Acquisition Strategy For Services

2012 Navy Gold Coast Small Business Event
# Acquisition Strategy For Services

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Standard Form 298 (Rev. 8-98)  
Prescribed by ANSI Std Z39-18
What Is SeaPort-e?

- Navy’s Enterprise solution and to acquire Engineering, Financial, and Program Management support services
  - 2,885 prime contractors (83% small business) with a basic IDIQ MAC
  - Each MAC has a Base ordering period & Award Term option ordering periods
  - Only authorized ordering activities (DON) can solicit and award task orders
  - All Task Orders are competed under Fair Opportunity (FAR 16.505) like GSA
  - Task Orders may be either both Fixed Price and Cost Type Orders – unlike GSA
  - Task Orders competed in one of 7 geographic zones
  - Scope includes Engineering, Technical, & Professional Support Services across 22 functional service areas
  - Allows for all types of small business set-asides (restricted) competitions

- Electronic platform to solicit, award, and administer Task Orders to SeaPort-e MAC holders
How does SeaPort-e Operate?

• Rolling Admissions conducted annually
  – Allows for MAC awards to new contractors
  – Allows existing MAC holders to expand into other geographic zones
  – Allows existing MAC holders to voluntarily re-certify size status

• All MACs are managed by NSWC Dahlgren, therefore all SeaPort MACs are N00178-XX-D-XXX

• In order to maintain continuity, all MACs are modified, at least annually, to baseline clauses to most current versions

• Each Navy authorized ordering activity has unique ordering code, per DFARS, designating who owns which task orders issued against the common MACs.
  – For example, EH is the NAVSEA HQ ordering code. All task orders beginning with EH belong to NAVSEA HQ
Ordering Activities by SeaPort-e Zones

(1) Northeast Zone
- SUPSHIP SWRMC
- Pearl Harbor Naval Shipyard
- Port Hueneume
- NAVAIR Weapons Division, China Lake
- NAVAIR Weapons Division, Point Magu
- Southwest Division, NAVFAC
- FISC San Diego Regional Contracts
- SPAWAR HQ
- SPAWAR SSC San Diego
- USMC Camp Pendleton
- USMC Yuma
- USMC Miramar
- USMC 29 Palms
- USMC Kaneohe Bay

(2) National Capital Zone
- SUPSHIP Bath
- SUPSHIP Groton
- NSWC Carderock, Phil
- NUWC Newport
- NAVAIR Lakehurst
- FISC Norfolk Contracting Dept., Phil
- NAVSUP Contracting Management Dir

(3) Mid Atlantic Zone
- ZONE 5
- NSWC Crane

(4) Gulf Coast Zone
- ZONE 6
- SUPSHIP NWRMC
- NUWC Keyport

(5) Midwest Zone
- ZONE 7
- FISC Everett Washington

(6) Southwest Zone
- ZONE 4
- SUPSHIP Gulf Coast
- SUPSHIP SCRMC
- SUPSHIP SERMC
- NSWC Panama City
- Navy Expert Diving Unit
- NAVAIR Training Systems Division, Orlando
- FISC Jacksonville, Contracting Dept
- SPAWAR SSC New Orleans
- USMC Albany
- USMC New Orleans
- USMC Blount Island

(7) Northwest Zone
- ZONE 2
- NSWC Carderock
- NSWC Dahlgren
- NSWC Indian Head
- EOD Tech Div
- NAVSEA Logistics Center, Indianhead
- NAVAIR, Pax River
- NAVFAC Washington
- NAVSEA HQ
- Naval Medical Logistics Command
- SPN
- HQMC, Installation and Logistics
- RCO Quantico
- MARSORSYSCOM

ZONE 1
- SUPSHIP Newport News
- SUPSHIP MRMCD
- USMC Parris Island
- USMC Norfolk
- USMC Camp Lejune
- USMC Cherry Point
- SPAWAR SSC Charleston
- FISC Norfolk.
SeaPort-e Task Order Competition:

- SeaPort-e policy requires ALL Task Orders be competed
  - No bridges, no additional scope or other changes in ceiling
- All MAC holders registered in a zone automatically receive notification of the release of all solicitations issued in that zone.
- All proposals are electronically submitted within the portal
- All post award task order administration is conducted within the portal
- Task Order period of performance can not exceed 5 years in length
Services Strategy Development

• Understanding of the requirements
• Understanding of the changing marketplace
• Understanding of Small Business Capacity
  – How big is too big?
• Planning for post-award administration and oversight
• Maximizing common methods and templates without eliminating HCA flexibility
<table>
<thead>
<tr>
<th>PSC</th>
<th>Description</th>
<th>Total $</th>
<th>SB $</th>
<th>SB %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1904</td>
<td>Submarines</td>
<td>$3,306,971,347</td>
<td>$26,244,798</td>
<td>.79%</td>
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<tr>
<td>1911</td>
<td>Amphibious Assault Ships</td>
<td>$2,548,828,940</td>
<td>$310,000</td>
<td>.01%</td>
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<tr>
<td>1905</td>
<td>Combat Ships &amp; Landing Vessels</td>
<td>$1,828,118,921</td>
<td>$90,152</td>
<td>.00%</td>
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<tr>
<td>4470</td>
<td>Nuclear Reactors</td>
<td>$1,336,033,488</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>1901</td>
<td>Aircraft Carriers</td>
<td>$1,194,786,963</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>R425</td>
<td>Support-Professional: Engineering &amp; Technical</td>
<td>$1,062,285,243</td>
<td>$236,534,810</td>
<td>22.67%</td>
</tr>
<tr>
<td>B544</td>
<td>Special Studies/Analysis-Technology</td>
<td>$ 991,791,527</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>1903</td>
<td>Destroyers</td>
<td>$891,602,444</td>
<td>$0</td>
<td>0%</td>
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<tr>
<td>J998</td>
<td>Non-nuclear Ship Repair (East)</td>
<td>$ 692,204,222</td>
<td>$273,403,558</td>
<td>39.50%</td>
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<tr>
<td>1990</td>
<td>Miscellaneous Vessels</td>
<td>$ 686,632,405</td>
<td>$28,751</td>
<td>.00%</td>
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</tbody>
</table>

Command Focus On SB Opportunities - Especially In Support Services
SeaPort-e & Small Business

- 83% of Prime MAC holders are Small Businesses
- 41% of all Task Orders awarded to Small Business Primes
- 25% of Total Dollars obligated go to Small Business Primes
- 50% of all SB MAC Primes have submitted Task Order proposals as a prime
SeaPort Strategy

Striking a Balance

Service Quality

Expediency

Small Business Involvement

Progressive Improvement

Cost Effectiveness
Contact information

• SeaPort home page – www.seaport.navy.mil
• General SeaPort contracting questions – SEAPORT_EPCO@navy.mil
• Portal operational support – seaportsupport@aquilent.com
Back-up
## Program Evolution

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Portal Components</td>
<td>“Buy” site for Gov’t,</td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td></td>
<td>“Sell” site for Industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Website</td>
<td>Yes – <a href="http://www.seaport.navy.mil">www.seaport.navy.mil</a></td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td>Navy Users</td>
<td>NAVSEA HQ</td>
<td>All NAVSEA</td>
<td>All Navy Virtual SYSCOM</td>
</tr>
<tr>
<td># of Ordering Offices</td>
<td>1</td>
<td>24</td>
<td>118</td>
</tr>
<tr>
<td># of Prime MACs</td>
<td>21</td>
<td>151</td>
<td>2885</td>
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<tr>
<td># of Functional Service Areas</td>
<td>4</td>
<td>21</td>
<td>22</td>
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<tr>
<td>SB Consideration?</td>
<td>No</td>
<td>Yes</td>
<td>Yes, incl., HUB Zone, SDVOSB</td>
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<tr>
<td>Task Order’s Competed Nationally?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Data as of 20 July 2012
SeaPort-e Program Results

Navy Virtual SYS-COM Awards To Date:

<table>
<thead>
<tr>
<th>SYSCOM</th>
<th># of Task Orders:</th>
<th># of Actions / Mods:</th>
<th>TPV @ Award:</th>
<th>Funded To Date:</th>
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</thead>
<tbody>
<tr>
<td>NAVAIR</td>
<td>276</td>
<td>6,586</td>
<td>$7,732,514,899</td>
<td>$4,534,184,186</td>
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<tr>
<td>NAVFAC</td>
<td>179</td>
<td>1,212</td>
<td>$793,573,195</td>
<td>$605,272,941</td>
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<tr>
<td>NAVSEA</td>
<td>1,641</td>
<td>39,489</td>
<td>$35,963,531,001</td>
<td>$20,627,955,759</td>
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<tr>
<td>NAVSUP</td>
<td>265</td>
<td>2,481</td>
<td>$1,816,840,353</td>
<td>$1,099,401,177</td>
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<tr>
<td>SPAWAR</td>
<td>449</td>
<td>7,823</td>
<td>$7,847,324,602</td>
<td>$4,717,306,852</td>
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<tr>
<td>SSP</td>
<td>1</td>
<td>20</td>
<td>$36,786,701</td>
<td>$30,134,278</td>
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<tr>
<td>USMC</td>
<td>76</td>
<td>516</td>
<td>$498,330,038</td>
<td>$279,966,061</td>
</tr>
<tr>
<td>ONR</td>
<td>21</td>
<td>173</td>
<td>$191,043,225</td>
<td>$70,011,489</td>
</tr>
<tr>
<td>MSC</td>
<td>2</td>
<td>7</td>
<td>$60,823,437</td>
<td>$209,142</td>
</tr>
<tr>
<td>DTRA</td>
<td>3</td>
<td>29</td>
<td>$19,754,335</td>
<td>$12,999,527</td>
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<tr>
<td>Totals:</td>
<td>2,798</td>
<td>58,219</td>
<td>$54,960,521,786</td>
<td>$31,977,441,412</td>
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*Note: As of July 20, 2012, TO Cumulative Status Report*