Col Paul Bugenske
Director

PROCUREMENT
Dee Cox
Verdetta Weaver
OVERVIEW

• USSOCOM Mission & Organization
• What We Buy: SOF Peculiar
• Flow of Procurement Authority
• What is SOF AT&L?
• 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
SOF PRIORITIES

Ensure SOF Readiness
“The right people, skills, and capabilities...now and in the future”

Help Our Nation Win
“Addressing today’s challenges and keeping the Nation safe”

Continue to Build Relationships
“Global understanding and awareness that creates options”

Prepare for the Future
“SOF ready to win in an increasing complex world”

Preserve Our Force and Families
“Short and long-term well-being of our SOF Warriors and their families”

SOF Vision
Provide Strategic Options Through a Global Network
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
SPEED OF SOF

Title 10 U.S.C. 167

Commander USSOCOM (HOA)

Acquisition Executive (SPE)

Director of Procurement (HCA)

Contracting Officers
SOF AT&L IS A JOINT "ACQUISITION CENTER"

ACAT PROGRAMS
RDT&E, Procurement and O&M

APM | SAM | PM | PEO
Government | Logistics | Commodities | Systems Acquisition K
Purchase Card | Support Services | | Joint Expeditionary Operations

FULL SPECTRUM CONTRACTING

Simplified Acquisition Procedures | Knowledge-Based Services | Construction | Global Support

Legal | Systems Engineering | Budget | DCAA

ACQUISITION SUPPORT SERVICES

DCMA | Finance | Acquisition Policy | SAP/SAR
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.

Auditable * Repeatable * Defendable
USSOCOM Contracting Offices
(22 Offices)

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

Total USSOCOM Contracting Offices
and TSOCs = 26
PROCUREMENT ACTIVITY LEVELS (FY09-FY15)

$M Total Dollars  Actions

FY09  FY10  FY11  FY12  FY13  FY14  FY14 (Q2)  FY15 (Q2)

$2,793  $2,718  $3,209  $3,342  $3,148  $3,028  $1,094  $1,372

14,386  13,531  16,962  15,250  13,716  11,480  4,471  4,369

Reporting Through 31 Mar 15
SMALL BUSINESS PROGRAM (SOF AT&L-AS OSBP) (FY15 (Q2))

GOALS vs ACTUAL:

<table>
<thead>
<tr>
<th>Category</th>
<th>Goals</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>SB</td>
<td>25</td>
<td>32.5</td>
</tr>
<tr>
<td>SDB</td>
<td>5</td>
<td>9.7</td>
</tr>
<tr>
<td>WOSB</td>
<td>2</td>
<td>3.9</td>
</tr>
<tr>
<td>SDVOSB</td>
<td>3</td>
<td>11.7</td>
</tr>
<tr>
<td>HUBZone</td>
<td>1</td>
<td>0.7</td>
</tr>
</tbody>
</table>

Reporting Through 31 Mar 15

FY14 ($M) 215.7 47.8 31.9 75.7 2.7
FY15 ($M) 359.6 107.2 43.2 129.7 8.3
COMPETITION COMPARISON (FY09-FY15)

<table>
<thead>
<tr>
<th>Year</th>
<th>Goal</th>
<th>Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY09</td>
<td>53</td>
<td>54.6%</td>
</tr>
<tr>
<td>FY10</td>
<td>31</td>
<td>45.6%</td>
</tr>
<tr>
<td>FY11</td>
<td>61</td>
<td>65.7%</td>
</tr>
<tr>
<td>FY12</td>
<td>67</td>
<td>73.1%</td>
</tr>
<tr>
<td>FY13</td>
<td>75.3%</td>
<td>75.2%</td>
</tr>
<tr>
<td>FY14</td>
<td>76.5%</td>
<td>74.9%</td>
</tr>
<tr>
<td>FY15 (Q2)</td>
<td>76.4%</td>
<td>73.3%</td>
</tr>
</tbody>
</table>

Reporting Through 31 Mar 15

AVAILABLE: $1,614M  2,442M  2,610M  2,691M  2,470M  2,444M  1,220M
COMPETED:  $1,211M  1,115M  1,714M  1,967M  1,858M  1,832M  895M
FY14 Total Dollars Obligated
$3,027,783,586

Product/Service Breakdown

- Products
  - $1,047,837,463
  - 37%
- Services
  - $1,756,328,583
  - 63%
- Construction Related Services
  - $1,401,104
  - 0%
- Equipment Related Services
  - $140,817,047
  - 8%
- Logistics Management Services
  - $458,906,971
  - 26%
- R&D
  - $196,409,615
  - 11%
- Medical Services
  - $39,027,006
  - 3%
- Transportation Services
  - $3,725,429
  - 0%
- Electronic & Communication Services
  - $388,283,277
  - 22%
- Knowledge Based Services
  - $511,061,772
  - 29%
- Facility Related Services
  - $16,696,362
  - 1%

Total Dollars by Portfolio Category
**Primary Customers**

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

**More Than 50 Command Programs**

- Contingency Contracting Programs
- GBPS (and follow-on SWMS)
- POTFF Human Performance / SOF Resiliency
- Command, Control, Communication & Computers
- Special Reconnaissance, Surveillance & Exploitation
- SOF Warrior Systems, Fixed Wing, Maritime, Rotary Wing & Science and Technology
- SOF Information Technology Enterprise Contracts
## FORECASTED SOURCE SELECTIONS

<table>
<thead>
<tr>
<th>Title</th>
<th>Est. RFP Release Date</th>
<th>Est. Contract Date</th>
<th>Est. Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWMS Group A FY15/Q1</td>
<td>FY15/Q4</td>
<td>$900M</td>
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<tr>
<td>SWMS Group C FY14/Q4</td>
<td>FY15/Q4</td>
<td>$150M</td>
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<tr>
<td>SWMS Group B FY15/Q1</td>
<td>FY15/Q4</td>
<td>$450M</td>
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<tr>
<td>Distributed Common Ground/Surface System SOF All-Source Analytical Environment (ASAE) FY15/Q2</td>
<td>FY15/Q4</td>
<td>$20M</td>
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<tr>
<td>T-REX MATOC FY15/Q2</td>
<td>FY15/Q4</td>
<td>$750M</td>
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<tr>
<td>SOF Tactical Communications (STC) Next Gen Handheld Radios FY15/Q1</td>
<td>FY15/Q4</td>
<td>$390M</td>
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<tr>
<td>Mid-Endurance Unmanned Aircraft System (MEUAS) III FY15/Q3</td>
<td>FY16/Q2</td>
<td>$475M</td>
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</tr>
<tr>
<td>SOF Deployable Node Light (SDN-L) FY16/Q2</td>
<td>FY16/Q4</td>
<td>$200M</td>
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</tr>
<tr>
<td>SOF Tactical Communications Next Generation Manpack FY16/Q2</td>
<td>FY17/Q1</td>
<td>$100M</td>
<td></td>
</tr>
<tr>
<td>NSCV - Non Standard Commercial Vehicles FY15/Q4</td>
<td>FY16/Q3</td>
<td>$75M</td>
<td></td>
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<tr>
<td>Special Operations Forces Information Technology Enterprise Contract SITEC II FY15/Q4 - FY16/Q2</td>
<td>FY16/Q2 - FY17/Q4</td>
<td>$1.5B</td>
<td></td>
</tr>
<tr>
<td>Dry Combat Submersible (DCS) FY16/Q1</td>
<td>FY16/Q4</td>
<td>$216M</td>
<td></td>
</tr>
<tr>
<td>Operation Support for Global Sustainment FY16/Q2</td>
<td>FY17/Q2</td>
<td>$5B</td>
<td></td>
</tr>
</tbody>
</table>
WHERE TO BEGIN

Be prepared to do business with the Government:

• Defense Procurement and Acquisition Policy (DPAP)
  – Guide to DoD Contracting Opportunities;

• Ensure that you have the required clearances
  – Both Facility through DSS and personnel

• Ensure that you have an adequate accounting system
  – Complete guide, instructions, and checklists for accounting system requirements and processes can be accessed via
    http://www.dcaa.mil/audit_process_overview.html

• Understand your customer’s mission and requirements

• Register in and become familiar with the Federal Business Opportunity (FedBizOps) webpage; https://www.fbo.gov
  – “Favorites” and “Watch List” features
• SOCOM, SBA, DCAA, and other Government Resources:
• SOF AT&L Public Portal:  
  http://www.socom.mil/SORDAC/Pages/Default.aspx  
  – Technology and Industry Liaison Office  
  – Directorate of Procurement  
  – Office of Small Business Programs  
• DFARS provision 252.215-7009 Proposal Adequacy Checklist  
• Small Business Administration  
  – http://www.sba.gov
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.)
• 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
    ▪ First Revision planned for 2015 release
• Follow the RFP Instructions to the letter and Submit Accordingly
  – Key Sections of the RFP that you must address in your proposals
    ▪ Government’s Requirement; SOW, PWS, SOO (Section C)
    ▪ Representations and Certifications (Section K)
    ▪ Instructions to Offerors (Section L)
    ▪ Evaluation Factors for Award (Section M)
    ▪ Key Factors/Subfactors Included within Sections L (52.212-1) and M (52.212-2)
      o Program Management/Technical
      o Past Performance
      o Cost/Price
• Focus on the Basis for Award and Evaluation Criteria
  – Section M / FAR 52.212-2
    ▪ Basis for Award - Best Value
      o Lowest Price Technically Acceptable
      o Tradeoff
    ▪ Evaluation Criteria
      o What are the factors used in the evaluation
      o 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
• Ensure Receipt of Proposal
PITFALLS TO AVOID

- Not asking questions (up-front and early)/Not Reading Government Answers
- Bidding on requirements not appropriate for the company’s size and capabilities
- Untimely proposal and/or not in the correct medium/not ensuring receipt
- Not understanding the rules set; i.e. FAR part 15, DFARS part 15/DOD Guide
- Simply not following the solicitation instructions (Section L or 52.212-1)
  - Exceeded page limitations (excess pages are not evaluated)
  - Failing to include the requested information and assuming the Government will consider information not contained in the proposal
  - Treating Section L as a checklist without considering:
    - How the information was going to be evaluated in Section M
    - What did Section M state was most important (Factors/Subfactors)
    - LPTA or Trade-off (and degree of trade)
    - What did Section M have for discriminators within the subfactors
    - Simply repeated the Government requirement rather than demonstrating an understanding of the requirements; “I will meet all of the security requirements” without the “how I will meet the requirements”
• Proposal contains extraneous and/or “marketing” information
  – Didn’t focus on what was requested
  – Provided details regarding a certain approach, capability, or process on a past effort, but failed to explain how it will be applied to this effort
  – Described certain processes, experience, and/or internal procedures, but never provided what the benefits associated with those are to the government
• Proposal Strength: An aspect of an offeror’s proposal that has merit or exceeds specified performance or capability requirements in a way that will be advantageous to the Government during contract performance
• Addressing requirements within the wrong factor/subfactor i.e. including price information in the technical factor volume or repeating the same information within each factor/subfactor.
• Not providing sufficient details to support proposed price/cost (you are normally not limited by page counts)
  – Providing a pdf version of the cost data—need actual spreadsheets with formulas still included (may provide both pdf and spreadsheet)
  – Direct Labor Rates-Provide Basis for the proposed rates; support claims and explain rates selected for each labor category (i.e. 75th percentile and why)
  – Indirect Rates-Provide sufficient details for all rates
    ▪ Detailed basis does not equal just providing an indirect rate (i.e., G&A 10%)
    ▪ Detailed basis should include details of pools and base costs both for historical rates and budgeted rates
TAKE AWAYS

• Understand your Customer’s mission
• Get prepared to do business and take advantage of all available resources
• Early Requirement Analysis
• Ask Questions Early & Often
• 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
• Source Selection link:
  
  [http://www.socom.mil/sordac/Pages/MajorAcquisitions.aspx](http://www.socom.mil/sordac/Pages/MajorAcquisitions.aspx)
QUESTIONS