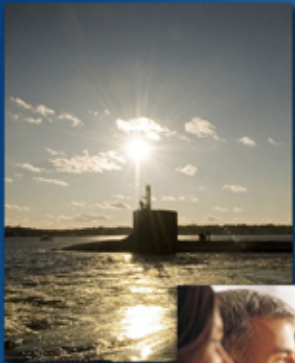




Deputy Competition Advocate/Director, Office Of Small Business Programs (OSBP)



INDUSTRY DAY BRIEF
JUNE 14, 2016

DCA/Director, OSBP, Code 00K
Naval Undersea Warfare Center, Division Newport

AGENDA

- **CONTRACTING WITH DIVNPT**
- **COMPETITION INITIATIVES**
- **GOALS AND METRICS**
- **CONCLUSION**

CONTRACTING WITH DIVNPT

- SeaPort Enhanced (SeaPort-e)
 - <https://auction.seaport.navy.mil/Bid/Login.aspx>
- Federal Business Opportunities (FBO)
 - <http://www.fedbizopps.gov/>
- GSA E-Buy
 - https://www.ebuy.gsa.gov/advantage/ebuy/start_page.do
- State Procurement Technical Assistance Centers (PTAC's) can assist with FBO, GSA searches
 - <http://www.riptac.org/>
- DIVNPT does not typically award “Cross Departmental” TO's
- DIVNPT typically does not allow adding subcontractors after task order award

DIVNPT Received the Highest Possible Procurement Surveillance Program (PSP) Rating from NAVSEA

COMPETITION INITIATIVES

- **Extensive Strategy Sessions, and buy-in (all Stakeholders) at the very earliest stages of the procurement process**
 - **Competition**
 - **Small Business Participation**
- **Release of Advanced Notices (i.e. "fair warning")**
- **Release of Draft SOW's**
- **Utilization of Sources Sought**
- **Promulgation of a 2-year Long Range Acquisition Forecast (LRAF)**
 - **updated and released quarterly**
- **Utilization of Social Media: OSBP LinkedIn, DIVNPT LinkedIn**
- **Continual communication (i.e. "drumbeat) of the results of our efforts to increase competition and small business participation**
 - **Success stories encourage companies to engage in the market**

COMPETITION INITIATIVES (CON'T)

- **Interaction with Local Trade Groups and Agencies**
 - **RI Chapter of the National Contract Management Association (NCMA)**
 - <http://ncma-ri.org/contact-us/>
 - <http://ncma-ri.org/list-companies/>
 - “On-Line Matchmaker”
 - **Southeastern New England Defense Industry Alliance (SENEDIA)**
 - <http://www.senedia.org/contact-us.html/>
 - **Armed Forces Communication and Electronics Association (AFCEA)**
 - (781) 862-2465
 - **RI Procurement Technical Assistance Center (PTAC)**
 - <http://www.riptac.org/>
- **URI Business Engagement Center (BEC)**
 - <http://web.uri.edu/bec/>

COMPETITION INITIATIVES (CON'T)

- Development and Maintenance of the DIVNPT “Business Partnerships” website:
 - <http://www.navsea.navy.mil/Home/WarfareCenters/NUWCNewport/Partnerships/BusinessPartnerships.aspx>
 - Link to: OSBP website
 - Metrics, other WFC Small Business POC’s, Visit Request info
 - Link to: Electronic Reading Room (ERR)
 - “DIVNPT Resource Sheet”
 - “Competition Information”
 - » LRAF (with contact info), Industry Day Presentations, Pre-Solicitation Conference Slides, Small Business Roundtable (SBRT) briefings, etc.
 - “SeaPort-e Council”
 - » Biannual Meeting Minutes/Q&A

COMPETITION INITIATIVES (CON'T)

- Host approx. 20 Industry Outreach Events per year, including:
 - Pre-Solicitation Conferences and Facility Tours: to discuss the specific technical requirements of a procurement
 - Industry Days:
 - Every 2 years (even years) to discuss overall DIVNPT procurements and technical requirements
 - As required to discuss Department-wide contracts portfolio
 - Yearly to allow SB vendors to demonstrate their products
 - Yearly “Small Business Matchmaker”
 - Semi-annual SeaPort-e Council Meetings: to communicate with and gauge Industry's view on how we are performing and how we can do better
 - Training:
 - Yearly SDVOSB/VOSB Training Event
 - Every 2 years (odd years) to provide training on Contracts-related issues

***NUWCDIVNPT Consistently Educates,
and Engages with, Industry***

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

Value of the DIVNPT Outreach Events: thirty-two (32) events since last Industry Day (6/14)

GOALS AND METRICS

- **Competition Goals:**

- **Increase overall competition by ensuring all companies have a fair opportunity to compete**
- **Encourage new vendors to bid**
 - **Since FY 13:**
 - **(11) new small businesses have been awarded a Prime contract**
 - **(16) small business have been awarded additional Prime contracts**
 - **(9) large businesses have been awarded additional Prime contracts**
 - **(2) new large businesses have been awarded a Prime contract**
 - **FY 16 Q3 and Q4:**
 - **Additional \$79M (ceiling value) awaiting award**
 - » **Approx. \$54M (ceiling value) to small business**
 - **FY 17:**
 - **Potential for (19) contracts to be awarded – at least (16) will be awarded to Small Business**
 - » **Approx. \$430M (ceiling value) to Small Business**

GOALS AND METRICS (CON'T)

- **Competition Goals (Con't):**
 - **Reduce/eliminate SeaPort-e RFP/Major contract responses by (1) vendor**
 - **FY 13: Received multiple offers on 83% of solicitations**
 - **FY 14: Received multiple offers on 81% of solicitations**
 - **FY 15: Received multiple offers on 89% of solicitations**
 - **FY 16: Received multiple offers on 94% of solicitations**
- **Small Business Goals:**
 - **Achieve small business goals assigned by SEA00K**
 - **FY 13: Goal: 25%, Achieved: 37%**
 - **FY 14: Goal: 25%, Achieved: 34%**
 - **FY 15: Goal: 34%, Achieved: 39%**
 - **FY 16 (to date): Goal: 39%, Achieved: 28%**

***DIVNPT Competition Initiatives Facilitate
Entry into the Market, and Increase Small Business Participation***

GOALS AND METRICS (CON'T)

- **Overall Keys to Success:**
 - **Extensive Strategy Sessions** conducted at the earliest phases of the procurement process
 - **Awarded work is getting outside of the typical “swim-lane” of small business**
 - **Complete support and advocacy from Contracts Department, Technical and Business Departments, and NUWCDIVNPT Leadership**
 - **Early, consistent communication with Industry**
 - **Viable and capable small businesses, strong teaming**

NAVSEA OSBP recommended nomination for the “DON OSBP Sarkis Tatigian Award” for FY 16

CONCLUSION

- **DIVNPT has implemented a successful and comprehensive program to encourage, ensure and increase competition and small business participation**
 - **Visibility and support at the highest DIVNPT leadership level**
- **DIVNPT is a vibrant and competitive environment and offers many opportunities to Prime, and/or Sub**
- **The DIVNPT DCA/Director, OSBP is the ideal entry point for any business (large or small) that wants to do business with DIVNPT**
- **Sincere thank you!**
- **Carpe Diem! (Seize the Day)**
- **Questions?**
 - **NUWC_NPT_OSBP@navy.mil**
 - **(401) 832-7372**