Competition Management Overview for NDIA Small Business Conference Newport, RI

1 – 3 June 2009

Presented by: Mr. Shelley Muhammad
    Competition Advocate
    Competition Management Office (CMO)

COMPETITION & READINESS
Topics

- CMO Mission
- CMO Origin/Authority
- Functions
- Organization - Who We Are
- Duties/Responsibilities IAW FAR
- What We Do? More Than J&A Reviews
- Competition Statistics
- Acquisition Documents Reviewed
- J&A Approval Levels
- Exceptions to Full & Open Competition
- CMO Home Page
- Competition Advocate’s Shopping List (CASL)
- Standard Aviation & Missile Source Approval Request (SAMSAR)
- Commercial Acquisitions
- Reading Room
- Summary
- Where To Find Us
AMCOM
U.S. Army Aviation & Missile Life Cycle Management Command

Mission:
Provide and Sustain World-class Aviation and Missile Systems
to the Joint Warfighter Supporting National Security and Defense Strategies.

What We Do:
• Develop, Acquire, Field and Sustain Aviation, Missile and Unmanned Vehicle Systems
• Provide Worldwide Onsite Tech Assistance
• Maintain Airworthiness and Safety of Use of Supported Systems
• Maintain Army Metrology Program and Provide World-wide Army Test Measurement & Diagnostic Equipment (TMDE) Calibration and Repair Support
• Provide Contracting for AMCOM, 8 PEO’s and Multiple Agencies

What We Manage:
• 2 Depots – Shingo Awards (05-07) and Sec Army Environmental (07)
• Aviation Center Logistics Command at Ft. Rucker
• AMCOM Fleet Management Centers (AFMC) at Ft. Bliss and Ft. Sill
• Aviation and Missile Reset
• Army Metrology and TMDE Calibration and Repair Programs
• Aviation and Missile Foreign Military Sales and Security Assistance

Total Workforce:
>9K (Includes Military)
PEO Aviation

- Apache Attack Helicopter
  - AH64 Apache
- Armed Scout Helicopter
  - OH-58D Kiowa Warrior
- Cargo Helicopter
  - CH47 Chinook
- Utility Helicopter
  - UH60 Black Hawk
- Aviation Systems
  - Aviation Mission Equip, Fixed Wing Aircraft, Air Traffic Control Systems
- Unmanned Aircraft Systems
  - Hunter, Shadow, Raven
• Close Combat Weapon Systems  
  - Tow, Javelin

• Joint Attack Munitions Systems  
  - Hellfire, Joint Common Missile

• Lower Tier Project Office  
  - Patriot

• Cruise Missile Defense Systems  
  - Avenger, Stinger, Sentinel

• Non-Line of Sight Launch Sys

• Precision Fire Rockets & Msl Sys  
  - ATACMS-BAT, MLRS

• Integrated Air & Missile Defense
AMRDEC

- Rapidly transitions technologies to the Joint Warfighter
- Performs system engineering and integration for PEOs/PMs
- Develops technologies for aviation, missile, and unmanned systems
- Provides technical support for platforms and weapons systems throughout their lifecycle
- Ensures the Government is a “smart buyer” and has “smart vendors”
AMCOM ELEMENTS

- AATD (Aviation Applied Tech Dir)
- CCAD (Corpus Christi Army Depot)
- Fort Rucker
- Garrison (Lab & Base)
- LEAD (Letterkenny Army Depot)
- RDEC (Research, Dev & Engr Ctr)
- SAMD (Security Assist Mgmt Dir)
OTHER ACTIVITIES

- LAISO (Lead AMC Integ Spt Ofc)
- LOGSA (Logistics Support Activity)
- PEO C3T (C-RAM & TOC Prod Ofc)
- PEO IEW&S (Aircraft Surviv Equip)
- PEO Soldier (Air Warrior)
- RTTC (Redstone Tech Test Ctr)
- Targets
- TMDE (Test, Measure & Diag Equip)
- UGV (Unmanned Ground Vehicle)
Organization – Who We Are

COMPETITION ADVOCATE

ALTERNATE COMPETITION ADVOCATE

PROCUREMENT ANALYST (5)
LOGISTICS MANAGEMENT
GENERAL ENGINEER
PROGRAM ANALYST
PROGRAM SUPPORT ASSISTANT
‘Without Competition, You May as Well Be Burning Money’
Competition Definition

Competition is the effort of two or more parties acting independently to secure the business of a third party by offering the most favorable terms.
To unite with Team Redstone to promote full and open competition, oversee the Commercial and Non-Developmental Item (NDI) Program and expand AMCOM’s industrial base to develop, acquire, field and sustain aviation and missile systems’ technological superiority on and off the battlefield.
CMO Mission

(Continued)

- Promote Full and Open Competition by Eliminating:
  - Unnecessary Specifications/Drawings
  - Restrictive Need Statements/Provisions

- Challenge/Reduce Barriers or Obstacles

- Use Performance Specifications when Feasible

- Obtain Quality Products, Systems, Services on Schedule, at Fair and Reasonable Prices

- Acquire NDI/Commercial Items
Authority

- **Public Law 98-369: Competition in Contracting Act (CICA), 1984** … Each MSC shall have an Advocate for Competition responsible for challenging barriers and promoting full and open competition while challenging specifications and restrictive need statements.

- **Public Law 103-355: Federal Acquisition Streamlining Act (FASA), 1994** … Advocates for Competition … shall promote the acquisition of commercial items … and challenge burdensome contract clauses.

- **Public Law 104-106: Federal Acquisition Reform Act (FARA), 1996** … shall ensure that the requirement to obtain full and open competition is implemented in a manner that is consistent with the need to efficiently fulfill the Government’s requirements.
Subpart 5106.5 -- Competition Advocates

5106.501 -- Requirement.

- The Assistant Secretary of the Army (Acquisition, Logistics and Technology) (ASA(ALT)) appoints the Army Competition Advocate General.

- The Deputy Assistant Secretary of the Army for Policy and Procurement (SAAL-ZP) is the Army Competition Advocate General (ACAG).

- The ACAG has delegated to HCAs the authority to appoint the Special Competition Advocates (SCAs) at Army procuring activities and their alternates.
5106.502 -- Duties and responsibilities.

(b) (2) Special competition advocates must report to the Army Competition Advocate General (ref. 5101.290(b) (3)), no later than November 15 of each year, the following information:

(A) The level of competition achieved against their goal for the fiscal year and reasons for not attaining the goal.

(B) Significant actions taken to increase competition or overcome barriers to competition, number of new sources identified as a result of market research, notable savings or performance/quality enhancements resulting from competition, and employees recognized for initiatives to enhance competition.

(C) Mitigating factors affecting goal achievement. (D) A plan for competition in the coming fiscal year.

(E) Any other activities and accomplishments.

(F) Their competition goal for the coming fiscal year.
Responsibilities IAW FAR

According to FAR 6.502(a), Agency and procuring activity competition advocates are responsible for promoting the acquisition of commercial items, promoting full and open competition, challenging requirements that are not stated in terms of functions to be performed, performance required or essential physical characteristics, and challenging barriers to the acquisition of commercial items and full and open competition such as unnecessarily restrictive statements of work, unnecessarily detailed specifications, and unnecessarily burdensome contract clauses.
What is a Justification and Approval?

- A Contracting Officer shall not commence negotiations for a sole source contract, or award any contract without providing for full and open competition.

- Each justification shall contain sufficient facts and rationale to justify the use of the specific authority cited.
J&A Approval Levels

- $550,000 and Below  Contracting Officer Certification (CO)
- $550,001 - $11,500,000  Competition Advocate or Alternate
- $11,500,001 - $78,500,000  Principal Assistant Responsible for Contracting or Deputy to the Commanding General (CG)
- $78,500,001 and Above  Department of Army (DA)

(Effective 28 Sep 06)
FAR Part 6 – Exceptions to Full & Open Competition

- 6.302-1 Only one responsible source, or a limited number of responsible sources
- 6.302-2 Unusual and compelling urgency
- 6-302-3 Industrial mobilization; engineering, developmental, or research capability; or expert services
- 6.302-4 International agreement
- 6.302-5 Authorized or required by statute
- 6.302-6 National security
- 6.302-7 Public interest
**AMCOM**

**ACQUISITION DOCUMENTS REVIEWED**

*Turn-Around Goal is 2 days*

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<th></th>
<th>FY 01</th>
<th>FY 02</th>
<th>FY 03</th>
<th>FY 04</th>
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(As of 2nd Qtr 09)

(Of the 459 J&A’s: 418 Auth 1 -- 37 Auth 2 -- 3 Auth 3 -- 1 Auth 6)

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**TOTAL REVIEWED**

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<th>FY 05</th>
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<th>FY 07</th>
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Note: $10M - $50M and $50M & Over applies to FY 00 - FY 04 / $10M - $75M and $75M & Over applies to FY 05 and FY 06

$550K - $11.5M, $11.5M - $78.5M & Over $78.5M applies to FY 07 and beyond
## Competition Statistics

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<tr>
<th>FY</th>
<th>GOAL %</th>
<th>ACTUAL %</th>
<th>COMPETITIVE OBLIGATIONS</th>
<th>NON-COMP OBLIGATIONS</th>
<th>TOTAL OBLIGATIONS</th>
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<td>$3,564.6</td>
<td>$4,758.9</td>
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<td>00</td>
<td>19.0%</td>
<td>21.6%</td>
<td>$1,221.8</td>
<td>$4,433.4</td>
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<td>22.0%</td>
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<td>$4,543.3</td>
<td>$5,822.2</td>
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<td>$5,561.5</td>
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<tr>
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<td>$7,285.3</td>
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<td>19.7%</td>
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<td>$8,647.0</td>
<td>$10,765.3</td>
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<tr>
<td>05</td>
<td>17.3%</td>
<td>24.8%</td>
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<td>$8,076.9</td>
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<tr>
<td>06</td>
<td>19.4%</td>
<td>24.4%</td>
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<td>08</td>
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<td>24.0%</td>
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<td>$14,732.4</td>
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<td>09</td>
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<td>$2,546.8</td>
<td>$7,693.2</td>
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(As of 2nd Qtr FY 09)

NOTE: FY 98 - FY 06 exclude FMS, OGA and Other Congressionally Directed Buys (Authorized by Statue, Source Directed FMS, Resale, Utilities, etc. --)

These actions contain an Extent Competed Code = B (Not Available for Competition). These statistics were extracted from the DD-350 database.

FY 07 only excludes Other Congressionally Directed Buys as stated above. These statistics were extracted from the ACBIS database.

FY 08 and beyond has no exclusions. These statistics were extracted from the ACBIS database.
We Do More Than J &A Reviews

- **Review Acquisition Documents:**
  - Acquisition Strategies
  - Justification and Approvals (J &A)
  - Technical Justifications and Certifications
  - Market Research Reports/Commerciality Determinations (MRR/CD)
  - Commerciality Determination and Certification (CDAC) System

- **Other Competition Functions/Incentives:**
  - Competition Advocate Shopping List (CASL)
  - Commercial Item Advocate
  - **Component Breakout/ Source Development** - Standard Aviation & Missile Source Approval Request (SAMSAR)
  - Reading Room
  - Spare Parts Manager
  - Readiness & Supportability
  - **Reverse Engineering**
  - Reporting Competition and Commerciality Statistics
Why Buy Commercial?

➢ It is the law:
  – Public Law 103-355
  – 1994 Federal Acquisition Streamlining Act

➢ Federal Acquisition Regulation (FAR) 12.101:
  (a) Conduct market research to determine whether commercial items or non-developmental items are available that could meet the agency’s requirements.
  (b) Acquire commercial items or non-developmental items when they are available to meet the needs of the agency.
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<th>Year</th>
<th>Total Actions</th>
<th>Commercial Actions</th>
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<td>FY 05</td>
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<td>FY 07</td>
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<td>FY 08</td>
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<td>FY 09</td>
<td>6,822</td>
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(As of 2nd Qtr FY 09)

NOTE: * FY 98 - FY 06 extracted from the DD-350 database
  * Total Actions where C14 = N or Y and Competitive Actions where C14 = Y
  ** FY 07 and beyond extracted from ACBIS database
  ** Total Actions where commercial procedures = A,B,C,D and Competitive Actions = A,B
Welcome to the Competition Management Office

Our mission is to exercise full line authority for the implementation and intensive management of a comprehensive competition program and responsive cost-effective spare parts acquisition program, to provide surveillance over the Command Competition Program and the Command Spare Parts Acquisition Program throughout all phases of the life cycle of aviation and missile systems and equipment to reduce cost while maintaining a balanced program, to maintain oversight of the Commercial/Non-Developmental Item (NDI) Program, and to accomplish the stated objectives of the Aviation and Missile Command (AMCOM) Life Cycle Management Command (LCMC), Program Executive Offices (PEOs), other Commands, Activities, and Organizations.
What is CASL?

An automated, internet-based system for Aviation and Missile upcoming procurements covering up to 5 out-years in the areas of:

- Spare/Repair Parts – Updated Quarterly
- Maintenance & Overhaul – Updated Quarterly
- Major Items/Services – Updated on an As-Needed Basis
- Critical Safety Items (CSI) – Updated Nightly
- Spiral Bevel Gears – Updated Annually

Benefits:

- Single Point of Entry for Contracting Community to view AMCOM’s Projected Requirements
- Useful tool for 1st tier suppliers down
- Serves as a Market Research Technique for the Contracting Community
- Serves as the Source for Developing AMCOM’s Annual Competition Plan and Small Business Plan
Competition Advocate’s Shopping List (CASL)

- Usage Instructions/Column Headings
  STOP - Please read these instructions before proceeding to below projected listings in order to be successful in processing SAMSAR packages.
  Read Instructions/Document

- Spare Repair Parts Projections
  Aviation
  Missile
  NEW Feature - You can now view the Top Drawing for those NSNs that are selectable (Dist A or Dist C)

- Maintenance & Overhaul (M&O) Projections
  Aviation
  Missile

- Major Items/Services Projections * Aviation & Missile
  Cherry All * Includes Corpus Christi Army Depot (CCAD) and Letterkenny Army Depot (LEAD)
  Express Data Only EXPRESS Information

- Critical Safety Items (CSI) List - Aviation Only
  Projections shown in Spare Repair Parts and/or M&O Listing above
  HTML Raw Text

- Spiral Bevel Gear List - Aviation Only
  Projections shown in Spare Repair Parts
## Competition Advocate’s Shopping List (CASL)

### Aviation Repair Parts Data

**Updated Quarterly - Latest Run Date: March 2008**

"No points of contact have been identified at this time for below projections - any questions may be addressed to this office".

Mouseover any link for a description of the item or use this link for a complete listing of abbreviations

**Use the column header link to sort by the selected field.**

For NSNs listed below that are not selectable, you can either (1) contact the Competition Management Office via e-mail at cmo@us.army.mil to visit our "Reading Room" to view this document or (2) go to the Technical Data Repository web site located at [http://www.edms.redstone.army.mil](http://www.edms.redstone.army.mil) to request a set of drawings for a specified cost.

### SEARCH HISTORICAL DATA

**Records returned: 2738**

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“Top Drawing” Example
What is SAMSAR?
- An automated, internet-based system for Aviation and Missile SARs
- Electronic Submittal
- Concurrent Evaluations
- Electronic Tracking
- Secure Access for Customers

Benefits:
- Simplified SAR process for suppliers of Aviation and Missile parts
- Designed to accommodate electronic, hardcopy or hybrid submissions
- Allows for tracking and more efficient processing of documents
- Concurrent access is provided where appropriate to speed the SAR process
- Metrics are available to determine opportunities for improvement
Reading Room

What Is It?
A dedicated room designed and configured to allow the viewing of Aviation and Missile top level drawings
Contractor Briefings and Demonstration
Training

Who Can View?
Active contractors registered in the Central Contractor Register (CCR)
Any AMCOM Element or Team Redstone member

What Is Required To View? (Protect Intellectual Property)
Use and Non-Disclosure Agreement (DFARS 227.7103-7)
Military Critical Technical Data Agreement (DD Form 2345) for export concerns or foreign customers
Registration for Scientific Information and Technical Information Services (DD Form 1540)
Summary

- Ensuring timely delivery of quality products and services at a reasonable price
- Increasing the use of Commercial Technology
- Exceeding Competition Goals for 10 years in a row
- Providing Upcoming Business Opportunities to Industry
- Developing Simplified Qualification Processes for Aviation & Missile items
Where To Find Us

- ON THE WEB: http://www.redstone.army.mil/cmo, or

- From the AMCOM homepage, select “c” from the subject index and go down to Competition Management Office, or

- In The Building: Redstone Arsenal, Sparkman Center, Building 5303, 1st Floor, Room 3135
Important Points of Contact

- **Acquisition Center’s Public Website:** [https://wwwproc.redstone.army.mil/acquisition/](https://wwwproc.redstone.army.mil/acquisition/)

- **Competition Advocate’s Shopping List (CASL):** [https://ams8.redstone.army.mil/casl_cmo/casldba.casl_cmo_casl](https://ams8.redstone.army.mil/casl_cmo/casldba.casl_cmo_casl)


- **Office of Small Business Programs:** Mr. David Seitz, david.seitz@us.army.mil  
  U. S. Army Aviation and Missile Command  
  ATTN: AMSAM-SB  
  Redstone Arsenal, AL 35898-5000  
  (256) 876-5441 / Fax (256) 842-0085  

- **Manufacturing SAR:** Angel Kirby, angel.kirby@us.army.mil  
  cc: AE-K-TTS@amrdec.army.mil  
  U.S. Army Research, Development, and Engineering Command  
  (RDMR-AEK, Ms. Angel Kirby)  
  Redstone Arsenal, Alabama 35898-5000  
  (256) 313-8993 / Fax (256) 313-3205

- **Maintenance & Overhaul (M&O) SAR:** William Alvarez, william.alvarez1@us.army.mil  
  cc: AE-K-TTS@amrdec.army.mil  
  U.S. Army Research, Development, and Engineering Command  
  (RDMR-AEK, Mr. William Alvarez)  
  Redstone Arsenal, Alabama 35898-5000  
  (256) 313-6259 / Fax (256) 313-3205
Important Points of Contact (con’t)

- Freedom of Information/Privacy Act Programs Office:
  U. S. Army Garrison
  ATTN: IMSE-RED-HR
  Bldg. 3687, 3465 Zeus Road
  Redstone Arsenal, AL  35898-5000
  (256) 876-6360 / Fax (256) 876-2057
  http://www.redstone.army.mil/foia

- Price Challenge Program (PCP):
  AVIATION POC:  MISSILE POC:
  Commander  Commander
  U.S. Army Aviation and Missile Command  U.S. Army Aviation and Missile Command
  ATTN: AMSAM-MMC-MM-AWL  ATTN: AMSAM-MMC-MM-AWL
  Redstone Arsenal, AL 35898-5000  Redstone Arsenal, AL  35898-5000
  (256) 842-6776, Fax: (256) 842-0602  (256) 876-3889, Fax: (256) 842-0602

- Reverse Engineering (RE) Program & Repair Parts Purchase or Borrow Program (RPPOB):
  Commander
  U. S. Army Aviation and Missile Command
  Competition Management Office
  ATTN: AMSAM-CM
  Redstone Arsenal, AL  35898-5000
  (256) 876-2485, Fax (256) 876-2045

- To Order Technical Drawings:  http://www.edms.redstone.army.mil

- To Order Technical Manuals:  http://www.ntis.gov/ordering.htm

- Defense Logistics Agency (DLA):  http://www.dla.mil