

# Commercial Solutions Opening (CSO) Solicitation

## 1 General Information.

### 1.1 Background.

**1.1.1** This is a procurement action using the commercial solutions opening (CSO) procedure in accordance with section 880 of the 2017 National Defense Authorization Act and is subject to the limitations outlined in the General Services Acquisition Manual (GSAM) Part 571 and associated GSA Procurement Innovation Resource Center (PIRC) CSO Guide. This procurement is part of the GSA PIRC CSO pilot program and is being used to competitively procure with the CSO procedure innovative commercial items, technologies, and services currently in the production/commercialization phase as well as new adaptations of existing commercial products.

**1.1.2** GSA has developed this pilot program to be implemented outside the normal Federal Acquisition Regulations requirements to engage traditional and non-traditional Government contractors, including start-up companies. This pilot program is intended to promote competition in accordance with the Competition in Contracting Act with a streamlined approach to address specific needs for innovative commercial items. This pilot program offers a range of advantages to open up the field of competition so that the Government and taxpayers benefit from a large pool of solutions at a better cost and performance, including:

- Streamlined solicitation requiring only minimal corporate and technical information;
- Fast track vendor selection timelines;
- Simplified contract administration procedures and requirements; and
- Preference for the vendor retaining core intellectual property.

**1.2 NAICS.** The North American Industry Classification System (NAICS) code for this announcement is 511210.

## **2 Project Description.**

The objectives of this project are to:

Acquire and stand up an innovative, commercial, web-based marketplace solution for a DoD customer that will enable Government-user access to ordering from pre-established contracts with defined catalogs, and that will enable management of ordering workflows. The marketplace solution must:

- Be secure, scalable, and standardized
- Be able to accommodate modifications to the source code (for the term of the contract), and introduce modifications, features and functions that are developed on behalf of the Government
- Be able to accommodate and host varying and complex US Government contracts that may offer products, services, or bundles of offerings requiring configuration
- Be flexible and customizable to accommodate features, functions, and modifications introduced by the Government
- Have role based access to marketplace ordering functions and data. Catalog and pricing data is viewable and/or editable based on role. Marketplace shall allow roles to be added / configured per Government requirements
- Be able to operate on a Government-provided FISMA medium or higher cloud environment (i.e cloud.gov)
- Be able to accommodate secure Application Programming Interfaces (APIs) to allow for system data to be interfaced with other systems
- Be able to display the variety of contract offerings in an intuitive, and visually appealing user interface, that allows stakeholders and users to quickly and easily navigate, search, and initiate orders within the platform
- Be able to be provisioned and operational on a hosting platform within 30 days of award

Be able to be fully operational and available for taking orders, within contractor's proposed timeframe, but no later than 90 days after contract award

### **3 Solution Brief Submission Requirements.**

#### **3.1 Submission Requirements.**

Written solution briefs as described in 3.2 must be received via email submission by 11:00AM ET on June 26, 2018 to [natalie.melomed@gsa.gov](mailto:natalie.melomed@gsa.gov).

Oral presentations or other written information may be requested to supplement the written solution brief before potential award. Any oral presentations requested will be coordinated directly with the offeror and may be conducted by videoconference or in-person. For planning purposes only, it is anticipated that oral presentations will occur in Washington, DC during the week of July 30, 2018.

#### **3.2 Written Solution Brief Requirements.**

##### **3.2.1 Content of Solution Brief.**

The written solution brief shall be less than or equal to five pages or, if a presentation, less than or equal to 15 slides. The written solution brief shall include and or address the following:

1. Title Page
  - At a minimum, please include company name, solution name, solicitation number, date of submission, point of contact name, email address, phone number, and company address. This page will not count towards the 5 page limitation.
2. Solution Concept
  - Describe your technology/solution and its potential relevance to the project description outlined in Section 2.
  - Address the potential of the technology/solution of meeting the project objectives in Section 2.
  - In what ways does it push the state-of-the-art? Please explain this using technical language rather than marketing or sales-type language.
  - Provide your commercial price list, or a link to published catalog pricing for this proposed technology/solution.
3. Company Viability
  - Describe your customer base and provide some examples of past contracts or sales of this technology/solution.
  - Describe your company – How old is it? Where is it located (e.g. multiple locations, sales/R&D in U.S. and other countries)? Number of employees?
  - Describe the management team – Who are they? What is their background and history (e.g. previous startups, etc.)?
  - Include other relevant corporate information as applicable, such as corporate certifications.

### **3.2.2 Proprietary Markings.**

Offerors must mark any pages of written solution brief that contain business plans, technical information, pricing or other business sensitive information as proprietary information, which the Government agrees to safeguard.

To ensure that sensitive data is appropriately marked by the offeror, include the following sentences on the title page: "This solution brief includes data that shall not be disclosed outside the Government, except to non-Government personnel for evaluation purposes, and shall not be duplicated, used, or disclosed -- in whole or in part -- for any purpose other than to evaluate this submission. If, however, an agreement is awarded to this Company as a result of -- or in connection with -- the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent agreed upon by both parties in the resulting agreement. The data subject to this restriction are contained in sheets [insert numbers or other identification of sheets]."

Each restricted data sheet must be marked as follows: "Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this solution brief."

## **4 Evaluation of Solution Briefs.**

### **4.1 General.**

Both the written solution brief and oral presentation, if applicable, will be evaluated against the solicitation criteria. Each solution brief submitted may be evaluated against the evaluation criteria separately and need not be evaluated against other solution briefs. More than one solution brief may be accepted. The Government reserves the right to request oral presentations, product demonstrations, or additional written information, if applicable, from one or more offerors.

### **4.2 Evaluation Criteria.**

The following evaluation criteria shall be used to evaluate the written solution brief and oral presentation. The evaluation criteria are listed below in order of importance from top to bottom. If a solution brief does not meet the first evaluation criterion, the solution brief will not be further considered for award.

The first three criteria will be used to evaluate the written solution brief:

- **Criterion I: Responsiveness/Relevance of the solution to the Project**
  - The solution brief is responsive to the requirements of the solicitation
  - The solution brief and proposed technology/solution is relevant to the project.
  - The solution brief addresses the potential of the technology/solution of meeting the project objectives in the solicitation.
  
- **Criterion II: Transition Approach of the proposed solution into the technical environment**
  - The proposed technology/solution can feasibly be transitioned to an operational user with the technical environment within 30 days of award.
  - The solution brief adequately addresses how the Government's specific requirements of the processes will be gathered and implemented into the proposed technology/solution.
  
- **Criterion III: Offeror's Capabilities and Related Experience.**
  - The offeror's prior experience (both Government and non-government) in similar efforts will be assessed to determine if the offeror clearly demonstrates an ability to deliver solutions that meet the proposed technical areas of performance. The assessment for

this criterion will include evaluating any corporate viability requirements specified in Section 3.2.

An additional fourth criterion will be used to evaluate the oral presentations:

- **Criterion IV: Technical Merit**
  - The likelihood and approach of solution scalability in a manner that is applicable to the technical environment will be assessed.
  - Ability of the solution to adapt in a flexible and efficient manner to process and priority driven requirements will be assessed.
  - The solution's overall relevancy to the Government's requirements will be assessed.

#### **4.3 Evaluation Panel.**

An evaluation panel will be used to evaluate the solution briefs and oral presentations, if applicable, submitted in response to this solicitation. The evaluation panel will consist of U.S. Government employees.

#### **4.4 Solution Brief Evaluation and Notification to Offerors.**

Solution briefs will be evaluated in accordance with the evaluation criteria. After evaluating the offeror's written solution briefs, GSA will notify the offeror whether their solution brief is being considered for award and a proposal can be submitted, an oral presentation or other supplemental information is requested to supplement the written solution brief, or their solution brief was not selected for award. Offerors not selected for an award may request, within 5 calendar days of notification of non-selection, feedback regarding the technical review findings of their submitted solution brief.

#### **4.5 Protests To GSA.**

An offeror may file a protest to the agency in accordance with the procedures in GSAM 533.103.

## **5 Proposal Submission.**

### **5.1 General.**

Upon conclusion of the evaluation of the written solution briefs and/or oral presentations (if applicable) in accordance with Section 4, the Government may invite one or more offerors to develop and submit a proposal in accordance with this Section 5. Companies may discuss ideas and details of the proposal with the Government prior to submission. Each proposal submitted shall consist of three sections:

- Section 1: Technical Information
- Section 2: Proposal Solution
- Section 3: Price Information

The cost of preparing proposals in response to this Request is not considered a direct charge to any resulting CSO award or any other contract. Proposal preparation costs are not recoverable.

### **5.2 Technical Approach.**

Describe the background and objectives of the proposed work. Include the nature and extent of the anticipated results. Discuss any risks and proposed mitigation strategy to address the risks. Include ancillary and operational issues such as certifications, algorithms, and any engineering/software development methodologies to be used. Identify the type of support, if any, the Company requests of the Government in general such as facilities, equipment, data, and information or materials.

Please Note: The proposals must identify any proprietary information or associated intellectual property. The proposal should discuss data rights associated with each item.

### **5.3 Proposal Solution.**

The Offeror must submit a proposal solution as part of their final proposal that identifies the work to be performed and the deliverables. Provide a detailed project schedule that outlines the various phases of work to be accomplished within the proposed period of performance. The offeror will be provided a CSO Proposal Solution Template.

### **5.4 Price Information.**

The offeror must submit the total price to complete the project and shall provide any other data or supporting information that the parties agree is necessary for the determination of a fair and reasonable price. A milestone schedule shall be included which clearly indicates the completion of the priced tasks and/or priced deliverables that

are required to meet each of the milestones. For Firm-Fixed-Price agreements, the milestone schedule will serve as a payment schedule for any subsequent award.

#### **5.5 Notification to Offeror.**

GSA will notify the offeror whether their proposal has been accepted for award, further negotiation is requested, or the proposal is not accepted for award.