



Acquisition Strategy For Services

2012 Navy Gold Coast
Small Business Event



Report Documentation Page				Form Approved OMB No. 0704-0188	
Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.					
1. REPORT DATE AUG 2012		2. REPORT TYPE		3. DATES COVERED 00-00-2012 to 00-00-2012	
4. TITLE AND SUBTITLE Acquisition Strategy For Services				5a. CONTRACT NUMBER	
				5b. GRANT NUMBER	
				5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S)				5d. PROJECT NUMBER	
				5e. TASK NUMBER	
				5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) Naval Sea Systems Command,1333 Isaac Hull Avenue, SE ,Washington Navy Yard,DC,20376				8. PERFORMING ORGANIZATION REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)				10. SPONSOR/MONITOR'S ACRONYM(S)	
				11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT Approved for public release; distribution unlimited					
13. SUPPLEMENTARY NOTES Presented at the 2012 Navy Gold Coast Small Business Conference, 6-8 Aug, San Diego, CA.					
14. ABSTRACT					
15. SUBJECT TERMS					
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT Same as Report (SAR)	18. NUMBER OF PAGES 14	19a. NAME OF RESPONSIBLE PERSON
a. REPORT unclassified	b. ABSTRACT unclassified	c. THIS PAGE unclassified			



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

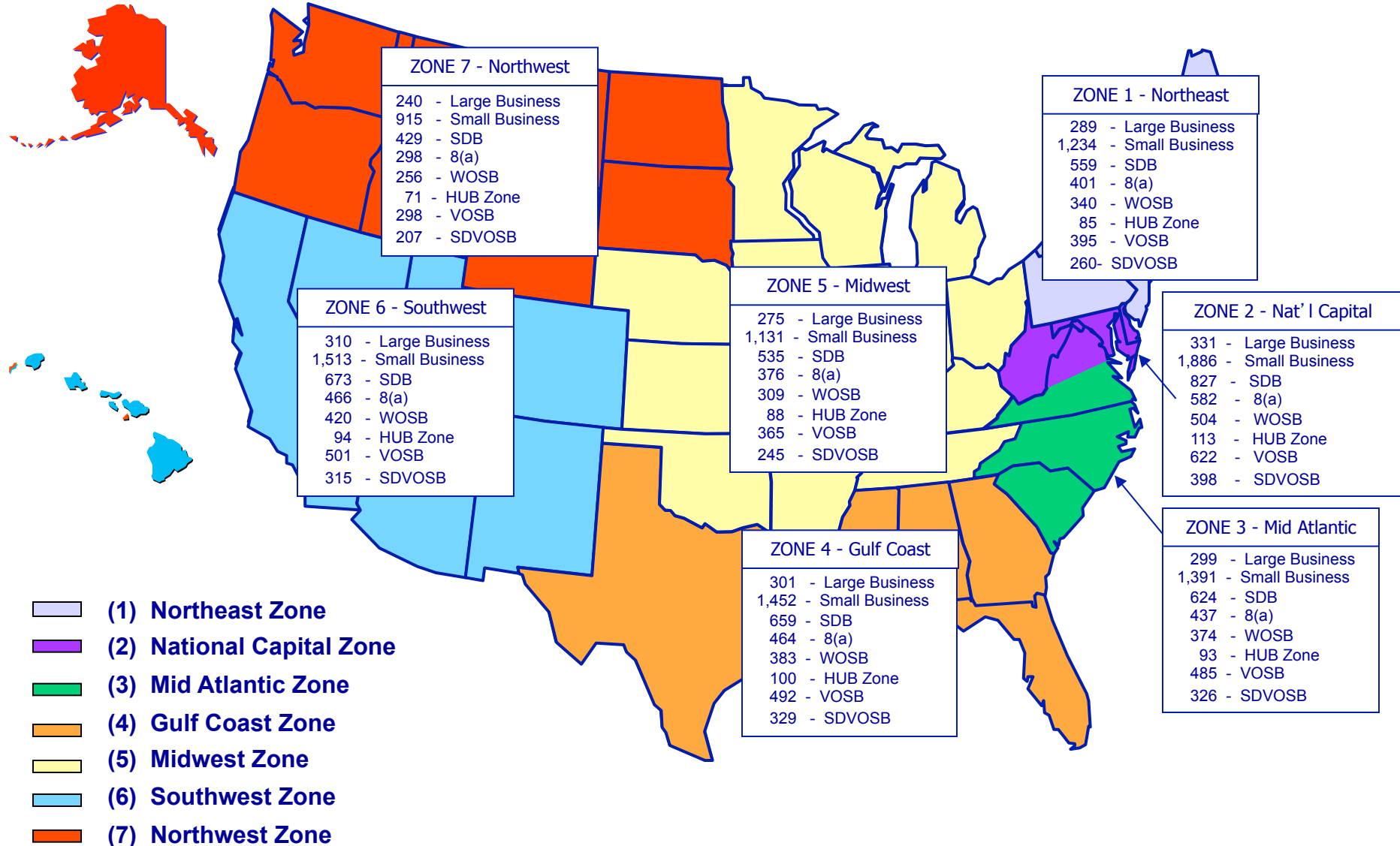


How does SeaPort-e Operate?

- 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

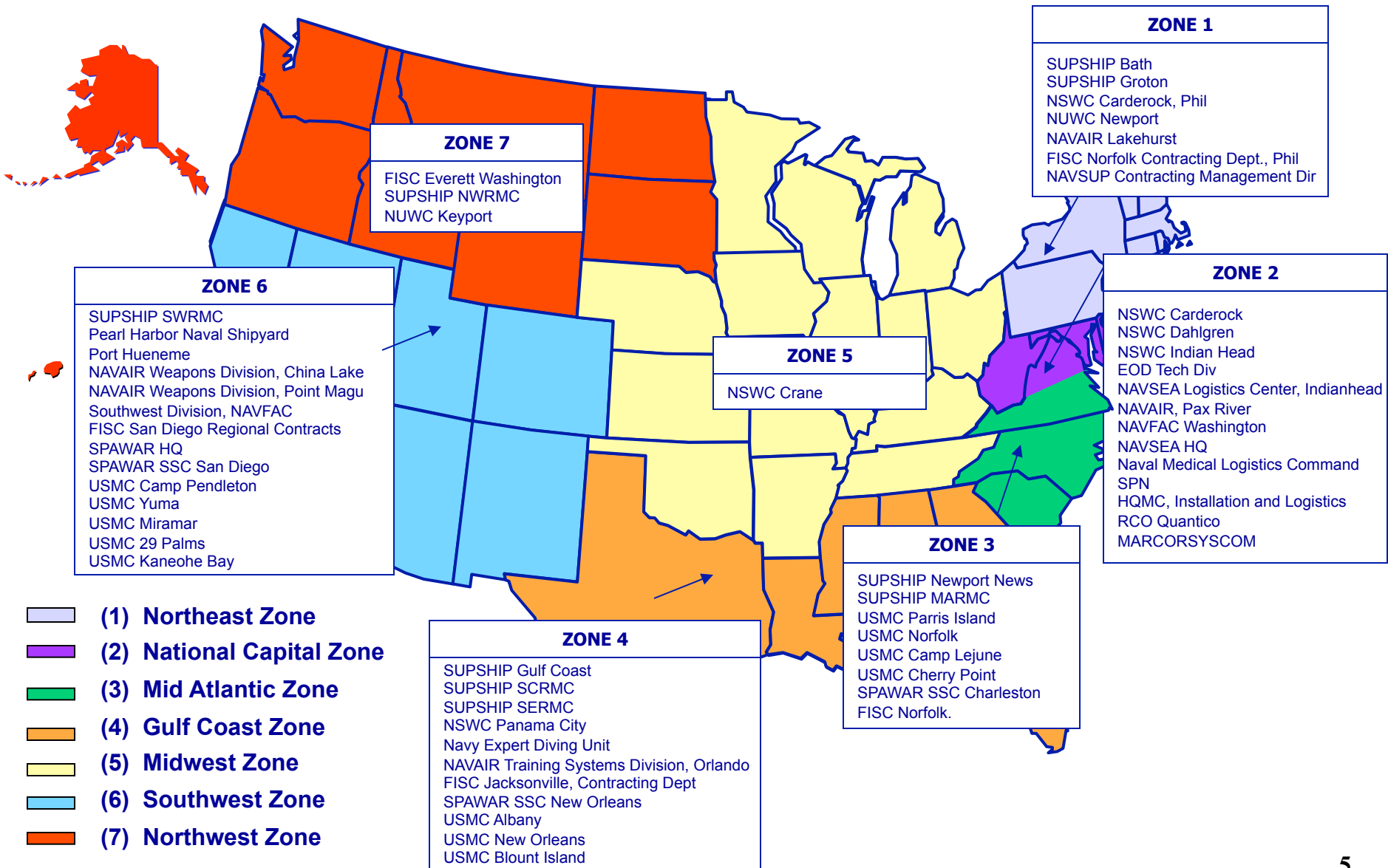


Vendor Base by SeaPort-e Zones





Ordering Activities by SeaPort-e Zones





SeaPort-e Approach

- 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

Centralized Program Management – Decentralized Ordering Authority



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



NAVSEA Top 10 PSCs FY12

PSC	Description	Total \$	SB \$	SB %
1904	Submarines	\$3,306,971,347	\$ 26,244,798	.79%
1911	Amphibious Assault Ships	\$2,548,828,940	\$ 310,000	.01%
1905	Combat Ships & Landing Vessels	\$1,828,118,921	\$ 90,152	.00%
4470	Nuclear Reactors	\$1,336,033,488	\$0	0%
1901	Aircraft Carriers	\$1,194,786,963	\$0	0%
R425	Support-Professional: Engineering & Technical	\$1,062,285,243	\$236,534,810	22.67%
B544	Special Studies/Analysis-Technology	\$ 991,791,527	\$0	0%
1903	Destroyers	\$ 891,602,444	\$0	0%
J998	Non-nuclear Ship Repair (East)	\$ 692,204,222	\$273,403,558	39.50%
1990	Miscellaneous Vessels	\$ 686,632,405	\$ 28,751	.00%

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

Small Business
Involvement

Expediency



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

Category	SeaPort Original (2001 – 2004)	SeaPort-Enhanced (2004-2005)	VS SeaPort-Enhanced (2005-Present)
Portal Components	“Buy” site for Gov’ t, “Sell” site for Industry	Same	Same
Program Website	Yes – www.seaport.navy.mil	Same	Same
Navy Users	NAVSEA HQ	All NAVSEA	All Navy Virtual SYSCOM
# of Ordering Offices	1	24	118
# of Prime MACs	21	151	2885
# of Functional Service Areas	4	21	22
SB Consideration?	No	Yes	Yes, incl., HUB Zone, SDVOSB
Task Order’ s Competed Nationally?	Yes	No	No

Data as of 20 July 2012



SeaPort-e Program Results

Navy Virtual SYSCOM Awards To Date:

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

* Note: As of July 20, 2012, TO Cumulative Status Report