OVERVIEW

- USSOCOM Mission & Organization
- What We Buy: SOF Peculiar
- Flow of Procurement Authority
- What is SORDAC?
- Directorate of Procurement (DoP)
- Mission and Vision
- Contracting Offices and TSOCs
- Procurement Activity Levels
- Competition Stats
- Services Spending Breakdown
- DoP HQ Divisions
- Forecasted Source Selections
- How-To Guide
- Take-Aways
USSOCOM MISSION

- Provide fully capable Special Operations Forces to defend the United States and its interests. Synchronize planning of global operations against terrorist networks.

Win the Current Fight
- Maintain pressure on Violent Extremist Organizations
- Unify SOF efforts in Afghanistan
- Maximize Afghan / Host Nation Lead

Expand the Global SOF Partnership
- Obtain synchronization authorities
- Implement TSOC Master Plan
- Strengthen NCR and Regional interaction
- Align Headquarters to Support the Network
  - Global SOF / POM 14-18 / QDR approved

Preserve the Force and Families
- Increase Predictability through PERSTEMPO
- Institutionalize Resiliency Solutions
- Strengthen SOF Families
  - Implement SOFORGEN

Responsive Resourcing
- Sustain Current Programmatics
- Increase Acquisition Agility
- Protect the Budget
- Strengthen the SOF Information Enterprise
A UNIQUE ORGANIZATION

A Unified Combatant Command…
Command of all U.S. based SOF
Plan and Synch DoD activities in OCO
Deploy SOF to support GCCs as directed, conduct operations globally
Plan & execute pre-crisis activities

…with Service & MILDEP-like responsibilities
Organize, train, equip SOF
Develop Strategy/Doctrine/Tactics
Program and Budget
Procure SOF-peculiar equipment
Monitor SOF personnel
Ensure interoperability

Acronyms
USSOCOM – United States Special Operations Command
SOF – Special Operations Forces
OCO – Overseas Contingency Operations
GCCs – Geographic Combatant Commanders
DEFINITION:
SPECIAL OPERATIONS PECULIAR

• Equipment, Material, Supplies, and Services with No Service-Common Requirement
• Items Initially Used by SOF Until Adopted by a Service
• Modifications Approved by CDR USSOCOM for Application to Items Used by Other DoD Forces
• Critically Urgent Items/Services Supporting SOF Activities

Source: DoDD 5100.3, “Support of the Headquarters of Combatant and Subordinate Joint Commands”, Certified Current as of 24 Mar 04
FLOW OF CONTRACT AUTHORITY

Title 10 U.S.C. 167

Commander USSOCOM (HOA)

Acquisition Executive (SPE)

Director of Procurement (HCA)

Contracting Officers
SORDAC IS A JOINT "ACQUISITION CENTER"

ACAT PROGRAMS
RDT&E, Procurement and O&M

ACQUISITION SUPPORT SERVICES
Government Purchase Card
Logistics Support Services
Commodities
Systems Acquisition K

FULL SPECTRUM CONTRACTING
Simplified Acquisition Procedures
Knowledge-Based Services
Construction
Global Support

ACQUISITION SUPPORT SERVICES
DCMA
Finance
Acquisition Policy
SAP/SAR
USSOCOM DIRECTORATE OF PROCUREMENT (DOP)

Mission Statement

• To rapidly provide contracting expertise resulting in superior technologies, equipment and services for Special Operations Forces worldwide.

Vision Statement

• To be the trusted contracting enterprise providing rapid and innovative support to Special Operations Forces worldwide.
USSOCOM CONTRACTING OFFICES AND TSOCS

USSOCOM Contracting Offices (22 Offices)

Theater Special Operation Commands (TSOCs)
(7 Commands) (does not include all deployed locations)

Total USSOCOM Contracting Offices and TSOCs = 29
PROCUREMENT ACTIVITY LEVELS (FY08-FY14)

$M Total Dollars

- FY08: $2,680
- FY09: $2,793
- FY10: $2,718
- FY11: $3,209
- FY12: $3,342
- FY13: $3,148
- FY14 Q2: $1,094

Actions

- FY08: 13,498
- FY09: 14,386
- FY10: 13,531
- FY11: 16,962
- FY12: 15,250
- FY13: 13,716
- FY14 Q2: 4,471

Reporting Through 31 Mar 14
COMPETITION COMPARISON (FY08-FY14)

Goal Achievement

FY08 59 54.6 45.6 61 65.7 73.1 75.2 73.7
FY09 53 54.6 45.6 61 65.7 73.1 75.2 73.7
FY10 43 53 45.6 61 65.7 73.1 75.2 73.7
FY11 31 53 45.6 61 65.7 73.1 75.2 73.7
FY12 67 61 65.7 73.1 75.2 73.7
FY13 70.3 67 65.7 73.1 75.2 73.7
FY14 (Q2) 69.7 67 65.7 73.1 75.2 73.7

AVAILABLE: $2,515M 1,614M 2,442M 2,610M 2,691M 2,470M 953M
COMPETED:  $1,499M 1,211M 1,115M 1,714M 1,967M 1,858M 702M

Reporting Through 31 Mar 14

FY14 goal not yet approved by OSD
EFFECTIVE COMPETITION (FY14)

Reporting Through 31 Mar 14

Overall Competition %

Effective Competition %

Q1: Overall 68.7%  Effective 94.8%
Q2: Overall 73.7%  Effective 96.1%
Q3: Overall 94.8%  Effective 96.1%
Q4: Overall 96.1%  Effective 96.1%

OBLIGATED: $285M  COMPETED: $196M
ALL OFFERS: $196M  ONE OFFERS: $10M (competed)

OBLIGATED: $953M  COMPETED: $702M
ALL OFFERS: $702M  ONE OFFERS: $27M (competed)

Effective Comp Goal 96.2%
Overall Goal 69.7%

Reporting Through 31 Mar 14
FY13 SERVICE PORTFOLIOS

Total Dollars Obligated
$2,470,865,414

Product/Service Breakdown

- **Services** $1,522,074,522
- **Products** $948,790,892

**Total Dollars by Portfolio Category**

- **Knowledge Based Services** $350,482,804
- **Electronic & Communication Services** $356,780,487
- **Facility Related Services** $11,212,248
- **Logistics Management Services** $543,015,908
- **Equipment Related Services** $87,437,758
- **R&D** $149,918,891
- **Medical Services** $21,861,300
- **Transportation Services** $1,034,626
- **Construction Related Services** $330,500
Primary Customers

- 26 Contracting Offices and TSOCs
- Various PEOs, J codes and OPTs
- SOF Operators

More Than 50 Command Programs

- Secure Environment Contracting
- Contingency Contracting Programs
- GBPS (and follow-on SWMS)
- HPP and SOF Resiliency
- TRWI
- Language Technology Refreshment
- Command, Control, Communication & Computers
- Special Reconnaissance, Surveillance & Exploitation
- SOF Warrior Systems, Fixed Wing, Maritime, Rotary Wing & Science and Technology
- SOF Information Technology
- Enterprise Contracts
<table>
<thead>
<tr>
<th>Title</th>
<th>Brief Description</th>
<th>Est. RFP Release Date</th>
<th>Est. Dollar Value</th>
<th>Est. Contract Award Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOCOM-Wide Mission Support (SWMS) (GBPS Follow-on)</td>
<td>Provides Operations and Intelligence, Acquisition and Engineering, and Business Operations Support to USSOCOM Operations. This includes, but is not limited to, any service such as analysis, publications, lessons learned, updating operations or intelligence products, providing support augmentation, and many other services.</td>
<td>FY14 Q3 &amp; Q4</td>
<td>$1.5B</td>
<td>FY15/Q2</td>
</tr>
<tr>
<td>Joint Geo-Spatial Analytic Support Services (JGASS)</td>
<td>Provides Imagery and Full Motion Video analysis in support of USSOCOM Operations.</td>
<td>FY14/Q3</td>
<td>$250M</td>
<td>FY14/Q4</td>
</tr>
<tr>
<td>Special Reconnaissance, Surveillance &amp; Exploitation (SRSE) Rapid Execution Vehicle (REV)</td>
<td>Provides equipment/materials, and incidental services to support PEO-SRSE in the following areas; Systems Integration, Engineering Services, Signal Processing, Hardware Devices, Specialized Comms and Intelligence Support Systems, Multimedia Product and Development, and Over-the-Horizon Services.</td>
<td>FY15/Q1</td>
<td>$750M</td>
<td>FY15/Q3</td>
</tr>
<tr>
<td>SOF Tactical Communications (STC) Handheld Radios</td>
<td>Provides next-generation handheld radio system capable of two simultaneous channel operation with one channel supporting narrowband waveforms and the other supporting a wideband Mobile Ad Hoc Networking Waveform (MANET). Will include production, sustainment, training, and future development requirements.</td>
<td>FY14/Q4</td>
<td>$500M</td>
<td>FY15/Q2</td>
</tr>
<tr>
<td>Special Operations Information Technology Enterprise Contract II (SITEC II)</td>
<td>Provides Command-wide IT services covering the full spectrum of IT requirements on a global scale that provide the sustainment and support of the Special Operations Forces (SOF) Information Environment (SIE). The SIE is comprised of a series of interdependent systems of people, processes, technology and information utilized to carry out SOF global operations across several Department of Defense organizational boundaries.</td>
<td>FY15/Q2</td>
<td>&gt;$1B</td>
<td>FY16/Q2</td>
</tr>
</tbody>
</table>
WHERE TO BEGIN

• Be prepared to do business with the Government:
  - Defense Procurement and Acquisition Policy (DPAP)
    o Guide to DoD Contracting Opportunities;
  - Ensure that you have the required clearances
    o Both Facility through DSS and personnel
  - Ensure that you have an adequate accounting system
    o http://www.dcma.mil/
  - Understand your customer’s mission and requirements
  - Register in and become familiar with the Federal Business Opportunity (FedBizOps) webpage; https://www.fbo.gov
    o “Favorites” and “Watch List” features
ADDITIONAL RESOURCES

- SOCOM, SBA, DCAA, and other Government Resources:
- SOF SORDAC Public Portal:
  - Technology and Industry Liaison Office
  - Directorate of Procurement
  - Office of Small Business Programs
- DCAA info for Contractors - Price Proposal Audits
  - http://www.dcaa.mil/audit_process_overview.html
- Small Business Administration
  - http://www.sba.gov
EARLY REQUIREMENT ANALYSIS

- Early Involvement with the requirements is very important:
  - Read and respond to sources sought notices or requests for information
    - Demonstrate / Discuss capability (FAR 9.104)
    - Responses help shape the Acquisition Strategy
  - Respond to Draft RFP documents
    - Follow instructions and provide value-added comments
  - Consider teaming arrangements or subcontracting opportunities
  - Attend Industry Days / Conferences
  - Analyze these Notices and ensure that you understand the requirements and that you could meet them
    - Acquisition strategy (i.e.; full and open or set-aside, single or multiple award, contract type, source selection method, scope of requirements, etc.)
PROPOSAL DEVELOPMENT

• Identify and Understand the Source Selection Process you must follow
  ‒ Commercial FAR Part 12 (52.212-1 and -2)
  ‒ Non-Commercial FAR Part 15 (Sections L and M)
• Read Current Source Selection Policy if FAR part 15 applies
  ‒ DoD Source Selection Procedures, Mar 2011
  ‒ USSOCOM Source Selection Procedures Supplement, Jan 2012
• Follow the RFP Instructions to the letter and Submit Accordingly
  ‒ Key Sections of the RFP that you must address in your proposals
    o Government’s Requirement; SOW, PWS, SOO (Section C)
    o Representations and Certifications (Section K)
    o Instructions to Offerors (Section L)
    o Evaluation Factors for Award (Section M)
    o Key Factors / Subfactors Included within Sections L (52.212-1) and M (52.212-2)
      • Program Management / Technical
      • Past Performance
      • Cost / Price
PROPOSAL DEVELOPMENT

- Focus on the Basis for Award and Evaluation Criteria
  - Section M / FAR 52.212-2
    - Basis for Award
      - Lowest Price Technically Acceptable
      - Best Value
    - Evaluation Criteria
      - What are the factors used in the evaluation
      - What are the most important factors
        - The solicitation shall state, at a minimum, whether all evaluation factors other than cost or price when combined are:
          - Significantly more important than cost/price
          - Approximately equal to cost/price
          - Or significantly less important than cost or price
  - Be Aware of Updates/Amendments posted on FedBizOps
  - Conduct an Independent Evaluation of your Intended Proposal
PITFALLS TO AVOID

- Not asking timely questions prior to proposal submission
- Proposal is untimely and / or not in the correct medium
- Not following the solicitation instructions (Section L or 52.212-1)
  - Proposal contains extraneous information rather than solely focusing on what was requested
  - Failing to include the requested information and making assumptions – if it’s not in the proposal, it’s not evaluated
  - Submitted a proposal by treating Section L as a checklist without considering HOW the information was going to be evaluated in Section M
  - Simply regurgitated the Government requirement rather than demonstrating an understanding of the requirements
  - Incomplete Section K “fill-ins” representations, certifications, or provisions such as Rights to Technical Data
  - Exceeded page limitations (excess pages are not evaluated)
  - Addressing requirements within the wrong Factor i.e. including price information in the technical factor volume.
  - Proposal provides a great deal of “marketing” information but does not address the specific requirements and how they will meet them
TAKE AWAYS

• Understand your Customer’s mission
• Get prepared to do business and take advantage of all available resources
• Early Requirement Analysis
• Conduct a *Thorough* Solicitation Review
• Identify the Source Selection Process & Techniques
• Follow the Instructions
• Conduct an Independent Evaluation
• Submit the Required Material in a Timely Manner