

[\*\*< Back to Investment Detail\*\*](#)

## Business Case

### Table of Contents



- A. Investment Summary Information**
- B. Investment Detail**
- C. Investment and Contracts**
- D. Historic CIO Rating**
- E. Investment Spending**
- F. Projects and Activities Detail**

### Section A: Investment Summary Information

Investment Name	Unique Investment Identifier
<b>GSA Advantage</b>	<b>023-000001020</b>

#### Investment Description

GSA Advantage is an online ecommerce market place for selling products & services to the Federal Government, DOD, State & Local Governments. The system is accessible 24/7, and supports 1,311,000 registered (FY20) users & 200K active users to include Federal buyers and private sector vendors (sellers).

Agency		Point of Contact	
<b>General Services Administration</b>		<b>David Shive - CIO</b>	
		<a href="#">email</a>	<a href="#">Not Provided</a>
Investment Type		Bureau	
<b>Major IT Investments</b>		<b>Supply and Technology Activities</b>	
Mission Support		Shared Service Category	
<b>Procurement</b>		<b>Not Applicable</b>	
Shared Service Identifier			
<b>Not Applicable</b>			
Date Investment First Submitted		Date of Last Investment Detail Update	
<b>09/17/2021</b>		<b>05/23/2022</b>	

### Section B: Investment Detail

- Briefly describe the investment's return on investment, including benefits internal and external to the government and outcomes achieved or planned.

**GSA Advantage** is the government's central ecommerce market space. It provides online access to millions of products and services from thousands of federal contractors. Members enjoy all the benefits that GSA Advantage has to offer including full purchasing privileges, e-mail updates, price comparison, market research on products and services, posting solicitations, and much more. Using GSA Advantage ensures that you are getting GSA-negotiated prices, and dealing with GSA-approved sources. The system is designed to facilitate shopping as well as market research. GSA Advantage represents all GSA FAS contract vehicles, from the Multiple Award Schedules, to FSSI, IDIQ, and GWACs. During FY20, the GSA Advantage Platform generated \$23.3 billion dollars in sales and awards.

## Section C: Investment and Contracts

### Public URLs

- [www.gsaadvantage.gov](http://www.gsaadvantage.gov)

### Contracts

- [47QDCB19F0007](#)
- [47QDCB19F0005](#)

## Section D: Historic CIO Rating

CIO Rating	Date	Comments
3	Oct 28, 2021	High visibility 3 or more risks rated 6 or above

Data Last Updated On: 11/10/2021

## Section E: Investment Spending

<b>Table 1: Distribution by Spending Type</b>			
Spending Type	PY 2021	CY 2022	BY 2023
DME Costs	6.144789	6.797368	5.805686
O&M Costs	11.413417	9.695634	9.278113
Total	17.558206	16.493002	15.083799

<b>Table 2: Distribution by Cost Pools</b>			
Cost Pools	PY 2021	CY 2022	BY 2023
Internal Labor	5.214004	2.691118	2.760297
External Labor	12.253302	13.652418	12.174036
Outside Services	0	0	0

Cost POC

Cost Pools	PY 2021	CY 2022	BY 2023
Hardware	0	0	0
Software	0.0909	0.149466	0.149466
Facilities & Power	0	0	0
Telecom	0	0	0
Other	0	0	0
Internal Services	0	0	0
Totals	17.558206	16.493002	15.083799

Cost in millions (M)

IT Tower	PY 2021	CY 2022	BY 2023
Security & Compliance	1.1	1.1	1.1
IT Management	5.214004	2.691118	2.760297
Network	0	0	0
Data	0	0	0
Compute	0.3	0.976295	1.176295
Storage	0	0	0
End User	0	0	0
Output	0	0	0
Application	10.944202	11.725589	10.047207
Delivery	0	0	0
Platform	0	0	0
Data Center	0	0	0
Totals	17.558206	16.493002	15.083799

Cost in millions (M)

Data Last Updated On: 05/23/2022

## Section F: Project and Activities Detail

Table 1: Project Details									
Project Name	Project UID	Status	Project Life Cycle Cost (\$M)	Cost Variance (%)	Start Date	End Date	Schedule Variance (%)	Schedule Variance (Days)	
FY20 DME GSA Advantage	2020-002	Future	4	0	2019-10-01	2020-09-30	0	0	
FY22 DME GSA Advantage	Fy22-1	In Progress	5.92	6.4	2021-10-01	2022-09-30	0	0	
FY20 O&M GSA Advantage	2020-001	In Progress	10	12	2019-10-01	2020-09-30	0	0	
FY21 O&M GSA Advantage	2021-001	Complete	22	0	2020-10-01	2021-09-30	0	0	
FY21 DME GSA Advantage	2021-002	Complete	7	17	2020-10-01	2021-09-30	0	0	
FY22 O&M GSA Advantage	Fy22 ADV-2	In Progress	4.71	0	2021-10-01	2022-09-30	0	0	

Low

Medium

High

**Table 2: Activity Details**

Unique Project ID	Activity Name	Activity Description	Planned Start Date	Projected Start Date	Actual Start Date	Planned Completion Date	Projected Completion Date	Actual Completion Date	Planned Total Cost (\$M)	Projected Total Cost (\$M)	Actual Total Cost (\$M)
2020-002	GSA Advantage FY20 DME Phase 1	GSA Advantage FY20 DME Phase 1	2019-10-01	2019-10-01		2020-03-31	2020-03-31		1.75	1.753651	0
2020-002	GSA Advantage FY20 DME Phase 2	GSA Advantage FY20 DME Phase 2	2020-04-01	2020-04-01		2020-09-30	2020-09-30		1.75	1.753651	0
2020-002	GSA Advantage FY20 DME	GSA Advantage FY20 DME	2019-10-01	2019-10-01		2020-09-30	2020-09-30		3.51	3.507302	0
Fy22-1	FY22 DME GSA Advantage	DME	2021-10-01	2021-10-01	2021-10-01	2022-09-30	2022-09-30		5.92	5.541791	2.96
Fy22-1	FY22 DME GSA Advantage Part 1	FY22 DME GSA Advantage Part 1	2021-10-01	2021-10-01	2021-10-01	2022-03-31	2022-03-31	2022-03-31	2.96	2.580754	2.58
Fy22-1	FY22 DME GSA Advantage Part 1	FY22 DME GSA Advantage Part 2	2022-04-01	2022-04-01		2022-09-30	2022-09-30		2.96	2.961037	0
2020-001	GSA Advantage FY20 O&M Transitioning Period	GSA Advantage FY20 O&M Transitionin	2019-10-01	2019-10-01	2019-10-01	2019-11-30	2020-03-31	2019-11-30	1.2	0.50385	0.5
2020-001	GSA Advantage FY20 O&M Phase 1	GSA Advantage FY20 O&M Phase 1	2019-12-01	2019-12-01	2019-12-01	2020-03-31	2020-03-31		1.69	1.72533	1.73
2020-001	GSA Advantage FY20 O&M Phase 2	GSA Advantage FY20 O&M Phase 2	2020-04-01	2020-04-01		2020-09-30	2020-09-30		2.53	2.527	2.01
2020-001	GSA Advantage FY20 O&M	GSA Advantage FY20 O&M	2019-10-01	2019-10-01	2019-10-01	2020-09-30	2020-09-30		5.41	4.75618	4.24
2021-001	GSA Advantage FY21 O&M Phase 1	GSA Advantage FY21 O&M Phase 1	2020-10-01	2020-10-01	2020-10-01	2021-03-31	2021-03-31	2021-03-31	2.54	2.536488	2.54
2021-001	GSA Advantage FY21 O&M Phase 2	Updated for budget submission	2021-04-01	2021-04-01	2021-04-01	2021-09-30	2021-09-30	2021-09-30	1.62	1.623323	1.62
2021-001	GSA Advantage FY21	GSA Advantage FY21	2020-10-01	2020-10-01	2020-10-01	2021-09-30	2021-09-30	2021-09-30	4.16	4.159811	4.16
2021-002	GSA Advantage FY21	GSA Advantage FY21	2020-10-01	2020-10-01	2020-10-01	2021-09-30	2021-09-30	2021-09-30	6.97	6.96794	5.75
2021-002	GSA Advantage FY21 DME Phase 2	GSA Advantage FY21 DME Phase 2	2021-04-01	2021-04-01	2021-04-01	2021-09-30	2021-09-30	2021-09-30	3.48	3.48397	3.66
2021-002	GSA Advantage FY21 DME Phase 1	GSA Advantage FY21 DME Phase 1	2020-10-01	2020-10-01	2020-10-01	2021-03-31	2021-03-31	2021-03-31	3.48	3.48397	2.09

Unique Project ID	Activity Name	Activity Description	Planned Start Date	Projected Start Date	Actual Start Date	Planned Completion Date	Projected Completion Date	Actual Completion Date	Planned Total Cost (\$M)	Projected Total Cost (\$M)	Actual Total Cost (\$M)
Fy22 ADv-2	FY22 O&M GSA Advantage Part 1	FY22 O&M GSA Advantage Part 1	2021-10-01	2021-10-01	2021-10-01	2022-03-30	2022-03-30	2022-03-30	2.35	2.354639	2.35
Fy22 ADv-2	FY22 O&M GSA Advantage Part 2	FY22 O&M GSA Advantage Part 2	2022-04-01	2022-04-01	2022-04-01	2022-09-30	2022-09-30		2.35	2.354639	0.37
Fy22 ADv-2	FY22 O&M GSA Advantage	FY22 O&M GSA Advantage	2021-10-01	2021-10-01	2021-10-01	2022-09-30	2022-09-30		4.71	4.709278	2.35

**Table 3: Project Related Details****FY20 DME GSA Advantage**

1. Are information technology investments adequately implementing incremental development methodology? (Y/N)
  
  2. What is the frequency of incremental development iterations? (ex. 1 month, 3 months, 6 months, 12 months or greater)
  
  3. Please describe the iterative development methodology being employed. (500 characters or less)
- 

**FY22 DME GSA Advantage**

1. Are information technology investments adequately implementing incremental development methodology? (Y/N)
  
  2. What is the frequency of incremental development iterations? (ex. 1 month, 3 months, 6 months, 12 months or greater)
  
  3. Please describe the iterative development methodology being employed. (500 characters or less)
- 

**FY20 O&M GSA Advantage**

1. Are information technology investments adequately implementing incremental development methodology? (Y/N)
  
  2. What is the frequency of incremental development iterations? (ex. 1 month, 3 months, 6 months, 12 months or greater)
  
  3. Please describe the iterative development methodology being employed. (500 characters or less)
- 

**FY21 O&M GSA Advantage**

1. Are information technology investments adequately implementing incremental development methodology? (Y/N)
  
**Yes**

2. What is the frequency of incremental development iterations? (ex. 1 month, 3 months, 6 months, 12 months or greater)

**Weeks**

3. Please describe the iterative development methodology being employed. (500 characters or less)

**This project incorporates FY21 GSA ADVANTAGE Operations and Maintenance tasks; something breaks & we fix it; our goal is to keep the ADVANTAGE system running as it was initially designed; some fixes require more time than others; can be days or weeks or months. If we see a problem or are notified of one, we research, analyze, design a solution, peer review potential solution, test, deploy and observe system behavior. This is a standard, iterative methodology.**

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## FY21 DME GSA Advantage

1. Are information technology investments adequately implementing incremental development methodology? (Y/N)

**Yes**

2. What is the frequency of incremental development iterations? (ex. 1 month, 3 months, 6 months, 12 months or greater)

**Weeks**

3. Please describe the iterative development methodology being employed. (500 characters or less)

**Similar to Operations and Maintenance in that there is an incremental development methodology. FY21 Development, Modifications and Enhancements (DME) is typically defined as creating NEW functionality and capabilities in the SW and this "typically" requires more effort than Operations and Maintenance tasks but the incremental development process is the same. We sit with customers - gather their requirements, validate requirements, analyze, develop, peer review, test, deploy and observe system.**

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## FY22 O&M GSA Advantage

1. Are information technology investments adequately implementing incremental development methodology? (Y/N)

2. What is the frequency of incremental development iterations? (ex. 1 month, 3 months, 6 months, 12 months or greater)

3. Please describe the iterative development methodology being employed. (500 characters or less)

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