CALC

Using data to change the way Government does pricing

18F

In partnership with the **Federal Acquisition Service** (PSHC) — Region 10

CALC's Vision

Create a government-wide pricing tool to provide transparency for labor prices in order to save hundreds of millions of taxpayer dollars.

Every day, thousands of contracts are signed in the federal government.

They are the binding written agreements that say this service, done by this company, will cost this rate.

But while we have the contracts in a central location …

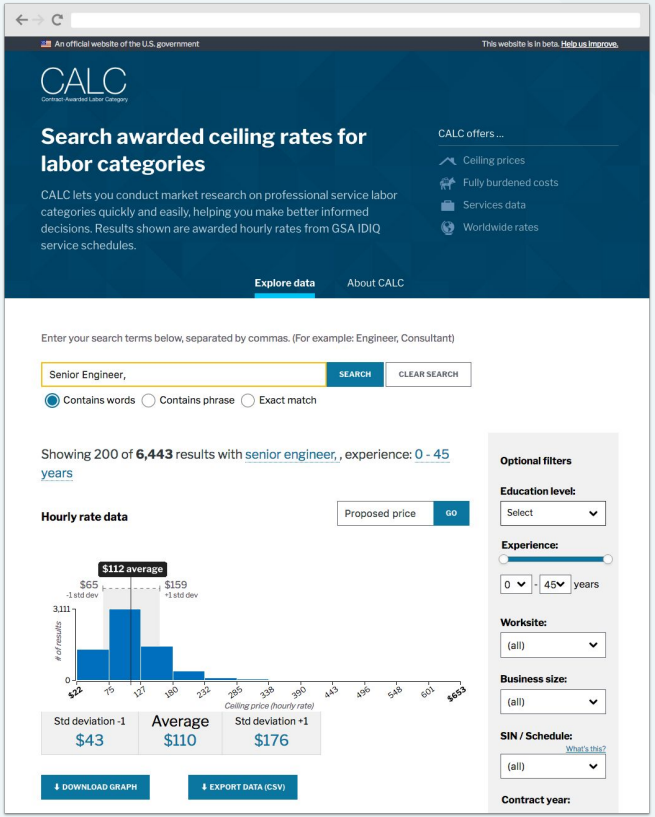
the data within these contracts is locked up.

So if you want to find the going rate for a ‘security analyst’, then you have to look through previous contracts, one by one.

THIS TAKES A LONG TIME...

Enter CALC

A new, easier way to view awarded labor rates used across government contracts.



CALC takes that valuable data locked away in these contracts and generates intelligent insights that help contracting officers make smarter decisions.

ALL THE DATA IN ONE EASY TO USE PLACE!

And better pricing transparency leads to better prices.

Using CALC can cut labor costs by 0.1%.

Consider — in 2015, the US government paid around $104* billion for labor services.

** Professional Services, IT Services, HR Services, Security Services*

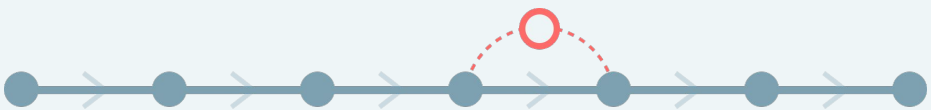
Using CALC, we could save 0.1% of that $104 billion just by having better visibility around pricing.

$104 million saved. Annually.

Where we are today

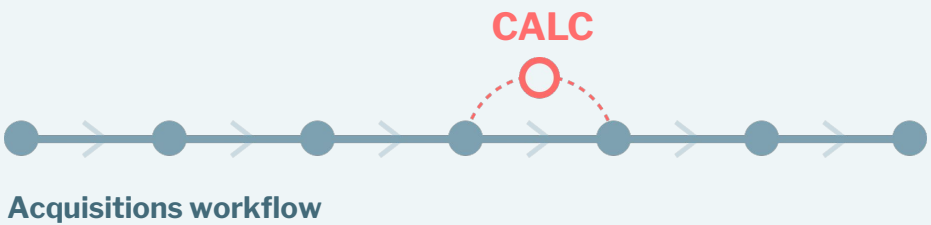
CALC is a standalone app contracting officers use to expedite market research and conduct horizontal price analysis when awarding contracts.

"It saves me hours of digging through eLibrary"
– GSA analyst

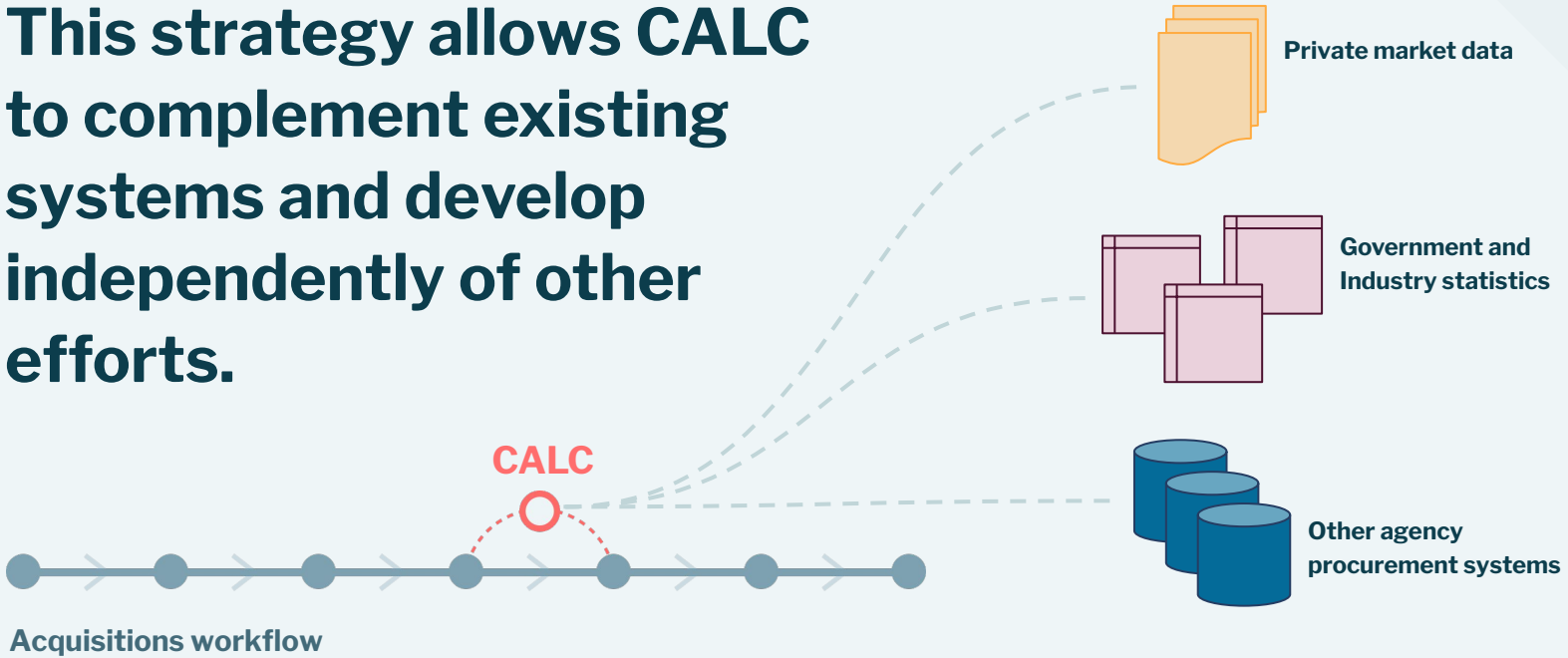


Acquisitions workflow

And CALC is specifically designed to collaborate with other tools in the acquisitions process, not replace them.



This strategy allows CALC to complement existing systems and develop independently of other efforts.



CALC's product strategy is rooted in three principles*

- Gather procurement data
- Generate market and pricing intelligence
- Deliver those valuable insights to users

**CALC should be doing each of these at any point in time.*

***But CALC isn't the only team inside the GSA addressing some of the fundamental issues in the acquisition process**

eOffer and FPT have a vision to modernize the awards process

TDR is building a simpler way for vendors to report their invoices and prices paid

Gateway has created a warmer intro to the acquisitions world

With CALC, GSA employees recognize significant time savings in their work and third-parties enjoy the accessibility of data.

Increase award flows of offers and reduce the backlog

Accelerate market research by surfacing pricing data

Find accepted market rates for services when creating offers

*Using CALC, PSHC could save over **240 hours** on PSS Migration contract review*

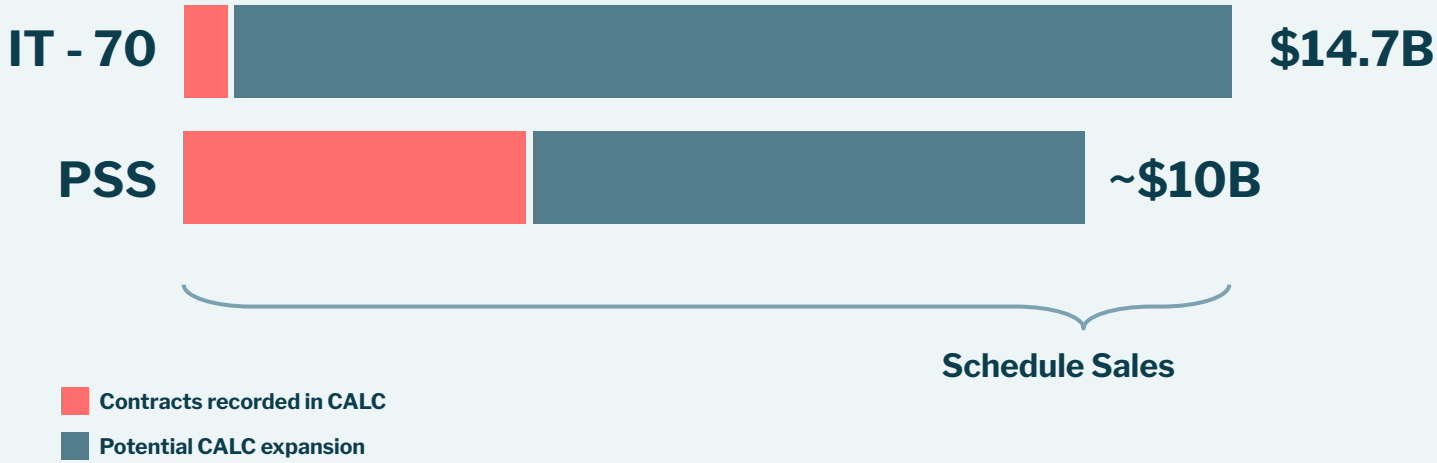
Recently, CALC was used as an example in a formal response to a congressional letter from Senator Steve Daines regarding GSA plans with pricing transparency and managing labor rates.

"[CALC] has the potential to serve as a government wide pricing tool for IT and other services"

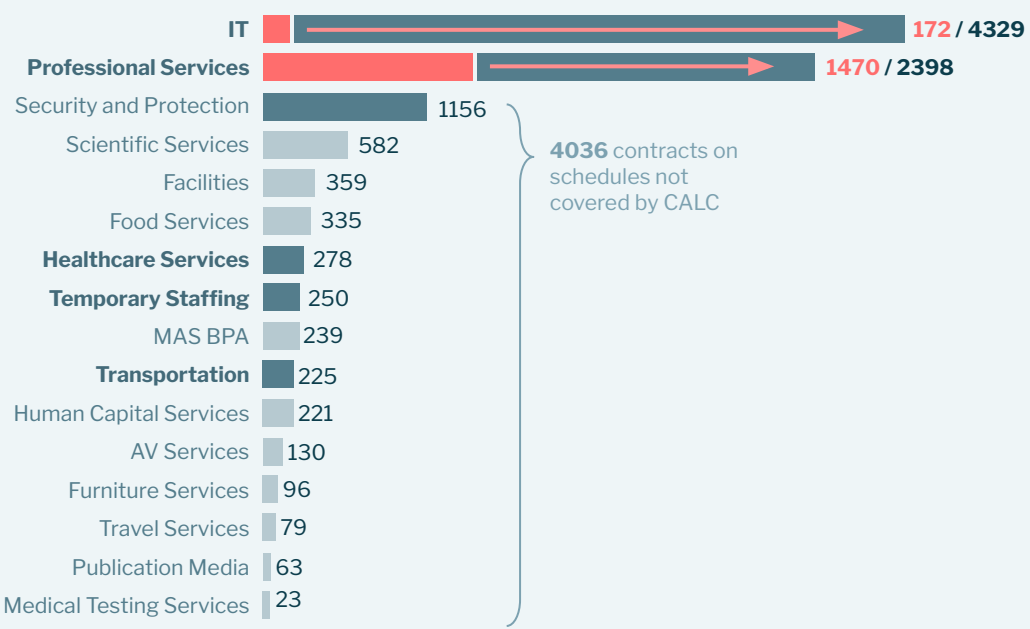
In recognition of the importance of sharing information on labor rates, GSA developed the Contract Awarded Labor Category (CALC) tool and made it available on the Gateway. Today, CALC houses labor rates for more than 55,000 labor categories awarded under more than 2,356 GSA contracts for professional services and 1,721 contracts awarded for IT services under Schedule 70. Rather than sifting through contract files or searching GSA Advantage for comparable pricing, Government contracting professionals can use CALC to return a multitude of comparable contract prices within a matter of seconds. Search results can be filtered by relevant criteria, such as years of experience, education level, work site, and business size. Other enhancements are anticipated in the future, including geographic filters.

An enhancement to CALC will be released in Q2 of FY17, which will make capturing labor rate pricing data for Federal Government contracts much easier. The first release / version of this functionality was custom built for GSA's IT Schedule 70 contracts and will be enhanced to capture labor rate pricing for other contracts. We estimate that in the first year after deployment of this functionality, we will be able to capture more than 9,000 labor categories or more than 50% of the IT 70 pricing. We are considering other labor rate pricing data to capture for the CALC tool, which has the potential to serve as a government wide pricing tool for IT and other services.

Today, CALC is focused on gathering data from the two largest labor markets.

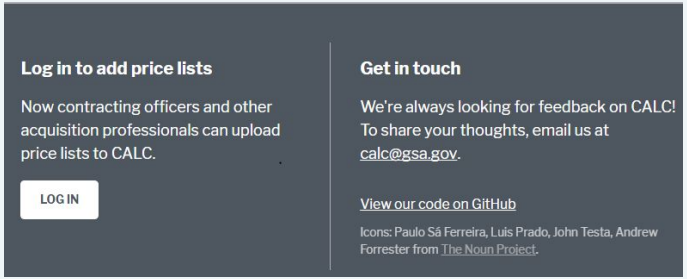


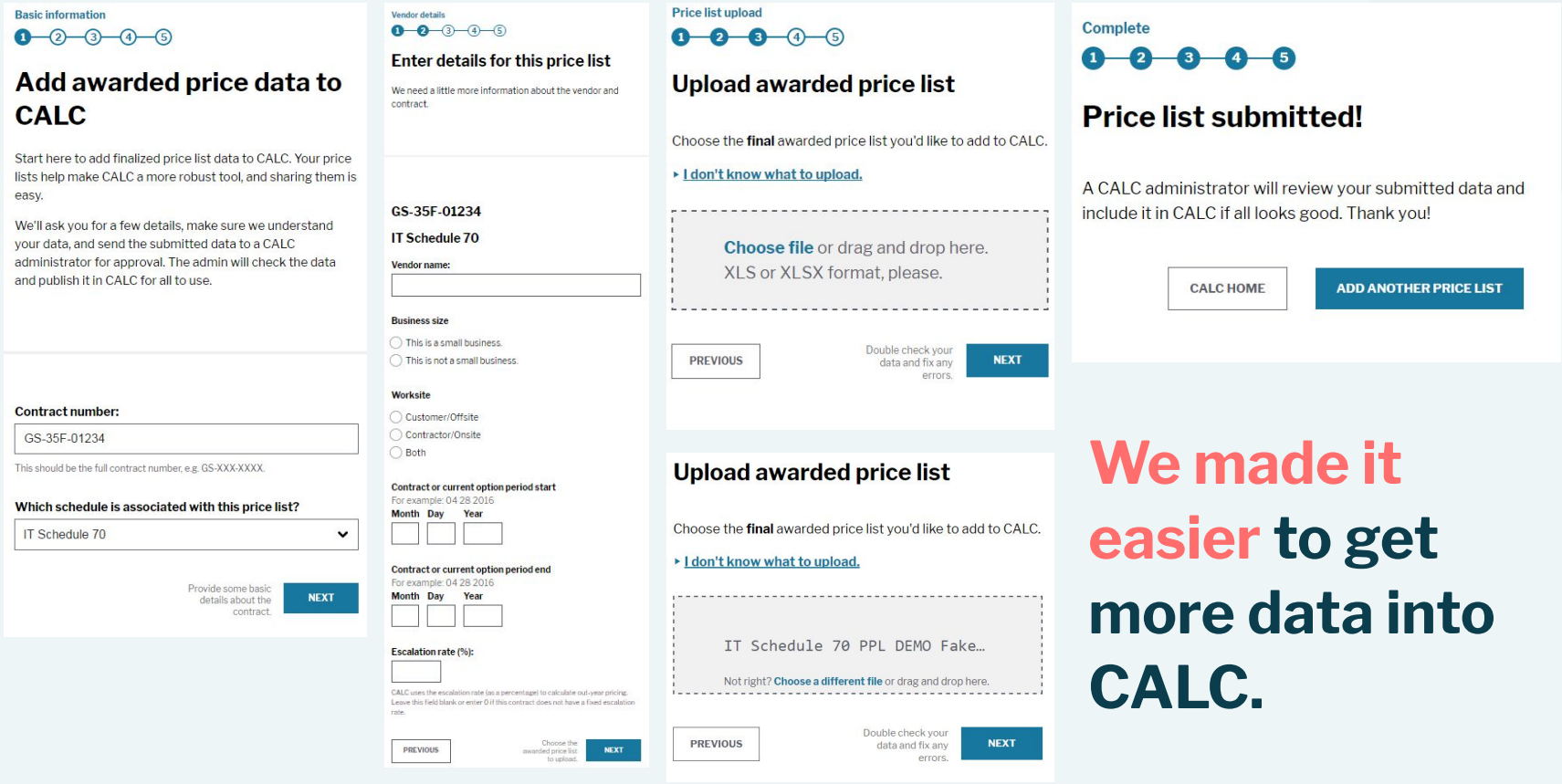
And the team plans to expand CALC's coverage across more schedules.



Getting that data into CALC is *still* challenging.

CALC relies on acquisition specialists to manually upload data after the contract has been awarded





We made it easier to get more data into CALC.

Going forward — CALC needs a team to support continued development and maintenance.

Air-cover Executive support to gain access to data and partnerships for the mission

Team Mix of data engineers, web developers, and designers (4-6)

Stage-gate Hold this pattern until eOffer, FPT, and TDR are ready to start integrations

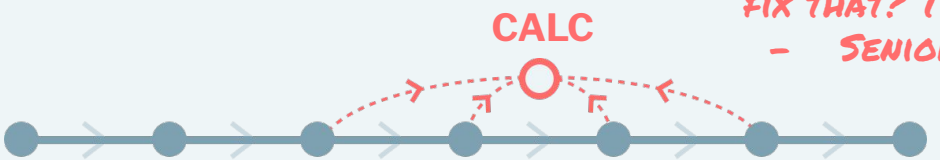
While CALC delivers value as a minimum viable product today, its value will increase as it integrates more deeply with the broader acquisitions workflow.

Where we're going next

What is our intention?

Go Big — CALC aims to gather additional labor data (awarded, paid, etc.) from other GSA systems.

"I pogo stick around all these tools copying and pasting as I work – Can you fix that? That's huge!"
– Senior GSA Analyst



Acquisitions workflow

Why that's a good thing?

We can't solve the complicated procurement problems until we bridge distinct — but related — processes and performing automatic comparisons.

Illustrate pricing variability and market trends at each part of the acquisitions process

Publish the going rates for a broader range of services

Create and test connections with other GSA systems

Provide greater visibility into what the government pays for services

To make this possible, we will:

- pull data automatically from GSA systems (e.g. eOffer and TDR)
- perform more complex statistical analysis on multiple data sources
- search and explore data on the CALC site

What do we need?

Leadership support is vital for successful integrations with existing systems and operations. The team size would also need to grow.

Air-cover Leadership agreement on the principles and clear communication on CALC's role

Team Mix of data engineers, web developers, and designers (6–8)

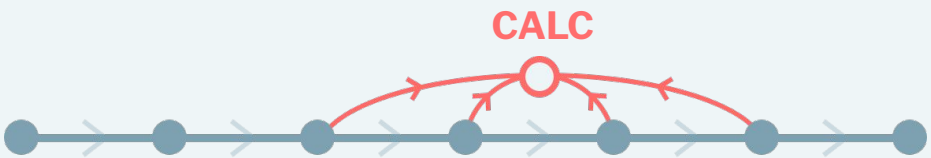
Stage-gate Validate "what works" for acquisition professionals until GSA systems are ready for embedded CALC functionality

The Future

Where we see CALC in the long term

What is our intention?

In the future, CALC would integrate intelligence and insights with critical parts of the contracting workflow.



Acquisitions workflow

"My work is easier than it was two years ago!"

Why is that a good thing?

Embedding in the actual procurement process will inform thousands of decisions in real-time.

That means hundreds of millions in savings. Annually.

Inform specialist decisions with analytics and data to aid research and work orders

Cut contract prices by increasing use of market data in the acquisitions process and negotiate better prices for the taxpayer

Increase visibility and pricing of cost-effective and small business vendors

To make this possible, we will:

- use, generate, and compare prices across GSA systems and external parties
- correlate work performance with pricing and/or contract terms, automate decisions, and assist with negotiations
- share utilities (price ranges, visualizations, standardized knowledge) through APIs into specialists' daily work

What do we need?

Immense cooperation with other teams (IT, policy, operations) at GSA.

Air-cover Leadership prioritization of integrations within greater GSA

Team Mix of data engineers, and web developers, designers and acquisitions experts (8-10)

Stage-gate Continue partnering with GSA stakeholders and other agency procurement officials to build a larger community

Efficient markets rely on pricing transparency and agents who can act on the knowledge. CALC serves that purpose and will help government save tens of millions of taxpayer dollars.

It needs your support to get there.

Thank you.

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Explore everything that follows at your own risk

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Explore everything that follows at your own risk

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What's needed to get there?

Automating small decisions, assisting negotiations, or forecasting contractor project performance will take immense cooperation with other teams (IT, policy, operations) at GSA.

Air-cover Leadership prioritization of integrations within greater GSA

Team Mix of data engineers, and web developers, designers and acquisitions experts (8-10)

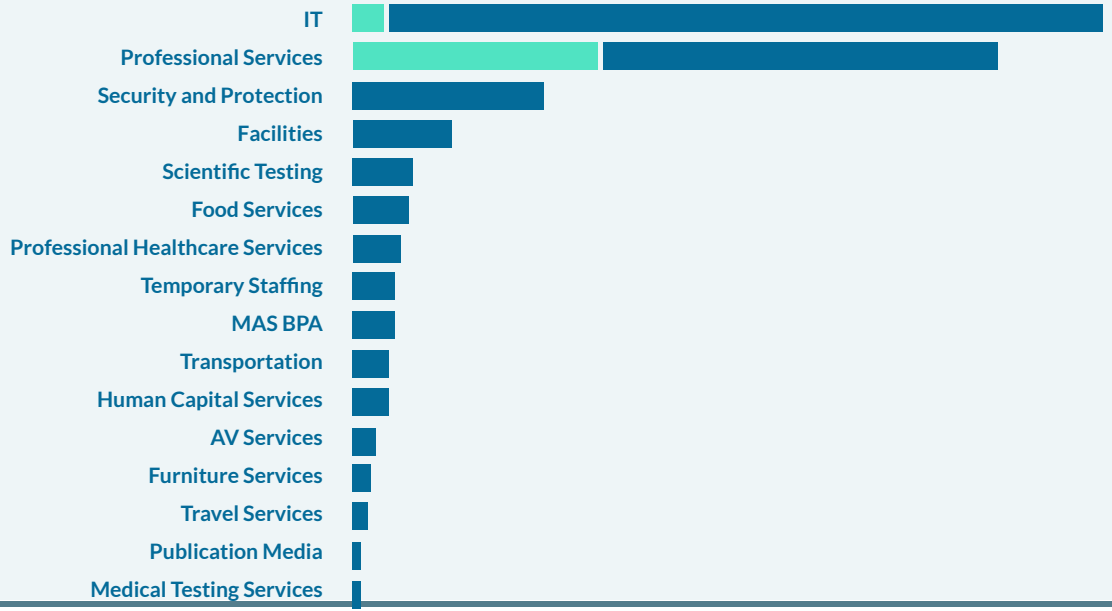
Stage-gate Continue partnering with GSA stakeholders and other agency procurement officials to build a larger community

Create a government wide pricing tool that shows multiple levels of pricing (master contract, BPA, GWAC, transactional) and comparable prices from contracts across the government (GSA, DOD, independent agencies, etc.) to save hundreds of millions of taxpayer dollars.

— CALC Vision

CALC informs decisions weighing billions of dollars.

CALC is that vehicle. It gathers, informs, and guides those who work in the acquisitions process.



Today, CALC is making it possible ...

- for acquisition professionals to upload labor contract data
- to perform basic statistical analysis on data
- to search and explore data on the CALC site

Today, CALC is making it possible …

- Gather procurement data: for acquisition professionals to upload labor contract data
- Generate market and pricing intelligence: to perform basic statistical analysis on data
- Deliver those valuable insights to users: to search and explore data on the CALC site

Wouldn’t it be easier to have a clear picture of the whole market and do your research in a matter of minutes?

Roadmap-y guide.

The following slides answer these questions for the future of CALC.

- **What is our intention?** Go to the moon.
- **Why that's a good thing?** Science. Freedom.
- **How does this happens?** We're going to get a big aluminum can and fill it with fire.
- **What's needed to get there?** Engineers, budget, political support to launch stuff in space.

Create a government-wide pricing tool that shows multiple levels of pricing (master contract, BPA, GWAC, transactional) and comparable prices from contracts across the government (GSA, DOD, independent agencies, etc.) to save hundreds of millions of taxpayer dollars.

— CALC Vision

What if there was a government-wide pricing tool that shows multiple levels of pricing and comparable prices from contracts across the government to save hundreds of millions of taxpayer dollars?

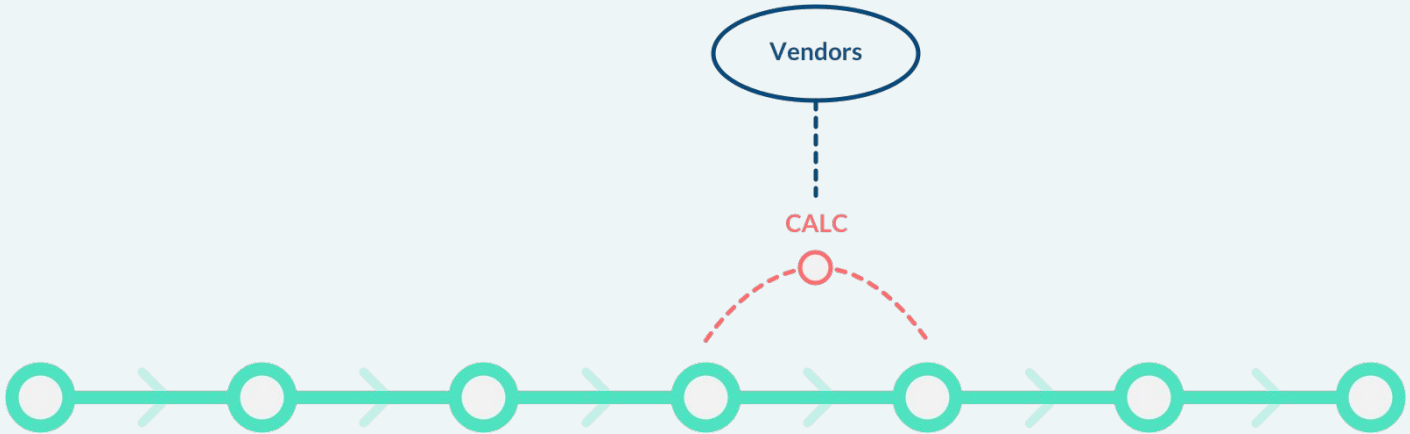
What if we were able to save hundreds of millions of taxpayer dollars by building a government-wide pricing tool that shows multiple levels of pricing and comparable prices from contracts across the government?

What if we had a government-wide pricing tool showing multiple levels of pricing and comparable prices from contracts across the government?

We could save hundreds of millions of taxpayer dollars!

How do we create a level playing field.
How do we prevent the Federal Government from overpaying for services?
Saving time and money with a more accurate means.
Encourage the right thing to happen.
We deliver trust in purchasing
You turn the federal Govt into one customer.

Since CALC sits outside of this process, and is open to the public, it allows vendors to also get more alignment and see prices. Increased visibility open



The CALC Strategy

Collect Valuable Data

Upload contract data to CALC after a contract is awarded.

Generate Intelligent Insights

Find comparable labor rates and statistical analysis from a more accessible pool.

Deliver Information

Search across contracts on the CALC website.

"GSA believes there are multiple benefits to use of the transactional data reporting clause, including better pricing, administrative savings, increased opportunities for small business participation, and standardization of practice."

— GSA Acquisition Regulation (GSAR) on Transactional Data Reporting

CALC THE DAY AFTER TOMORROW

Goal

CALC integrates intelligence and insights with critical parts of the contracting workflow.

Rationale

- Go to where the users are
- Augment existing workflows and tools, and cut contract costs by increasing use of improved pricing/market data leading to better prices for the taxpayer by improving the agency's ability to conduct price analysis
- Increase visibility and pricing of cost-effective and small business vendors
- Provide even more transparency with data standardization

THE DAY AFTER TOMORROW

Goal

CALC integrates intelligence and insights with critical parts of the contracting workflow.

Methods

Share utilities (price ranges, visualizations, standardized names) through APIs and embedded tools.

CALC TOMORROW

Goal

CALC has an interface to gather further data and share insights.

Rationale

- Improve transparency of pricing to decrease instances of price variability where one agency pays a significant amount more for the exact same commoditized service as another under the same or substantially similar terms and conditions
- More readily determine the going rate for services
- Create and test connections with other GSA systems
- Provide greater visibility into what the government pays for services

Goal

CALC has an interface to gather further data and share insights.

Methods

Pull data from existing GSA tools (e.g. eOffer and TDR) and integrate into the CALC website.

So, where does that leave CALC?

We believe CALC could be the GSA's research / analytics / search platform for labor rates and services pricing.

CALC can aim to publish insightful, user-driven analysis of labor rates and work on integrating those insights (visualization, statistics, comparables) into the other GSA systems.

How CALC can go about this

Publish insightful, user-driven analysis of labor rates until other GSA systems can present CALC analysis *(visualization, statistics, comparables)*

Action Items

- Continue developing data capture and visualization.
- Extend read APIs into CALC's statistical analysis and visualization.
- Build write APIs that ingest and standardize data from other GSA systems.

CALC TODAY

Goal

CALC is a standalone app that COs use to expedite market research and award contracts.

Rationale

- Increase deal flow
- Speed market research by surfacing pricing data to reduce backlog
- Create a baseline for ongoing research of user needs
- Find accepted market rates for services when creating an offer

CALC TODAY

Goal

CALC is a standalone app that COs use to expedite market research and award contracts.

Methods

Collect current data through file uploads and provide a means to explore that data on the public website.

CALC Today

CALC is a standalone app that COs use to expedite market research and award contracts.

Collect Data	Generate Insights	Deliver Information
Upload contract data to CALC after a contract is awarded.	Find comparable labor rates and statistical analysis from a more accessible pool.	Search across contracts on the CALC website.

TODAY

Goal

CALC is a standalone app that COs use to expedite market research and award contracts.

Methods

Collect data through file uploads and provide a means to explore that data on the public website.

Reasons for Methods

The platform should continue loading labor rates data until robust read/write APIs are built. There's no other input method available at the moment.

TOMORROW

GOAL

CALC becomes an interface that gathers and presents labor contract data across the acquisition landscape.

Methods

- Read data from GSA tools like eOffer and Transactional Data Reporting.
- Display those prices and comparisons through the CALC data explorer.

Reasoning — Data from these sources will help the team create and test connections with other GSA systems. This is a vital step to confirm before introducing insights into the contracting workflow.

THE DAY AFTER TOMORROW

Goal

CALC integrates intelligence and insights with critical parts of the contracting workflow.

Methods

Share utilities (price ranges, visualizations, standardized names) through APIs and embedded tools.

Rationale

Contracting officers can make stronger decisions when all the relevant information on a vendor is available.

CALC's value should be embedded in GSA processes and complement existing products/systems.

TODAY (FAS Leadership)

Goal

CALC is a standalone app that COs use to expedite market research and award contracts.

Methods

Collect data through file uploads and provide a means to explore that data on the public website.

Reasons for Methods

Increase deal flow, cut backlog through faster market research

TOMORROW (FAS Leadership)

Goal

CALC has an interface to gather further data and share insights.

Methods

Pull data from existing GSA tools (e.g. eOffer and TDR) and integrate into CALC data explorer.

Reasons for Methods

Improve transparency of additional quality pricing data for CALC users to decrease instances of price variability where one agency pays a significant amount more for the exact same commoditized service as another under the same or substantially similar terms and conditions

THE DAY AFTER TOMORROW (FAS Leadership)

Goal

CALC integrates intelligence and insights with critical parts of the contracting workflow.

Methods

Share utilities (price ranges, visualizations, standardized names) through APIs and embedded tools.

Reasons for Methods

Increase use of improved pricing/market data leading to better prices for the taxpayer by improving the agency's ability to conduct price analysis

TODAY (Greater GSA)

Goal

CALC is a standalone app that COs use to expedite market research and award contracts.

Methods

Collect data through file uploads and provide a means to explore that data on the public website.

Reasons for Methods

Increase deal flow, cut backlog through faster market research by surfacing pricing data, receive immediate value from CALC

TOMORROW (Greater GSA)

Goal

CALC has an interface to gather further data and share insights.

Methods

Pull data from existing GSA tools (e.g. eOffer and TDR) and integrate into CALC data explorer.

Reasons for Methods

Give more pricing context and analysis to decrease instances of price variability where one agency pays a significant amount more for the exact same commoditized service as another under the same or substantially similar terms and conditions

THE DAY AFTER TOMORROW (Greater GSA)

Goal

CALC integrates intelligence and insights with critical parts of the contracting workflow.

Methods

Share utilities (price ranges, visualizations, standardized names) through APIs and embedded tools.

Reasons for Methods

Go to where the users are, augment existing workflows and tools, and cut contract costs by increasing use of improved pricing/market data leading to better prices for the taxpayer by improving the agency's ability to conduct price analysis

TODAY (CALC Team)

Goal

CALC is a standalone app that COs use to expedite market research and award contracts.

Methods

Collect data through file uploads and provide a means to explore that data on the public website.

Reasons for Methods

Create a starting point for studying the possibilities as users encouraged to use CALC by receiving immediate value from the product

TOMORROW (CALC Team)

Goal

CALC has an interface to gather further data and share insights.

Methods

Pull data from existing GSA tools (e.g. eOffer and TDR) and integrate into CALC data explorer.

Reasons for Methods

Increase the depth of CALC functionality to help the acquisition mission by giving more pricing context and analysis to decrease instances of price variability where one agency pays a significant amount more for the exact same commoditized service as another under the same or substantially similar terms and conditions

THE DAY AFTER TOMORROW (CALC Team)

Goal

CALC integrates intelligence and insights with critical parts of the contracting workflow.

Methods

Share utilities (price ranges, visualizations, standardized names) through APIs and embedded tools.

Reasons for Methods

Get exposure to greater user needs by going to where the users are and augmenting existing workflows and improving the agency's ability to conduct price analysis

TODAY (Vendors)

Goal

CALC is a standalone app that COs use to expedite market research and award contracts.

Methods

Collect data through file uploads and provide a means to explore that data on the public website.

Reasons for Methods

Find accepted market rates for services before applying to get on a schedule

TOMORROW (Vendors)

Goal

CALC has an interface to gather further data and share insights.

Methods

Pull data from existing GSA tools (e.g. eOffer and TDR) and integrate into CALC data explorer.

Reasons for Methods

Get greater visibility into more market rates for services and more readily determine the going rate for services

THE DAY AFTER TOMORROW (Vendors)

Goal

CALC integrates intelligence and insights with critical parts of the contracting workflow.

Methods

Share utilities (price ranges, visualizations, standardized names) through APIs and embedded tools.

Reasons for Methods

Increases likelihood of being selected for cost-effective vendors, including small businesses

TODAY (Public)

Goal

CALC is a standalone app that COs use to expedite market research and award contracts.

Methods

Collect data through file uploads and provide a means to explore that data on the public website.

Reasons for Methods

No direct value to the public -- what does the public use an award rate for?

TOMORROW (Public)

Goal

CALC has an interface to gather further data and share insights.

Methods

Pull data from existing GSA tools (e.g. eOffer and TDR) and integrate into CALC data explorer.

Reasons for Methods

Provide greater transparency around what the government pays for services

THE DAY AFTER TOMORROW (Public)

Goal

CALC integrates intelligence and insights with critical parts of the contracting workflow.

Methods

Share utilities (price ranges, visualizations, standardized names) through APIs and embedded tools.

Reasons for Methods

Provide even more transparency with data standardization and increased CALC use

MISSION + VALUES

CALC provides intelligent insights on the value of work.

VALUES

Have a solid understanding of where technology can be used to inform the process of evaluating contracts

ROADMAP

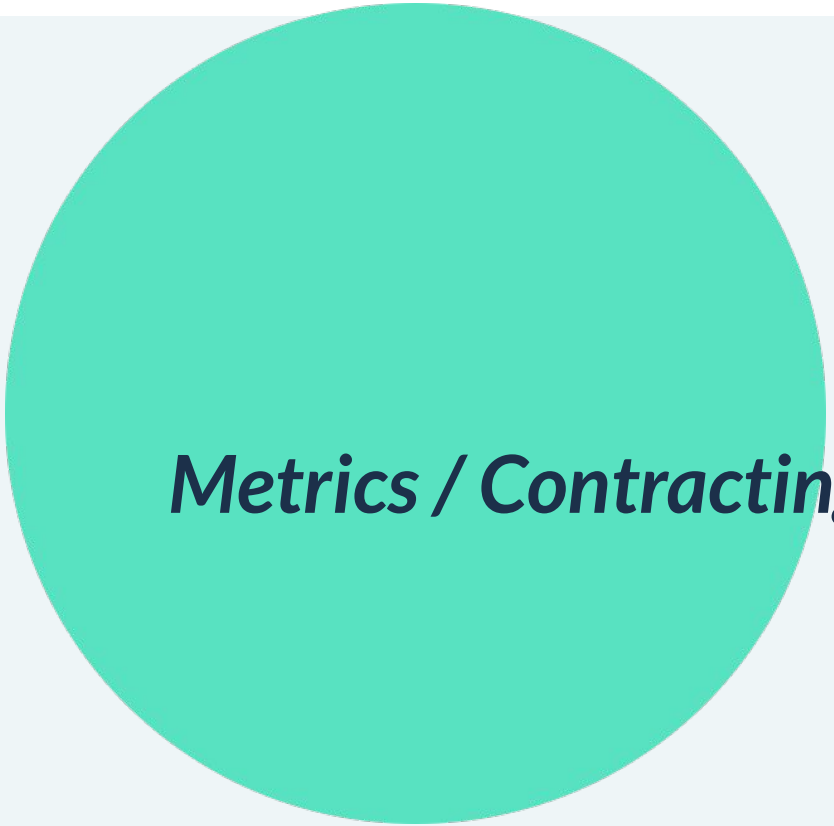
	Today Stage 1 Foundation	Tomorrow Stage 2 Bridge	The day after tomorrow Stage 3 Traffic	The day after tomorrow Stage 5
GOAL	CALC is a standalone app that COs use to expedite market research and award contracts.	CALC has an interface to gather further data and share insights.	CALC integrates intelligence and insights with critical parts of the contracting workflow.	CALC provides intelligent insights around the value of work.
METHODS	Collect data through file uploads and provide a means to explore that data on the public website.	Pull data from existing GSA tools (e.g. eOffer and TDR) and integrate into CALC data explorer.	Share utilities (price ranges, visualizations, standardized names) through APIs and embedded tools.	Map existing data with external sources including other agencies, BLS, and public markets and/or
REASON for METHODS	CALC has a strong user base and validated capabilities. The platform should load data until robust, automated integrations are built. (Because we need a way to load data into CALC)	Data from these sources will help the team create and test connections with other GSA systems. This is a vital step to confirm before introducing insights into the contracting workflow.	Contracting officers can make stronger decisions when all the relevant information on a vendor is available. CALC's value should be embedded in GSA processes and complement existing products/systems.	because technology has the ability to streamline process and reduce cost.
BONUS POINTS	Create read/write APIs for CALC's data storage and pricing analysis.	Explore additional data sources including BLS, contract management systems, and other agency procurement data.		

VALUE TO				
FAS Leadership	Increases deal flow, cuts backlog through faster market research	Improves visibility of quality pricing data, creates opportunity for delivering insights based on increased data sources	Increases use of improved pricing/market data	Creates indeterminable insights
GSA	Surfaces pricing, demonstrates immediate value in CALC	Gives more pricing context and analysis	Goes to where the users are, augments existing workflows, may cut contract costs	Allows contract officers to make decisions at higher levels of abstraction
CALC Team	Creates a starting point for studying the possibilities	Increases the opportunities for depth in CALC functionality	Gets exposure to different user needs	Demonstrates capabilities of deep data analysis
Vendors	Find accepted market rates for services before applying to get on a schedule	Greater visibility into more market rates for services	Increases likelihood of being selected for cost-effective vendors	Supports industry prediction models
Public	Befuddlement- what does the public use an award rate for?	Transparency around what the government pays for services	Even more transparency with data standardization	Better, more cost-effective services

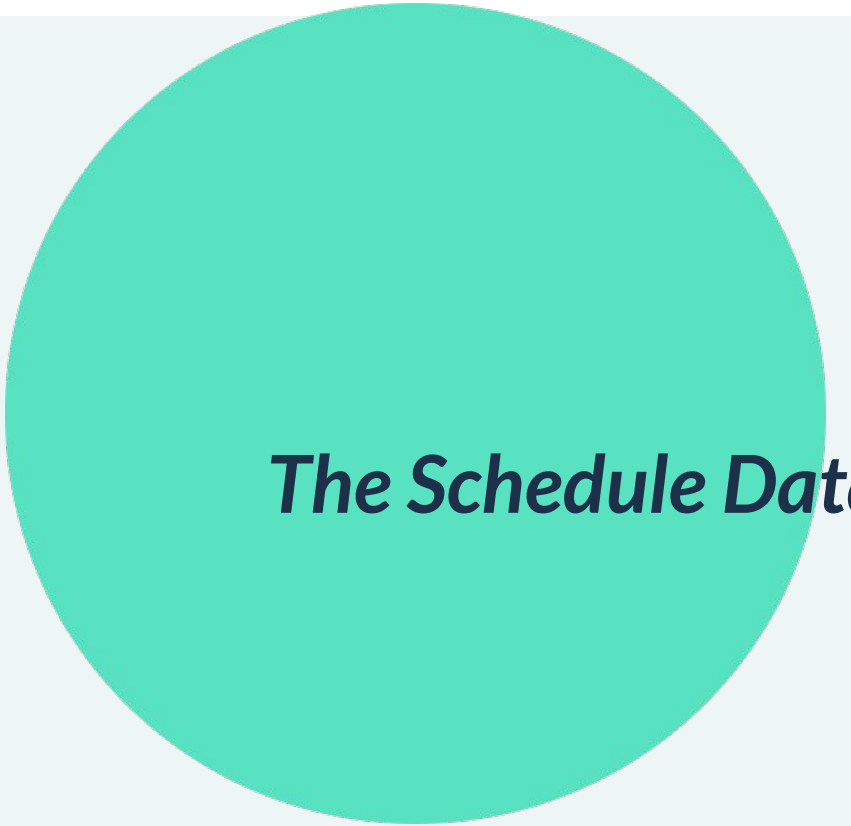
And this is infeasible at scale, increases costs and leaves value locked in those documents. CALC unlocks the value. They are not looking at thousands of docs. There is potential value in seeing all rates in the same place.

Statistically relevant pricing data.

Who we are aiming CALC at (personas)



Metrics / Contracting by the numbers!



The Schedule Data / Perspective

Step 1

Finish capture of existing schedules on CALC this is _x_% of the total contracts on the schedule.

- Make the data truly representative of the schedule data, not just a small subset
- Provide trust in the tool and the data it reports
- Promote a focus on the product's purpose and what to tackle first — *Jack of all trades is a master in none*

Step 2

Add transactional data [prices paid] for (^xx^) existing schedules on CALC

- Improves quality of pricing data for schedule users
- Unifies schedule and transactional data

> API
> Share visualization and data cleaning tools
> > with FPT team and elsewhere.
> “you saved” tool that integrates into workflog

Step 3

Start capture on schedules _a_, _b_, _c_, because they have labor and services components.

- Add transactional data [prices paid] for (^xx^) existing schedules on CALC
- Captures data as vendors and COs intake offers/modifications and award contracts

Step 5

Explore merging CALC and FPT

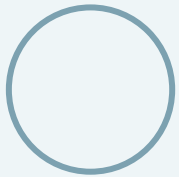
CALC takes the valuable data locked away in these contracts and generates **intelligent insights** that help contracting officers make **smarter decisions**

ALL THE DATA IN ONE EASY TO USE PLACE!

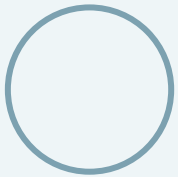
CALC isn't the only team inside the GSA addressing some of these fundamental, technical issues in the acquisition process.

- **eOffer** has a vision for the awards process
- **TDR** is building a simpler way for vendors to report prices paid and pay IFF
- **Gateway** has created a warmer introduction to the acquisitions world

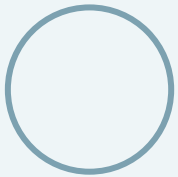
Provide visibility into user-uploaded data.



Collect valuable data from government contracts



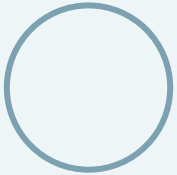
Generate intelligent insights around that data



Deliver information in a relevant, searchable, public interface

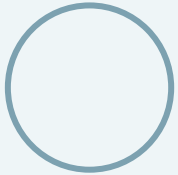
How does this happen?

Pull data automatically from GSA systems.



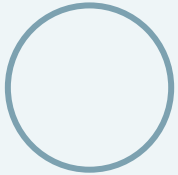
Collect Data

Pull data from existing GSA tools (e.g. eOffer and TDR).



Generate Insights

Standardize data and perform analysis on multiple data sources.

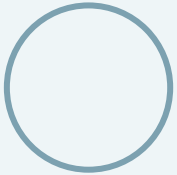


Deliver Information

Publish stats and visualizations for labor rates and categories and provide search across sources on the CALC website.

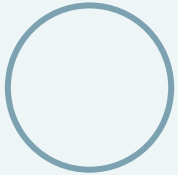
How does this happen?

Push CALC analysis into GSA systems.



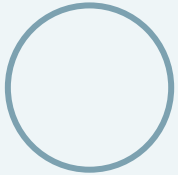
Collect Data

Use, generate, and compare data from GSA systems and external parties.



Generate Insights

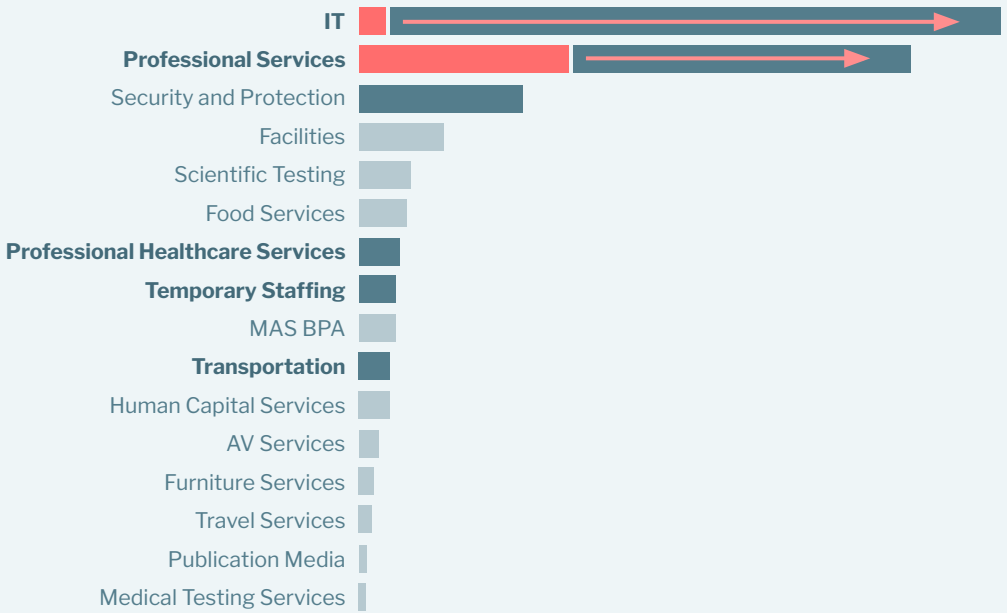
Perform time series analysis, correlate work performance with pricing and/or contract stipulations.



Deliver Information

Share utilities (price ranges, visualizations, standardized names) through APIs and embedded tools.

But, it needs more data to deliver greater insights.



CALC covers roughly 15% of labor related contracts. We hope to move the needle toward 100%.

The team plans to expand the product's coverage across and within schedules.

Contracts recorded in CALC

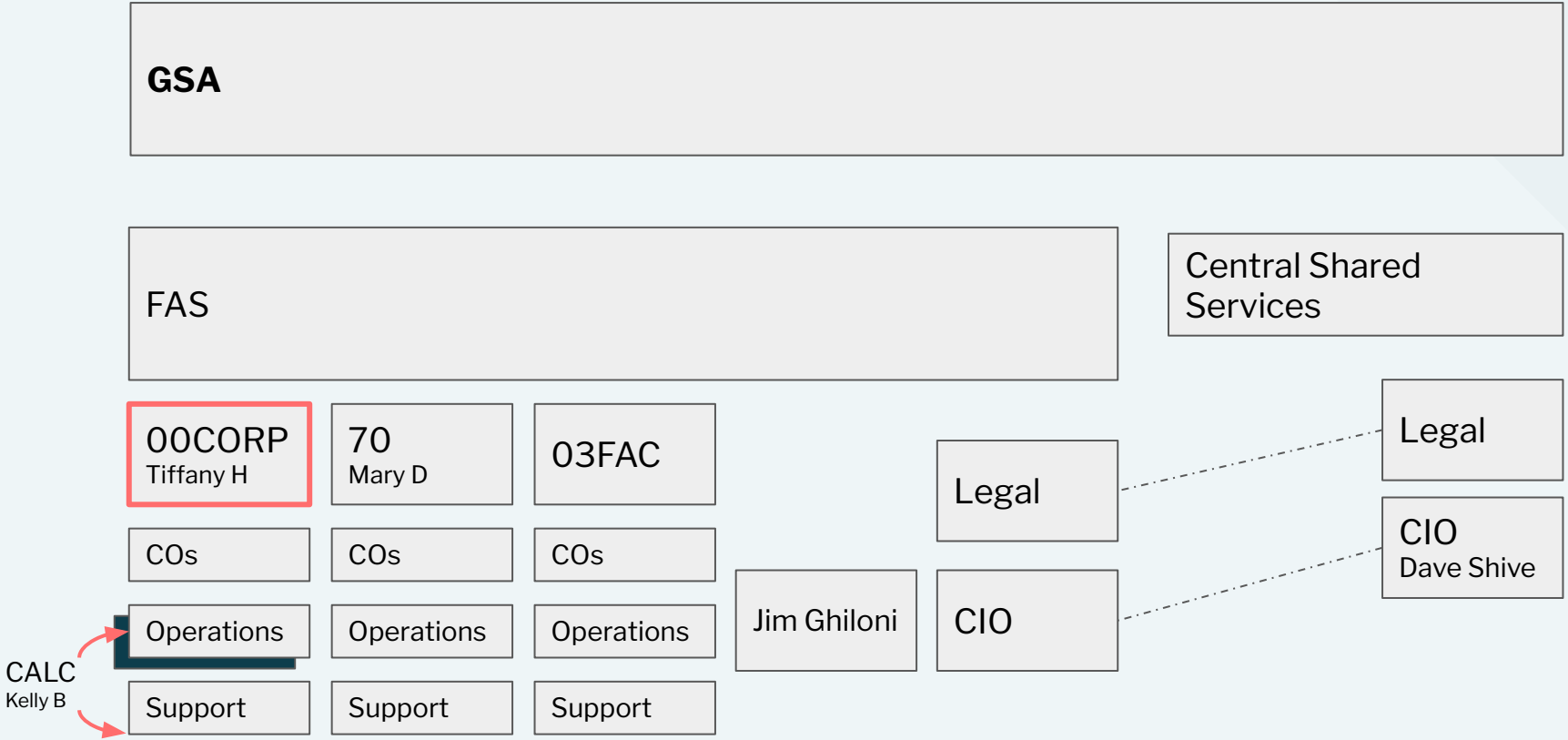
Potential CALC expansion

Other contracts in eLibrary

- **In 2016, GSA facilitated over $30 billion of work through schedules.**
  - **Two thirds of those sales flowed through Schedule 70 and PSS.**
  - **CALC started with those schedules, and hopes to gather more data within those pools and expand coverage to other valuable schedules.**

This will make it possible:

- to use, generate, and compare data from GSA systems and external parties
- to perform time series analysis, correlate work performance with pricing and/or contract stipulations
- to share utilities (price ranges, visualizations, standardized names) through APIs and embedded tools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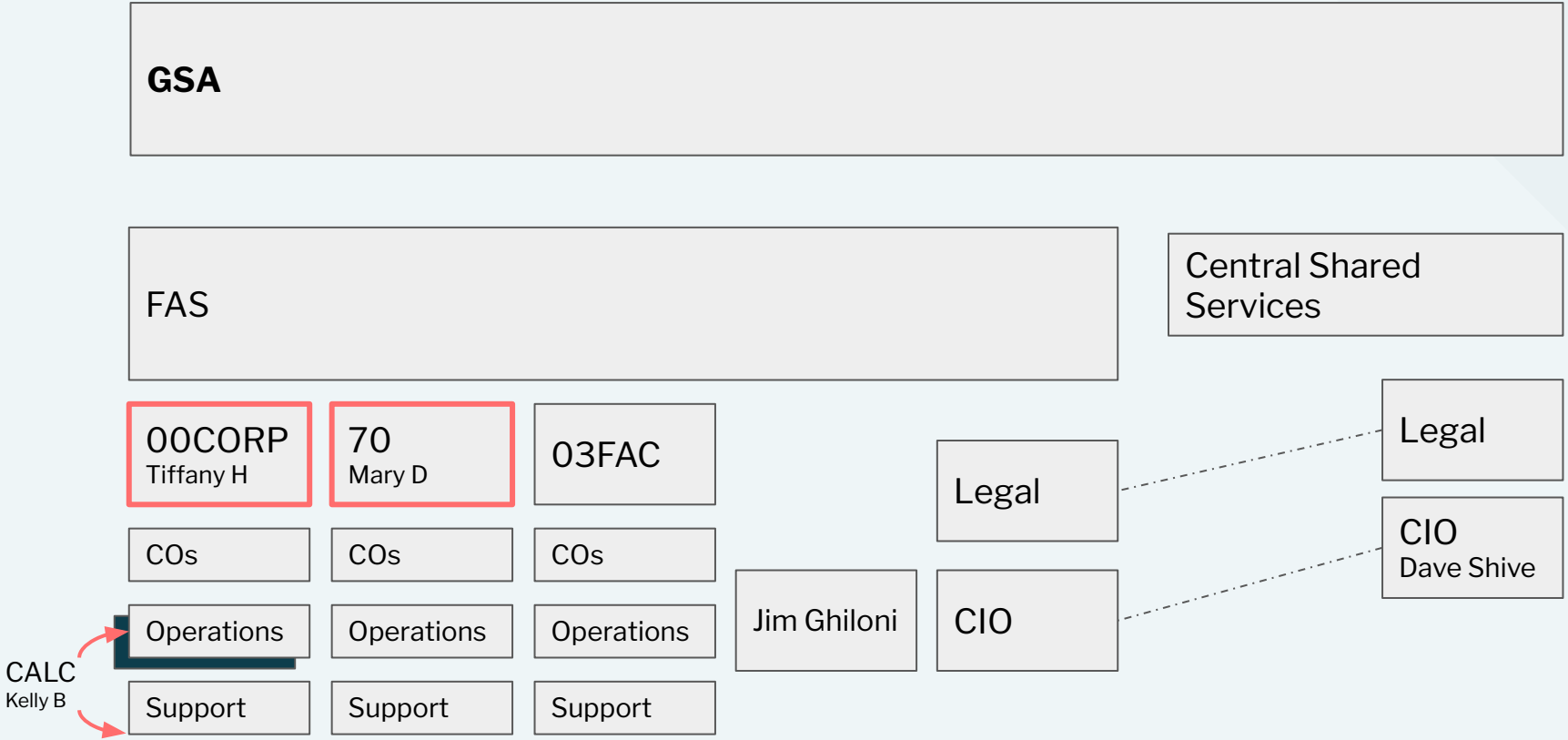
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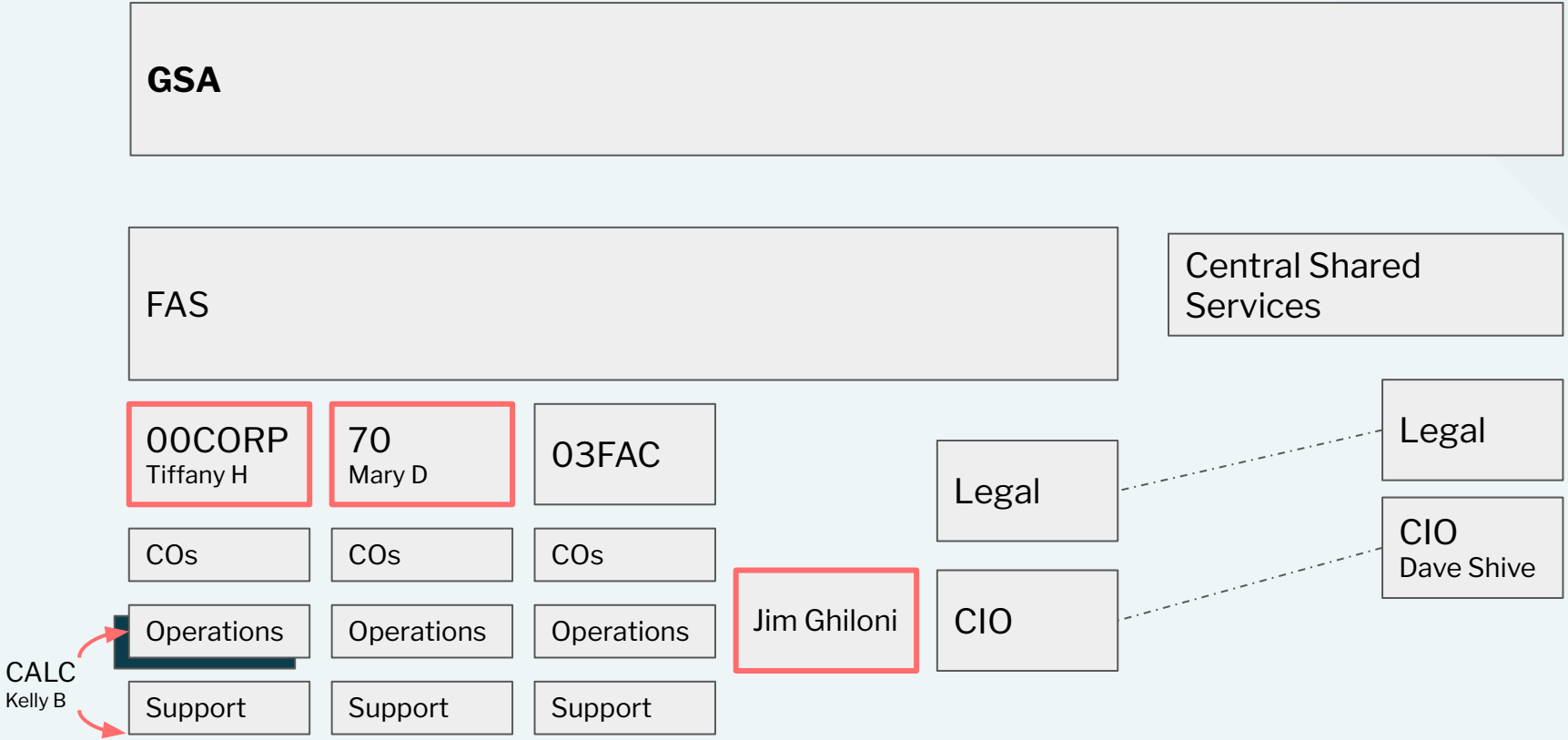
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