

# **GSA Catalog Management**

## **ISSA Webinar**

February 10, 2021



# Agenda

- **Team Introductions**
- **Catalog Management Background**
- **Overview of system modernizations**
  - **Common Catalog Platform (CCP)**
  - **Authoritative Catalog Repository (ACR)**
  - **Verified Products Portal (VPP)**
- **Demo of Verified Products Portal**
- **Wrap up / open discussion**



# Catalog Management Office




- **Mike Shepherd, Project Manager**
- **Peter Han, Common Catalog Platform Lead**
- **Anisa Khandkar, Authoritative Catalog Repository Lead**
- **Josh Royko, Verified Products Portal Lead**



# Catalog Management Background

***Catalog Management is a cornerstone initiative under Federal Marketplace (FMP), GSA's plan to modernize and simplify the buying and selling experience for customers, suppliers, and acquisition professionals.***

**Through modernizing and simplifying our catalog management capabilities, GSA will ensure:**

|  |  |
|--|--|
|  <b>Buyers</b>    | can easily search, compare, purchase, and receive offerings that meet their requirements |
|  <b>Suppliers</b> | can easily add and modify offerings  |
|  <b>Workforce</b> | can easily access and analyze data.  |

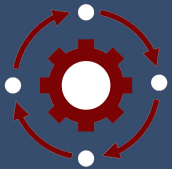
**Other FMP cornerstone initiatives include:**

- MAS Consolidation
- Commercial Platform
- Contract Acquisition Life Cycle Management (CALM)



# Catalog Management Background

*GSA manages **more than 70 million products** and services in its catalogs, but relies on **outdated policies, processes, and tools** resulting in **significant problems** for our stakeholders.*



## Antiquated Systems

- The Vendor Support Center (VSC) received **13,750 calls about the Schedule Input Program (SIP)** in FY19
- **38%** of MAS contractors indicated dissatisfaction with SIP on the 2020 Supplier Relationship Management Survey
- Top complaint is that SIP is a **desktop based application** with significant limitations



## Inefficient Infrastructure

- The **average cycle time** for a catalog change to be reflected on GSA Advantage! is **84 hours**; this lag creates an environment where **customers see outdated information**
- Data undergoes several transformations and **large catalog files can take several hours** to process before an 1102 receives it for approval



## Burdensome Processes

- **Redundant, two step process** whereby vendors must submit data twice and 1102s must review/approve it twice
- Photos are particularly burdensome at the line item level
- A recent survey showed that over **50% of MAS contractors** submit a replacement file rather than updating only the items that have changed, resulting in additional catalog review work

*Information sourced from GSA IT helpdesk records, Supplier Relationship Management Survey, and vendor/workforce engagements*



# Catalog Management Background

*The systems and processes our workforce & industry partners use to manage catalogs ultimately impacts customer experience:*



*Percentage of survey customers reporting issues, derived from 6 months of Advantage Site Feedback Survey Results*



# Catalog System Modernizations

## (New) Catalog Management Systems

### Common Catalog Platform (CCP)

*New web-based user interface for managing catalogs and catalog data for both GSA workforce and vendors*



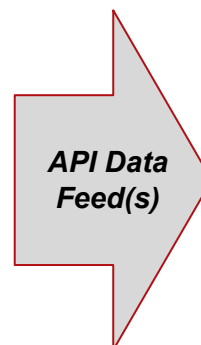
### Authoritative Catalog Repository (ACR)

*New cloud-based storage for all catalog data*



### Verified Products Portal (VPP)

*New manufacturer and wholesaler facing portal for authoritative product content and supplier authorization information*



## Downstream Applications

Advantage and other Virtual Stores

Search Engine

GECO

GSA Global Supply

OMS

CALC




eBuy

eLibrary 2.0 (Discovery, Navigator)



# Common Catalog Platform (CCP)

*The **Common Catalog Platform** will be a **new, web-based user interface** for the GSA workforce and GSA contract holders to manage catalogs. Catalog **data submitted via the CCP** will be stored in the ACR and **reflected on customer tools like GSA Advantage!***

| Benefits:   |  |
|---|--|
| <br><b>Buyers</b>      | <ul style="list-style-type: none"><li>• Customer benefits will be <b>indirect</b> - catalog <b>data ingested through the CCP will be displayed on Advantage</b> &amp; other customer tools</li><li>• The CCP will provide new functionalities to vendors such as <b>removing items out of stock</b> that will improve the catalog quality for customers</li><li>• The CCP will provide new functionalities to the workforce such as <b>enhanced data governance of catalog data</b> that will improve the catalog quality for customers</li></ul>                                |
| <br><b>Suppliers</b>   | <ul style="list-style-type: none"><li>• The CCP will <b>replace the Schedule Input Program</b> for our MAS contract holders and provide a <b>new, web-based, user friendly interface</b> that make it easier to manage catalogs that are up to date and compliant</li><li>• The CCP will integrate catalog and contract processes so <b>contract holders only submit data once</b></li><li>• Via the CCP, <b>suppliers will be able to access the product and supplier authorization data</b> provided by their OEMs and Wholesalers who are participating in the VPP.</li></ul> |
| <br><b>Workforce</b> | <ul style="list-style-type: none"><li>• The CCP will provide that <b>make it easier</b> to review catalogs such as highlighting changes at the line item level</li><li>• The CCP will <b>integrate catalog and contract processes</b> so catalog data only requires reviewing and approving once</li></ul>   |





# The CCP could facilitate a similar view of tracked changes for vendors

**This mock-up is not meant to be exhaustive or definitive; it is a framework for discussion**

**Product Portal Vendor View**

Summary 4P Research

Select your product

Manufacturer Messages Contracting Official Messages GSA Catalog Specialist Messages Customer Messages

Mods Offer Options Searched Global/Single Edit

Account Preferences Help Sign Out

Last Updated: Jan 25, 2020

| #Flags      | Summary                  | Market Threshold Status | Manufacturer Name | Manufacturer Part Number | Proposed Price | Market Threshold |
|-------------|--------------------------|-------------------------|-------------------|--------------------------|----------------|------------------|
| 1 High      | Exceeds Market Threshold | EVEREADY BATTERY        | EVEEN95           |                          | 18.13          | 9.9              |
| 1 High      | Exceeds Market Threshold | RAY-O-VAC               | RAYALC            |                          | 9.8161         | 4.38             |
| 1 High      | Exceeds Market Threshold | BOISE                   |                   | 54901                    | 45.18          | 45.02            |
| 2 High, MiA | Exceeds Market Threshold | LEXMARK INTERNATIK      | T654X41G          |                          | 406.91         | 338.23           |
| 1 High      | Exceeds Market Threshold | HEWLETT PACKARD         | HEWCF320A         |                          | 179.76         | 150.75           |
| 1 High      | Exceeds Market Threshold | HEWLETT PACKARD         | HEWCF362A         |                          | 168.31         | 149.6            |
| 2 High, MiA | Exceeds Market Threshold | BOARDWALK               | BWK6202           |                          | 24.24          | 20.62            |
| 1 High      | Exceeds Market Threshold | UNIVERSAL OFFICE P      | UNV21200          |                          | 58.93          | 46.36            |
| 1 High      | Exceeds Market Threshold | HEWLETT PACKARD         | HEWCF363A         |                          | 168.31         | 165.58           |
| 1 High      | Exceeds Market Threshold | VERBATIM                |                   | 97334                    | 344.37         | 86.92            |
| 1 High      | Exceeds Market Threshold | VERBATIM                |                   | 94712                    | 49.71          | 24.13            |
| 2 High, MiA | Exceeds Market Threshold | LEXMARK INTERNATIK      | T650H41G          |                          | 426.27         | 262.6            |
| 1 High      | Exceeds Market Threshold | HAMMERMILL/HP EVE       | HAM86700PLT       |                          | 1657.14        | 1572.8           |
| 1 High      | Exceeds Market Threshold | HEWLETT PACKARD         | HEWCF281A         |                          | 148.85         | 115.94           |
| 1 High      | Exceeds Market Threshold | HEWLETT-PACKARD         | CE403AG           |                          | 181.48         | 151.72           |
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| 1 High      | Exceeds Market Threshold | LEXMARK INTERNATIK      | C792X4CG          |                          | 504.06         | 292.81           |
| 1 High      | Exceeds Market Threshold | HEWLETT-PACKARD         | CE402AG           |                          | 181.48         | 151.72           |
| 2 High, MiA | Exceeds Market Threshold | HEWLETT-PACKARD         | CE505A            |                          | 67.85          | 52.25            |
| 1 High      | Exceeds Market Threshold | LEXMARK INTERNATIK      | C792X4KG          |                          | 291.01         | 206.53           |
| 2 High, MiA | Exceeds Market Threshold | QUANTUM                 | MR-L4MQN-01       |                          | 67.3854        | 25.95            |

Key

- Field Changed
- Row Removed
- Row Added

Filter Options

Next Page

Previous Page

Export to Excel

Export to PDF

# CCP could allow for line item changes to be easily tracked by CO's

This mock-up is not meant to be exhaustive or definitive; it is a framework for discussion

## Product Portal

### CO View

1

Manufacturer Messages

1

Vendor Messages

1

GSA Catalog Specialist Messages

1

Customer Messages

Account

Preferences

Help

Sign Out

Summary

4P Research

Last Updated: Jan 25, 2020

Select your product

Overview

Results Full

Data Definitions

Change Log

|                              | Accept                              | Reject                              | #Flags | Summary   | Market Threshold Status  | Manufacturer Name     | Manufacturer Part Number | Proposed Price | Market Threshold |
|------------------------------|-------------------------------------|-------------------------------------|--------|-----------|--------------------------|-----------------------|--------------------------|----------------|------------------|
|                              | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | 1      | High      | Exceeds Market Threshold | EVEREADY BATTERY      | EVEEN95                  | 18.13          | 9.9              |
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Field Changed

Row Removed

Row Added

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Previous Page

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Export to PDF




# The CCP could enable easier temporary removal of items

GSA

This mock-up is not meant to be exhaustive or definitive; it is a framework for discussion

Thank you for logging in!  
John@Acme.com

1 Message Alert from Contracting Officer

Acme & Co.  
Vendor Portal


Single Month ScoreCard


Monthly ScoreCard


Item update


Service update

Vendor Performance

Account

Preferences



Help

Sign Out


Item Update

POC: Jane Smith  
Last Updated: November 25, 2019


Select your item



CO Review Change Request




Price Change



Tier Pricing Modification / Volume Discounts

Vendor Change Updates



Temporarily Remove Product from Advantage!

Current Product Detail on Advantage!



Mfr part No.: 7530-01-503-8441  
NSN: 7530-01-503-8441  
Manufacturer: NIB  
Stock Status: Direct Delivery

\$80.10 BX 5000 SH   
sold and shipped by  
GSA Global Supply provided by

Critical Supply Emergency

Temporary Removal time-period

Start Date:  End Date:   
Start Time:  End Time:

☒ Bulk Upload

DRAFT CCP UI  
MOCKUP  
ILLUSTRATIVE  
PURPOSES ONLY

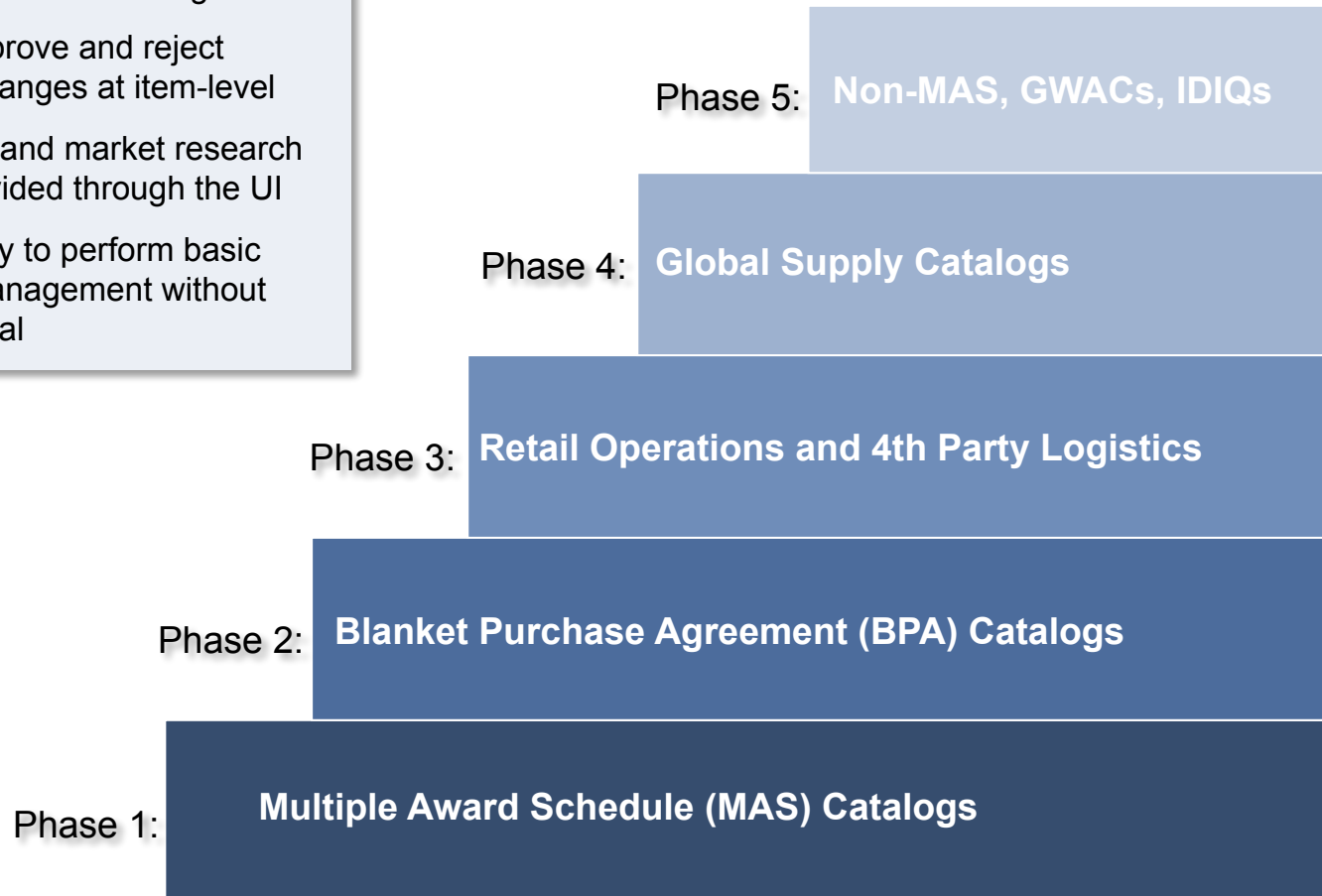


# The CCP will be constructed in phases

## Phase 1:

- Web-Based platform for vendors to add, modify, delete catalog items
- Ability to approve and reject proposed changes at item-level
- Compliance and market research insights provided through the UI
- Vendor ability to perform basic inventory management without AWF approval




## CCP MVP Phases



# Authoritative Catalog Repository (ACR)

The ACR is a new, cloud based home for all catalog data and represents a significant modernization to GSA's catalog data storage.





- The ACR is a backend improvement that provides **the foundation for new features**
- The ACR will implement pipelines to **enrich catalog data** and flag discrepancies
- The ACR will become the source for Advantage! production data and catalog enrichment efforts will be integrated directly
  - Eventually this will allow for **near real-time compliance flagging** against the production catalog including continuous ETS flagging and NSN-in-part-number flagging

| Benefits:   |   |
|---|---|
|  <b>Buyers</b>      | <ul style="list-style-type: none"><li>• Improve <b>data accuracy</b> and <b>compliance</b></li><li>• Builds the foundation for new features on Advantage!</li></ul>   |
|  <b>Suppliers</b>  | <ul style="list-style-type: none"><li>• Improve <b>catalog processing cycle time</b> (current avg: 84 hours)</li><li>• Builds the foundation for new features in the CCP, e.g. line-item level approval</li></ul> |
|  <b>Workforce</b> | <ul style="list-style-type: none"><li>• Increase <b>data accessibility</b></li><li>• Builds the foundation for new features in the CCP</li></ul>  |



# Verified Products Portal (VPP)

- The **Verified Products Portal (VPP)** is a **manufacturer and wholesaler facing portal** where participants will be able to provide data elements such as **supplier authorization details, product category details, product descriptions/images, supply chain attributes, and pricing information**.
- **VPP will connect to the Authoritative Catalog Repository (ACR)**, the new storage environment for catalog data, through an Application Programming Interface (API)
- Data provided by the VPP will be used to augment and subsequently **standardize catalogs for accurate product representation to customers**

| Benefits:   |  |
|---|--|
|  <b>Buyers</b>                      | <ul style="list-style-type: none"><li>• <b>Eliminate variability</b> by providing more <b>consistent product representations</b> and ensure product and reseller <b>authenticity</b></li><li>• Offer new, richer product content such as videos and product manuals.</li></ul>                           |
|  <b>Manufacturers / Wholesalers</b> | <ul style="list-style-type: none"><li>• Ensures OEM products are <b>accurately represented</b> in GSA ecommerce platforms.</li><li>• Allows manufacturers and wholesalers to <b>authorize and deauthorize</b> products and resellers in near-real time</li></ul>   |
|  <b>Suppliers</b>                  | <ul style="list-style-type: none"><li>• <b>Reduces the burden</b> on resellers to provide letters of supply and product specifications</li></ul>   |
|  <b>Workforce</b>                 | <ul style="list-style-type: none"><li>• Allows for greater <b>automation</b> in reviewing and approving catalog files for GSA workforce</li><li>• Protects against supply chain risks</li><li>• Provides additional 4P flags to highlight supplier authorization status and product compliance</li></ul> |



# Verified Products Portal (VPP)

## Status

- **Summer 2020:** Held initial conversations with manufacturers and wholesalers introducing the concept and started collecting data for test environment
- **Fall 2020:** Executed soft launch of the VPP in the production environment with limited participation to test site and begin uploading content in the Product Catalog portal and Supplier Authorization portal within the VPP
- **January 2021:** Updated 4P report to include two new flags: VPP Supplier Authorization and Prohibited Products Compliance

## Next Steps

- FY21
  - Onboard additional manufacturers in preparation for full launch in Spring
  - Release the updated MAS Solicitation and VPP Letter of Supply substitute
  - Develop VPP self-registration and SAM API Integration
- FY22+
  - Integrate with the ACR and CCP
  - Develop necessary connections to source VPP data to GSA Advantage! (product descriptions, photos, pdfs, product videos, VPP icon)





# VPP DEMO



# Questions/Discussion

**Stay in touch!**

Join our [Interact](#) page

*Stay up to date with the project and  
provide input/feedback!*



Email us at

[CatalogManagement@gsa.gov](mailto:CatalogManagement@gsa.gov)

*For a VPP account, email [VPP@gsa.gov](mailto:VPP@gsa.gov)*

*Provide us feedback or ask a question!*

