criteria](#).

The web form will require mostly multiple choice and short answers, but some questions will require attachments or long answers. You can save your web form and complete the business case gradually.

If you have questions about any of the requested information, please e-mail info@fedramp.gov.

1.2.   Supplemental Attachments

Throughout the Business Case Form, vendors will be prompted to provide attachments to address the following requirements:

1.2.1.   Service Description

This attachment should provide evaluators with an understanding of the value of your CSO to the Federal Government. Questions this attachment should address include:

- How does an agency use and experience your offering?
  - You should think about the customer journey of using your system - think of an agency employee logging into your system and achieving some action or helping them deliver on their agency's mission.
- How is your CSO broadly applicable across the Federal Government?
  - For example, how could agencies with vastly different missions all use your service - from National Institutes of Health to the Department of Energy to Census?
- Does your CSO provide a new and innovative service?
  - This doesn't mean simply modernizing, but creating a new ability that an agency or customer doesn't have currently.
- Why should the JAB authorize your service over similar offerings?
  - What makes your service offering have enough demand to be considered a truly government-wide offering?

1.2.2.   Certification Verification

The FedRAMP PMO requires that you submit proof of any awards or certifications that your company or offering has received. Please consolidate this proof into a single document and submit copies of the awards or certifications you indicated you received in the web form.

1.3. Evaluation of Current and Potential Demand:

In order to more accurately evaluate current and potential demand, the FedRAMP PMO requires confirmation from agencies of their demand for a vendor's service.

The FedRAMP PMO has developed three sample Demand Verification letters (See Appendix A, B, and C) that CSPs are welcome to use, but any proof of demand will be accepted, including: contract information (number, name, period of performance) and point of contact, PDF of an e-mail from an agency representative, signed statement from an agency, etc.

There are three types of customers the FedRAMP PMO is looking for demand confirmation from:

- *Current customers of the CSO you are proposing the JAB authorize*
  - This is NOT for all customers of the Cloud Service Provider. For example, if an agency is using an on premise version of your offering, or is using another offering, then they are not considered current demand in this category. Similarly, if an agency is using a commercial version of your offering, but you are proposing a government version of your offering for this ATO, this would not be a current customer.
  - This does include current customers of your CSO at all levels of government, including: Federal, State, Local, Tribal, Territorial, Federally Funded Research Centers (FFRDCs), or Lab customers.
- *Current Federal customers using an on premise version or commercial version of the CSO your are proposing to be authorized by the JAB*
  - If you have an on premise version or commercial version of the CSO you are proposing for a JAB P-ATO, this is for the customers using that service that are interested in moving to the cloud version of the offering you are proposing.
- *Potential agency customers that are actively interested in using your CSO*
  - This letter does not indicate a commitment to procure your service, but it does verify that you have had active conversations with an agency and they are interested in your offering. This includes agencies that have continuously been in contact with you about using your CSO and/or are currently piloting or doing a trial run of your product.
  - This could also include agencies that have released an RFI or RFQ that you have responded to or could be addressed by your CSO. You must provide reference information for the RFI or RFQ and the FedRAMP PMO reserves the right to request to see a copy of the RFI or RFQ submission for validation purposes.

Your various forms of demand verification should be consolidated and uploaded to the web form. However, if your agency point of contact would prefer to email the PMO directly, they are welcome to directly submit their proof of demand to info@fedramp.gov with the subject line: "Demand Verification for [CSO]"

2. GUIDANCE ON SUCCESSFULLY COMPLETING THE FEDRAMP BUSINESS CASE WEBFORM

To help you complete the web-form to your best ability, please read the following information about the JAB's requirements of CSPs that are prioritized.

2.1. Deployment Models

- *DoD Only Clouds are not qualified for a JAB P-ATO.*
- The JAB seeks to authorize services that will have a broad range of Federal Agency customers and has a preferred criterion of Government Only Clouds. This demonstrates that the CSP has a cloud environment designed specifically to meet Government requirements. Additionally, Government Only Clouds present less risk to Government customers.

2.2. Infrastructure, Boundary, and Leveraged Services Guidelines

- *If your CSO leverages an infrastructure you do not own, the JAB requires that the infrastructure already have a JAB P-ATO in order to go through the JAB authorization process.*
- If your service resides on an infrastructure that has an Agency ATO instead of a JAB P-ATO, the FedRAMP PMO is happy to discuss options with you if you would still like to be considered for the JAB.

2.3. Demand Verification

- In order to ensure the FedRAMP PMO is evaluating each CSP's current and potential demand fairly, we are requiring proof of demand from agencies.
- *The JAB's minimal threshold for proving demand is at least four demonstrations of current or potential demand from the Federal Government.*
- The demand verification provided by potential customers does not bind them in any way to procure your service, it is merely a demonstration of active interest and a potential procurement if the CSO was to receive a JAB P-ATO. *Additionally, CSPs are prohibited from advertising this demonstration of interest or using it in any way outside of the FedRAMP Business Case.*

2.4. FedRAMP Ready

- FedRAMP Ready is a designation received by CSPs that have had a 3PAO perform a [Readiness Assessment](#) and have proven their Readiness Capabilities. The Readiness Assessment serves as an initial risk assessment and determines whether a cloud system is secure and if it can meet the FedRAMP security requirements.
- *Although it is not required that a CSP be deemed FedRAMP Ready to apply for a JAB Authorization, it is a heavily weighted criterion in our prioritization.* Additionally, if a CSP is prioritized, they must be deemed FedRAMP Ready within 60 days of the prioritization.

3. BUSINESS CASE EVALUATION METHODOLOGY

3.1. Prioritization Criteria

There are two categories of prioritization criteria that are reviewed through the FedRAMP Business Case and it's attachments: Demand and JAB Preferences.

3.1.1. Demand

There are several ways vendors can show demand for their CSO:

- Demand Verification
  - Current Customers
  - Current On Premise Customers interested in the Cloud Offering
  - Potential Customers
- Alignment with OMB Priorities
  - Trusted Internet Connect
  - IPv6
  - HSPD-12 (PIV / CAC Card)
- Agency Defined Demand based on Service Type
  - The FedRAMP PMO will partner with the CIO Council and agencies to identify the types of services (i.e. Asset Management, Security, Legal, etc.) that are in the greatest demand across the Federal Government.

3.1.2. JAB Preferences

There are eight [preferential criteria defined by the JAB](#)

- FedRAMP Ready
- Government Only Cloud
- Other certifications and awards (SOC2, ISO27001, PCI, etc.)
- High Impact > Moderate Impact > Low Impact
- New and innovative with demonstrable ROI for Government
- Proven organizational maturity (CMMI Level 3+, ISO Organizational Certifications)
- Prior experience with Federal security authorizations (e.g., use of a 3PAO in "consulting" capacity, other systems owned by the CSP with existing FISMA ATOs)
- Dependencies from other cloud service offerings (e.g., IaaS that hosts other SaaS solutions with demand from the Government)

3.2. Evaluation of the Criteria

The FedRAMP PMO's initial down-selection of CSPs is based on Demand, FedRAMP Ready status, and the additional JAB Preferences listed above. The relative value of the criteria is: Demand from Federal customers is more important than demand from non-Federal customers; demand is more important than a CSP being FedRAMP Ready which is more important than the additional JAB Preferences. When

combined, Demand and FedRAMP Ready are significantly more important than the other JAB Preferences. However, when Business Cases are evaluated and considered equal in Demand and FedRAMP Ready status, the JAB Preferences will become a major consideration in selecting the successful vendor.

3.3. Evaluation Phases

In order to be prioritized to work with the JAB toward a P-ATO, vendors must go through three stages of evaluation.

3.3.1. Phase One: Down Select

- The FedRAMP PMO evaluates all of the Business Cases and conducts calls with any CSPs that we need further information or clarification from.
- The FedRAMP PMO presents to the JAB our scoring analysis and recommendation for the FedRAMP Connect event.
- The JAB reviews the recommendation and makes changes or additions based on their experience and insight at their agencies.

3.3.2. Phase Two: FedRAMP Connect

- Selected CSPs from Phase One present to representatives from across the Federal Government and CIO Council.
- Cross Government Panel evaluates the CSP's presentations and capabilities.

3.3.3. Phase Three: Final Selection

- The FedRAMP PMO consolidates the Cross Government Panel evaluations and presents the findings to the JAB.
- The FedRAMP JAB evaluates the Cross Government Panel evaluations and makes a final determination for the prioritized vendors.

APPENDIX A   EXAMPLE DEMAND VERIFICATION LETTER: CURRENT CUSTOMERS

Example Demand Verification Letter for the FedRAMP JAB P-ATO Prioritization Process

Current Customers

This letter is to be completed by current customers of [Cloud Service Offering (CSO) Name] to provide proof of current demand for [Cloud Service Provider's (CSP) Name] cloud service.

Customer Point of Contact Information:

- Name: _____
- Title: _____
- E-mail: _____
- Telephone: _____
- Type of Organization (select one): Federal, State, Local, Tribal, Territorial, Federally Funded Research Centers (FFRDCs) or Lab

Dear FedRAMP PMO and JAB,

[Name of Customer Organization] is a current customer of [CSP's Name] [Cloud Service Offering]. We have been using [CSO Name] for [Period of Time] and plan to continue using this service until [Date].

Best,

_____

Signature

APPENDIX B   EXAMPLE DEMAND VERIFICATION LETTER: CURRENT ON-PREMISE CUSTOMERS

Example Demand Verification Letter for the FedRAMP JAB P-ATO Prioritization Process

Current On-Premise Customers

This letter is to be completed by current customers of [Cloud Service Provider's (CSP) Name] to provide proof of current use for their on-premise or commercial cloud service, [Service Offering Name], and express interest in potentially moving to [CSP Name] cloud service, [Cloud Service Offering (CSO) Name] if they were to receive a JAB P-ATO.

Customer Point of Contact Information:

- Name: _____
- Title: _____
- E-mail: _____
- Telephone: _____
- Type of Organization (select one): Federal, State, Local, Tribal, Territorial, Federally Funded Research Centers (FFRDCs) or Lab

Dear FedRAMP PMO and JAB,

[Name of Customer Organization] is currently using [CSP's Name] on-premise service, [Service Offering Name]. We have been using [Service Offering Name] for [Period of Performance] and plan to continue using this service until [Date]. If [CSP's Name] was to receive a JAB P-ATO from FedRAMP for the cloud version of the offering we are currently using, we would be interested in moving to the cloud version.

I understand that this letter ***does not*** bind my organization in any way to move to [CSP's Name] cloud offering and is merely a demonstration of active interest in [CSP's Name] cloud service offering and a potential move to the cloud version if it was to receive a JAB P-ATO.

Best,

_____

Signature

APPENDIX C   EXAMPLE DEMAND VERIFICATION LETTER: POTENTIAL CLOUD CUSTOMERS

Example Demand Verification Letter for the FedRAMP JAB P-ATO Prioritization Process

Potential Cloud Customers

This letter is to be completed by potential customers of [Cloud Service Provider's (CSP) Name] to provide proof of potential demand for their Cloud Service Offering (CSO), [CSO Name]. This letter should be completed by agencies that have been in contact with the CSP about using their CSO and/or are currently piloting or doing a trial run of the product.

Customer Point of Contact Information:

- Name: _____
- Title: _____
- E-mail: _____
- Telephone: _____
- Type of Organization (select one): Federal, State, Local, Tribal, Territorial, Federally Funded Research Centers (FFRDCs) or Lab

Dear FedRAMP PMO and JAB,

[Name of Customer Organization] is actively interested in using [CSP's Name] CSO, [CSO Name] and would consider procuring their services if the CSO was to obtain a JAB P-ATO.

[Insert content that details your current communications or work with CSP.]

I understand that this letter ***does not*** bind my organization in any way to procure [CSP's Name] CSO and is merely a demonstration of active interest in [CSP's Name] service and a potential procurement if the CSO was to receive a JAB P-ATO.

Best,

_____
Signature