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Business Case

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Section A: Investment Summary Information

Investment Name	Unique Investment Identifier
GSA Advantage	023-000001020

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	
General Services Administration		David Shive - CIO	
		email	Not Provided
Investment Type		Bureau	
Major IT Investments		Supply and Technology Activities	
Mission Support		Shared Service Category	
Procurement		Not Applicable	
Shared Service Identifier			
Not Applicable			
Date Investment First Submitted		Date of Last Investment Detail Update	
09/17/2021		05/23/2022	

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

Contracts

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

Section D: Historic CIO Rating



Data Last Updated On: 11/10/2021

Section E: Investment Spending

SECTION E: INVESTMENT SPENDING**Table 1: Distribution by Spending Type**

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

Table 2: Distribution by Cost Pools

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
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)

Table 3: Distribution by IT Towers

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	3.37
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 2	FY22 DME GSA Advantage Part 2	2022-04-01	2022-04-01	2022-04-01	2022-09-30	2022-09-30		2.96	2.961037	0.78
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

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)
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
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	3.04

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.

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.

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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