



SmartPay®

*Supporting your mission*

U.S. General Services Administration

**[buy.gsa.gov](https://buy.gsa.gov)—a  
smart place to do  
market research**

DANNY SCANLON

**GSA SmartPay  
TRAINING FORUM**

August 6-8, 2024  
New Orleans, LA



# Continuous Learning Points (CLPs)

For attendees that have an active DAU/FAI CSOD account and provided their DAU/FAI CSOD account information at the time of Forum registration:

- CLPs earned during the Forum will be automatically uploaded to your DAU/FAI transcript and will count toward your certifications (like FAC-COR, FAC-PM, etc.) that are housed within the DAU/FAI system
- After the Forum, please do not submit a request to upload your earned CLPs to DAU/FAI CSOD on your own
- Allow 4–6 business weeks for the CLPs to be displayed on your DAU/FAI transcript
- For questions, please contact [pshctraining@gsa.gov](mailto:pshctraining@gsa.gov)

# Agenda

- What is [buy.gsa.gov](https://buy.gsa.gov)?
- Case Study
- Q&A

# BUY.GSA.GOV

**⚠ BETA** This site is under development. We are continuously updating functionality and collecting feedback. [Click here to learn more.](#) ^



## This site is not finished!

We regularly update the site to improve features and functionality and fix known issues. Check back with us to see how your digital experience gets better over time!



## Have Questions or Concerns?

Want to provide feedback? Reach out to us at [fasdigitalsupport@gsa.gov](mailto:fasdigitalsupport@gsa.gov) if you notice a bug or have a recommendation for how to improve the site.



## Usability Testing

Are you interested in participating in usability testing for this site? Reach out to [fasdigitalsupport@gsa.gov](mailto:fasdigitalsupport@gsa.gov) to sign up for 1:1 session(s) with our testing team.



I'm looking for...



Hi, Danny ▾

# What is buy.gsa.gov?

Buy.gsa.gov is an official website run by the U.S. General Services Administration ([GSA.gov](https://www.gsa.gov)). The Digital Innovation Division, a team within GSA's Federal Acquisition Service (FAS), manages the site. Visit [GSA.gov's About Us page](#) for more information about the agency.

## **This website is designed to make it easier for**

1. Government agency customers to navigate the complete acquisition process
2. Industry to bring needed supplies and services into the Federal marketplace

Let us know if we're meeting your needs. Contact us at [fasdigitalsupport@gsa.gov](mailto:fasdigitalsupport@gsa.gov)

# AGENCY RESOURCES

Check out these tools and templates to do an acquisition to meet agency needs!



## Pricing Intelligence Suite

Search for and find prices at the contract and task order levels of an acquisition



## Interact

Join our communities to learn about acquisition topics, as well as interact with others in government and industry



## Acquisition Solutions Navigator (ASN)

Find the right GSA acquisition solutions and compare vendors based on your requirements



## FAS Acquisition Policy (Fed-only)

The FAS Acquisition Policy page is the central repository for storing all FAS acquisition policies and guidance



## Market Research as a Service

Get free, automated RFIs & Sources Sought for services and GSA Advantage! product searches



## Additional Buyer Resources

Find resources to help you buy the products and services you need



## Browse the Document Library

Find document samples, templates and tips, such as Statements of Work or Performance Work Statements

[BUY.GSA.GOV](https://buy.gsa.gov)

# GSA Systems—Current State

## Front End:

Different sites with **varying functionality** and purpose

**Different look and feel** between sites

## Back End:

**Lack of interoperability** and data sharing between systems

**Disparate system management** and **data sources**

Sign in as a... Buyer Contractor

Welcome to eBuy

GSA eBuy is a powerful and intuitive acquisition tool used by thousands of US federal agencies and military services worldwide to achieve required competition, best pricing and value. GSA eBuy saves you time and money—all while keeping you FAR compliant.

Benefits at a glance

- Overview
- Buyers
- Contractors

GSA eBuy was designed to bring ease and versatility to online procurement. Here is a sample of what can be done with eBuy.

IT Solutions Navigator

Welcome to IT Solutions Navigator

IT Solutions Navigator provides guidance to customers on selecting the best solutions from GSA's broad array of IT offerings.

Here is how the contract matching process works.

eLibrary

Advanced GSA eLibrary is your one-stop source for the federal government's acquisition resources. To meet today's information challenges, GSA has gone to the effort to create a single, unified system that provides users with, on a single page, updates and alerts. For better systems and equipment.

Search

- Acquisition
- Contract
- IT Solutions
- Real Estate
- Shared Services
- Travel & Transportation
- Vehicle & Equipment

Advanced COVID-19 News

## CALC

Search awarded ceiling rates for labor categories

Learn about CALC

System data About CALC

Search CALC

Search labor categories in 19 contract vehicles

Type a labor category\*

Type keywords or certifications or do

Search

GSA PET

Wellness Pricing Estimation Tool

### Pricing Model Control Information

Instructions: To initiate a new Independent Government Cost Estimate (IGCE), complete the request (1) below.

Step:

Task Order ID \*

IGCE Requester Name \*

Contract Family \*

Contract Year \*

Number of Years \*

Comments

Click the button below to begin the acquisition selection and usage comparison analysis for your IGCE.

Launch Price Estimating Tool

8(a) STARS II Pricing Tool

Price Filter

Price Layout (Drag & Drop)

Update Results Cancel Reset Filter Click to Search

Update Layout Reset Layout

U.S. General Services Administration

Buying & Selling

Real Estate

Policy & Regulation

Shared Services

GSA Interact

HOME COMMUNITY EDUCATION MY INTERACT CONTACT

JOIN

CONNECT

DISCUSS

LEARN

DISCOVERY

Search by NAICS, PSC, or Keywords to compare contracts

NAICS Enter your code or keywords... Search

Discovery is a market research tool that helps you explore GSA services contracts, vendors, and vendor contract history to determine whether a GSA contract can meet your needs.

Contract Vehicles on Discovery

OASIS BMO HCaTS PSS ERM

# buy.gsa.gov Vision

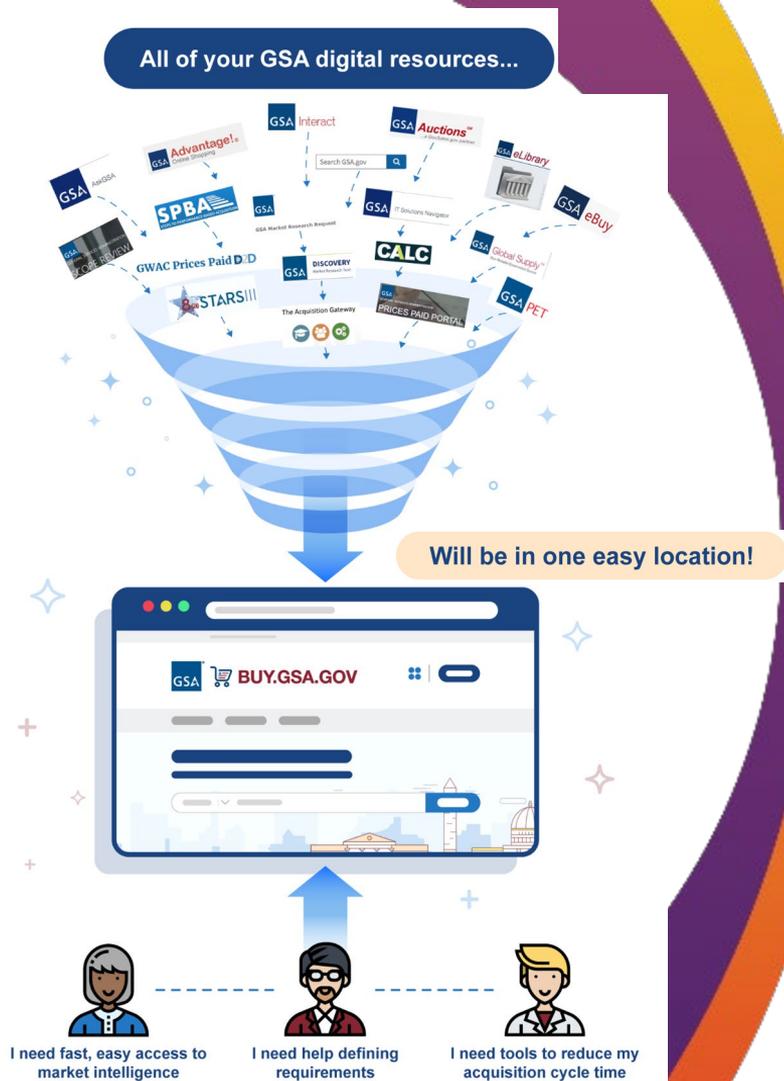
"Provide a consistently great digital experience connecting agency customers to GSA suppliers intuitively and efficiently in order to fulfill agency missions."

## How?

*"Create a self-service application that converges all of GSA's best market research tools into one system."*

Buy.gsa.gov  
Has:

- Single Sign-On (SSO)
- Intuitive Design (HCD Focus)
- Consistent Look and Feel
- Seamless Interoperability
- Automated Data Feeds



# Your Feedback Drives Our Development

## Research:

From 2019–21, we conducted 65+ user research and usability testing sessions with more than 15 agencies.



### Customer interview focus

- Look, feel, and navigation
- Current tools and processes
- Desired search functionality
- Documents needed for an acquisition package



# FY22 Usability by the Numbers

Conducted

55

45 min 1:1 customer usability sessions

Across

9

Campaigns (focus areas)

With

17

different agencies

Leading to

220

backlog entries

Resulting in

97

improvements in FY22

# Your Feedback Drives Our Development

## Pain Points

1

Need a way to **save and share documents** with colleagues and team members

2

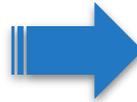
No quick and easy **access to templates and sample document(s)** for my requirement(s)

3

Hate having to remember **passwords** for various GSA systems

4

Use **Plain Language**



## Solution

1

(New) Project Center allows customers to **up/download, save, share, and organize documents** for their project(s)

2

(New) Easily find **templates, samples, and tips documents** for your acquisition planning

3

(New) Single Sign-On functionality for **all systems within the site's ecosystem**

4

Minimized use of acronyms or technical jargon

# Case Study

- Let's buy a mobile office (what in the world is that?!)
  - Find vendors
    - Contracts and vendors
    - Market research as a service/scope review
  - Find a sample bill of materials (BOM) or statement of work (SOW)
  - Estimate how much a project manager might be

# Questions and Answers

