



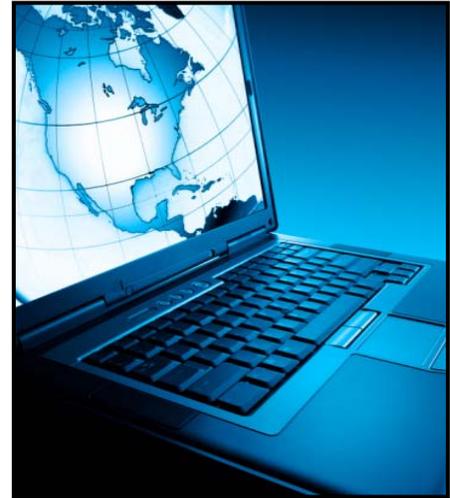
## GEOSPATIAL LINE OF BUSINESS (LoB)



### GSA SMARTBUY FOR GEOSPATIAL SOFTWARE

August 2008

**The Geospatial Line of Business (LoB)** is an E-Government initiative guided by the President's Management Agenda to identify common services that optimize and standardize the use of geospatial information and technology, while leveraging investments across the federal government. The Geospatial LoB includes 27 cabinet-level and independent agencies that use geospatial technologies in support of their business operations. The Common Services Work Group (CSWG) operates as a component of the Geospatial LoB to design and implement a federal-wide portfolio of enterprise licenses for geospatial technology software that can support the broad needs of the federal government and the geospatial community.



#### **What is the purpose of this activity?**

Federal agencies use many of the same commercial products to perform geospatial operations but possess widely disparate contractual vehicles for procuring software and associated services. Procurement of geospatial software products can be fragmented and sometimes redundant. Consequently, the potential for agency savings is eroded and commercial vendors spend a disproportionate amount of time coordinating dozens, if not hundreds, of different accounts within an agency or department. Furthermore, many agencies do not have access to value-added services of the vendor community such as training and technical support. The CSWG, composed of representatives from across the federal community, is working with the General Services Administration (GSA) SmartBUY Team to implement a multi-vendor Blanket Purchase Agreement (BPA) that will provide small, medium, and large government users a common portfolio of geospatial technology options.

#### **Who is expected to use the SmartBUY Enterprise License Agreements (ELAs)?**

Customers may include, but are not limited to, agencies participating in the Geo LoB, as well as other federal civilian agencies and defense agencies. Note that in accordance with OMB Memorandum M-04-08, agencies are required to assist GSA SmartBUY BPAs by considering them when conducting due diligence for market research.

#### **What are the expected benefits?**

The ELA acquisition is expected to deliver a range of benefits to both Government customers and participating vendors, including:

- Cost savings for both Government entities and GSA SmartBUY Schedule Holders:
  - Software pricing discounts on geospatial technology against listed GSA prices;

- Reduction in administration required by vendors to market to government agencies (pre-award, award, and post-award activities);
- Reduced Government and GSA SmartBUY Schedule Holder overhead needed to develop, negotiate, monitor, and re-compete geospatial contracts & agreements;
- Significant savings realized by managing a single ELA vs. multiple contracts; and
- Streamlined ordering, billing, and distribution processes.
- Improved efficiency through procuring geospatial technologies as an enterprise over multiple years, allowing:
  - Standard/consistent planning models;
  - Consistent and complete development of requirements, cost sharing approaches, and budget alignment;
  - Stable budgeting for multiple years; and
  - Consistent interaction between customers and vendors.
- Enhanced alignment with the Federal Enterprise Architecture by enabling access by all agencies to a common set of geospatial software and associated services.
- Increased access to value-added services such as training, integration services, and batch services.
- More effective partnerships across the vendor community through a single agreement promoting product and service interoperability.
- Greater opportunities for innovation such as beta testing of new software products with established users (more strategic focus).
- Easier access to geospatial technology.

### **What are the expected acquisition timelines?**

- **September 2008** – Release of Request for Information
- **October 21, 2008** – Conduct Pre-Solicitation Conference
- **March 7, 2009** – Release for Request for Quotation
- **June 2009** – SmartBUY ELA awards

### **How do I get more information on the Geospatial SmartBUY ELA initiative?**

For general questions on this effort, contact:

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