



February 19, 2019

Judith Zawatsky
Assistant Commissioner for Systems Management
General Services Administration
1800 F St, NW
Washington, DC 20052

Dear Ms. Zawatsky,

Congratulations on your appointment as the Assistant Commissioner for Systems Management! Our members look forward to working with you to improve and streamline GSA's customer and contractor-facing electronic systems.

As you know, the Coalition for Government Procurement (the Coalition) is a non-profit association of firms selling commercial services and products to the Federal Government. Our members collectively account for a significant percentage of the sales generated through the GSA contracts, including the Multiple Award Schedule (MAS) program. Coalition members are also responsible for many of the commercial item solutions purchased annually by the Federal Government. Coalition members include small, medium, and large business concerns. The Coalition is proud to have worked with Government officials for almost 40 years towards the mutual goal of common-sense acquisition.

The Coalition recently completed a study comparing the prices of AbilityOne products on GSA Advantage and the AbilityOne Commission's e-commerce pilot. The study shows that while the prices on GSA Advantage are lower, the usability of GSA's platform could be improved. Coalition members believe that GSA's competitive pricing presents an opportunity to leverage GSA Advantage more efficiently and effectively to support customer agency missions.

Enclosed are a set of recommendations to improve the usability of GSA Advantage. By improving the usability of Advantage, GSA will provide an opportunity for Government buyers to more efficiently and effectively purchase compliant and competitively-priced products. We look forward to future dialogue on our common goal of providing best value end-to-end solutions for Government and industry.

Finally, as you embark on your new role the Coalition invites you and members of your team to meet with Coalition members to discuss your vision and goals for GSA's systems.

We look forward to meeting with you.

Sincerely,

Roger Waldron
President

cc: Alan Thomas, Commissioner, Federal Acquisition Service
Emily Murphy, Administrator, General Services Administration



Recommendations to Improve GSA Advantage

The Coalition for Government Procurement released a report on the AbilityOne e-Commerce pilot that found that while prices on GSA Advantage are lower, the usability of GSA's platform could be improved. Below are several recommendations to strengthen GSA Advantage that would make the platform more user-friendly for Federal buyers.

1. Rationalize manufacturer names

Currently, identical products on GSA Advantage can be listed with multiple manufacturers because of slight differences or errors in the manufacturer names. This feature increases the time required to complete basic market research, as it compels buyers to spend more time parsing through duplicative or incorrect manufacturer names to identify critical information like price and minimum order requirements.

Recommendation: GSA should work with industry to identify manufacturer names that are duplicative or incorrect to ensure consistency.

See Image 1

2. Clarify product names

Having unclear product names can confuse buyers and increase the time required to complete basic market research. An unclear name could also decrease buyer confidence in GSA Advantage and the Schedules program.

Recommendation: GSA should identify product names that could be incorrect or do not describe the product. GSA could provide support to contractors to help clarify product names.

See Image 2

3. Ensure that product pictures are accurate

Unclear, inaccurate, or missing pictures can create confusion for buyers. This uncertainty has the potential to increase the time required to complete basic market research on GSA Advantage.

Recommendation 1: GSA should identify product pictures that are inaccurate and notify those contractors requesting that they update their images accordingly.

Recommendation 2: For items provided through GSA Global Supply, the pictures used by Global Supply are usually clear, consistent, and accurate. GSA should provide contractors with the opportunity to use the existing photos on Global Supply if the contractor's product is also offered by Global Supply.

See Image 3

4. Explain to users why Global Supply has priority in Search results

If a product is offered by multiple contractors on GSA Advantage, the option with the lowest price is usually displayed first. However, products distributed by Global Supply are always displayed first if they are available, regardless of their price. This procedure complies with FAR Part 8 which establishes Global Supply as a mandatory source of supply. GSA should provide purchase card holders who may not be familiar with FAR Part 8, an explanation as to why Global Supply items appear first in search results.

Recommendation: Include a link in the product description of Global Supply items which describes why they are being displayed above other products.

See Image 4

5. Work with industry to address inconsistent units of measure on GSA Advantage

The various units of measure for products posted on GSA Advantage may not be intuitive to buyers. As an example, a can of air freshener can be purchased as a single can or as a box of twelve cans. However, despite having only two options for the units of measure, there are seven different units of measure listed on the product page, including: CN 1 EA, EA, CN 1 CN, CN 14 FO, BX 12 EA, DZ, CT 1 EA. CN is a can, EA is each, FO is fluid ounces, BX is box, DZ is dozen, and CT is a carton. Although EA, BX, and DZ are probably intuitive for a buyer, the other three acronyms may not be obvious to the average buyer. GSA does provide links to the unit definitions list to help buyers understand the acronyms, but this list has over 600 entries.

Recommendation: GSA should work with industry to develop a rational structure for displaying consistent units of measure.

See Image 5

6. Automatically approve Administrative Changes

Currently, all changes to a product listing on GSA Advantage must be approved by a GSA Contracting Officer. This includes updates to product descriptions, product names, and product photos. Because of this approval process Advantage is not as responsive to customer needs as other e-Commerce portals.

Recommendation: To ensure that rapid updates and the latest commercial information is available to customers, administrative changes such as product descriptions and product names should be automatically approved without requiring CO review. Ultimately, these changes are administrative in nature and requiring CO approval does not add value to the Schedules program.

7. Automatically approve price reductions

The Coalition recommends that GSA create a process whereby price *reductions* on Schedule contracts are automatically approved. In this situation, contractors are providing a better deal to

the Government. These reductions for the taxpayer should be approved as quickly as possible to take advantage of market forces.

Recommendation: In order to provide buyers with the benefits of price reductions in a rapid and timely manner, Advantage should be updated so that price reductions are automatically approved.

8. Automatically approve product deletions

In today's complex supply chain, contractors may need to remove products from Advantage quickly. Products may be discontinued, or the supply chain may shift so that a product is no longer compliant with the Trade Agreements Act (TAA). Automatic approval of product deletions would allow GSA and contractors to be more responsive to Government buyers and helps to prevent the purchase of a products that are no longer available or TAA compliant.

Recommendation 1: Advantage should be updated so that product deletions are automatically approved.

Recommendation 2: In the case of a discontinued product line, GSA should allow for a streamlined product addition modification if the contractor offers a replacement product line from the same manufacturer.

9. Efficiently and quickly approve product additions

Research and development continues to drive innovation throughout numerous aspects of COTS products. As such, suppliers and manufacturers expand their product offerings on a regular basis and wish to offer these new products through GSA Advantage. Adding products to GSA Advantage or GSA Schedule is a manual and cumbersome process involving multiple steps requiring constant back and forth with the Contracting Officer.

Recommendation 1: Review the current methodology to add products to GSA Advantage from a software and process standpoint. GSA should consider automating these processes wherever possible and invest in technology to electronically analyze a product add modification. This should allow Contracting Officers to be more efficient with modification approvals and expedite response times.

10. Incentivizing contractor use of GSA Advantage

Currently, about 60 percent of contractors selling products through the GSA Schedules have little to no sales through GSA Advantage. These contractors either have less than \$100 in annual sales on Advantage, or sales on Advantage account for less than two percent of the sales on their Schedule contract. These inactive contractors are required by the terms and conditions of their contracts to load their catalogs onto Advantage, but these contractors may have little incentive to maintain current and accurate product information on GSA Advantage.

Recommendation: GSA should work with its contractor base to address the type and quantity of products that contractors should be required to load onto GSA Advantage.

Image 1

- Categories**
- Office Supplies
 - Paper pads or notebooks
 - Paper or pad holder or dispenser
 - Personal forms or books
- Tools, Paint & Recreational**
- Abraives pads
- Manufacturers/Brands**
- NATIONAL INDUSTRIES FOR THE BL...
 - NIB
 - N/A
 - ABILITYONE
 - AMV GOLDWILL
 - See all
- Photos**
- See only items with photos
- Contractors**
- See All
- Business/Socio-economic Types**
- Small Business
 - SBA cert disadvantaged SB
 - Woman owned SB
 - SBA cert 8(a) firm
 - Woman Owned(WOSB)
 - Svc disabled vet owned SB
 - SBA cert HUBzone firm
 - Woman Owned(EDWOSB)
 - Other than SB
 - Veteran owned SB
- Green/Special Programs**
- Disaster Purchasing Items
 - AbilityOne/RES/RESH mandatory ...
 - CPG Compliant Items
- Sources**
- AbilityOne Items
 - FBI Office Supplies (BIC)
 - GSA Global Supply Items
- Can't find what you're looking for?**
- Call GSA Customer Service toll free at 800-488-3111
 - Available 24 hours a day
 - Monday - Friday
 - (8 AM Central Sunday through 8:30 PM Central Friday)

Search Results - Products

Criteria: "7530-00-243-9366"

Sort by

Most relevant

Limit by price

Search within results

Find any of these words



See Services Results
Go to Expanded View



SKILCRAFT 7530002439366 Memo Book

7530002439366

From: \$11.43

nd: a

From 1 source

SKILCRAFT 7530002439366 Memo Book - 144 Sheet(s) - 6" x 3.5" Sheet Size - White - 12Dozen

Mfr: National Industries For the Blind



7530002439366, SKILCRAFT POCKET-SIZED ME

2439366

From: \$12.38

nd: h v d a Sa

From 2 sources

Durable, pocket-sized memorandum book helps keep track of your "To-do List". Pocket memorandum book includes 144 lined sheets with 1.4" narrow rule that are attached together. Cite...

Mfr: ABILITYONE



SKILCRAFT Memorandum Book

2439366

From: \$9.01

nd: m v U s ew th h wa Sa

From 53 sources

SKILCRAFT Memorandum Book - 72 Sheet(s) - Head Bound - 5.38" x 3.75" Sheet Size - 12 / Dozen

Mfr: National Industries For the Blind



Memorandum Book

7530-00-243-9366

From: \$

7530002439366, Skilcraft Pocket-Sized Memorandum Book, 3 3/8x5 1/2, White, 1 Dz

Mfr: N/A

Image 2

Home > Product Detail

NIB/NISH ABILITYONE PRODUCT

Mfr Part No.: 7920002922367
 Contractor Part No.: 600289
 Manufacturer: MILWAUKEE INDUSTRIES
 Contract No.: MAS Schedule/SIN: 75/75 85
 Warranty: 1 YR
 Made In: UNITED STATES OF AMERICA

No image available at this time

\$18.99 EA
 VISIT CONTRACTOR'S WEBSITE

Desc
 "NIB/NISH AbilityOne" 18" Floor Push Broom N311-7920002922367

Compare Available Sources

Quantity: **Add to Cart** Instructions: Select price below, enter qty at left, then Add to Cart. To view another contractor description, simply select the Contractor in the list below. * Indicates when volume discounts are offered.

Price/Unit	Features	Contractor	Seco	Deliv Days	Min	FOB/Shipping
\$16.60 EA			s d w	2 days shipped ARO	\$100.00	D-CONUS/O-AK,PR,HI
\$18.99 EA			s	3 days delivered ARO	\$30.00	D-CONUS/AK,PR,HI
\$180.00 EA			s	5 days delivered ARO	\$100.00	D-CONUS/O-AK,PR,HI



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Image 3

Home > Search Results

- Categories**
Office Supplies
Wall clocks
- Manufacturers/Brands**
ABILITYONE
NIB
ABILITY ONE
- Photos**
See only items with photos
- Contractors**
See All
- Business/Socio-economic Types**
SBA cert disadvantaged SB
Small Business
Woman owned SB
Other than SB
Woman Owned(WOSB)
SBA cert 8(a) firm
Soc disabled vet owned SB
Woman Owned(EDWOSB)
Veteran owned SB
- Green/Special Programs**
Dossier Purchasing items
AbilityOne/NIB/WISH mandatory ...
- Sources**
FSSI Office Supplies (BIC)
AbilityOne items
GSA Global Supply Items
- Can't find what you're looking for?**
Call GSA Customer Service toll free at 800-488-3111
Available 24 hours a day
Monday - Friday
8:30 AM Central Sunday through 8:30 PM Central Friday

Search Results - Products

Criteria: * 6645016611877 *
 Sort by: Limit by price: Search within results:
 Most relevant Find any of these words:

See Services Results >
 Go to Expanded View >



LCD Digital Clock

6645-01-661-1877
\$24.43 EA
 10 days
 From 14 sources

Silver with Black Detail, 9.75" x 7.25" x 1". SKILCRAFT, The LCD digital display clock's radiocontrolled movement keeps highly accurate time and is ideal for desktop or wall hangin...

Mfr: NIB
 Contractor: GSA Global Supply

No image available at this time

6645016611877,CLOCK,RADIO. 6645016611877

MSN6611877
 From: **\$27.26**
 ind: a d w
 From 4 sources

The LCD digital display clock's radiocontrolled movement ensures accurate time and is ideal for desktop or wall hanging. The display includes time in standard or military format, ...

Mfr: ABILITYONE




6645016611877,CLOCK,RADIO

6645016611877
 From: **\$21.68**
 ind: w v d s d y cw wo Ba o
 From 25 sources

CLOCK, 6645016611877,CLOCK,RADIO Chronographs, Chronometers, Timepieces, Time-took, Duration-Marker, Time-keeper, Second Hand www.mccoy's.com.FSC=7512 UAFSC=052181507 UFG=8399...

Mfr: ABILITY ONE

Image 4



\$29.30 EA 12 EA
Add to Cart

PAPER TOWEL
[TDWEL,PAPER]


Mfr Part No.: 8540-01-392-3021
NSN: 8540-01-392-3021
Manufacturer: NGB
Stock Status: Direct Delivery


Volume Discounts:
1 - 999999 \$29.30


AbilityOne Item
Comprehensive Procurement Guidelines (CPG) Complete
Item is subject to a minimum order quantity.
Price may vary based on shipping location. Add to cart to show actual price.


Notes:
When 8" x 350", All purpose single-ply paper roll towel is ideal for restroom use. Made using 100% recycled content with a minimum 40% post-consumer fibers. Processed chlorine free.

Related Products


 8122215-1714
 from \$14.76
[Quick Look](#)


 7320-01-342-3279
 from \$27.68
[Quick Look](#)


 7310-00-384-2469
 from \$15.28
[Quick Look](#)


 7320-01-390-2432
 from \$78.43
[Quick Look](#)


Compare Available Sources

Quantity: [Add to Cart](#) Instructions: Select price below, enter qty at left, then Add to Cart. To view another contractor description, simply select the Contractor in the list below. * Indicates when volume discounts are offered.

Top 40:

	Price/Unit	Features	Contractor	Stock	Green	Photo	Deliv Days	Min Order	FCM/Shipping
#1	\$29.30 EA 12 EA		GSA Global Supply (Gov Requirements)				10 days	\$11.30	D
#2	\$23.43 EA			8 d w/ no inv			4 days delivered ARO	\$100.00	D-CORUS/AK,PR,HI
#3	\$23.67 CT 12			8 d w			5-7 days delivered ARO	\$100.00	D-CORUS/AK,PR,HI
#4	\$28.21 CT 12 EA			8			5 days delivered ARO	\$50.00	D-CORUS/O-AK,PR,HI
#5	\$26.88 BA 12			8 w			1 day shipped ARO	\$100.00	D-CORUS/O-AK,PR,HI
#6	\$28.35 EA 12 EA			8			7 days delivered ARO	\$50.00	D-CORUS ND-AK,PR,HI

Image 5



\$3.26 CH 1 EA
\$2.22 CH 1 EA
Add to Cart

REFRESH AIR FRESHENER, 14 OZ. AEROSOL


Mfr Part No.: 684000716603
NSN: 6840-00-721-6003
Contractor Part No.: 6840007216235
Manufacturer: ABILITYONE
Contract No.:
NAIC Schedule/5376
Inventory: 7975 200
Mfg Loc: 30 DA
Mfg Loc: UNITED STATES OF AMERICA
Weight: 13.000 LB
Order Increment: 1


Volume Discounts:
1-5000 - \$3000 0.3%
55001 - 910000 1.0%
\$10001 - \$23000 2.0%
\$25001 - 9999999 3.0%


AbilityOne Item
Disaster Purchasing Item


Notes:
REFRESH AIR FRESHENER, 14 OZ, AEROSOL for asks support on customer service. Have a large quantity? Quick response within 4 hours!

Related Products


 7315-00-272-3632
 from \$5.95
[Quick Look](#)


 7323-01-334-8945
 from \$7.73
[Quick Look](#)


 8340-01-180-0649
 from \$58.84
[Quick Look](#)


 7323-00-284-9331
 from \$8.78
[Quick Look](#)

Compare Available Sources

Quantity: [Add to Cart](#) Instructions: Select price below, enter qty at left, then Add to Cart. To view another contractor description, simply select the Contractor in the list below. * Indicates when volume discounts are offered.

Top 40:

	Price/Unit	Features	Contractor	Stock	Green	Photo	Deliv Days	Min Order	FCM/Shipping
#1	\$34.21 CH 12 EA		GSA Global Supply (Gov Requirements)				8 days		D
#2	\$2.41 EA			12 w			4 days delivered ARO	\$50.00	D-CORUS/O-AK,PR,HI
#3	\$2.32 EA			12 w			3 days delivered ARO	\$100.00	D-CORUS ND-AK,PR,HI
#4	\$2.32 EA			8 d w			3 days delivered ARO	\$100.00	D-CORUS ND-AK,PR,HI
#5	\$2.82 EA			8			1 day delivered ARO	\$25.00	D-CORUS/O-AK,PR,HI
#6	\$3.81 CH 14 PD			8			5 days delivered ARO	\$75.00	D-CORUS/O-AK,PR,HI