



U.S. General Services Administration

Verified Products Portal

October 2021 CGP Update

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Agenda

Verified Products Portal (VPP) Overview

VPP Public Facing Dashboard Overview

VPP Roadmap (GSA Advantage Integration Goes Live on 10/15!)

Questions & Discussion



VPP Overview

The Verified Products Portal (VPP) is a manufacturer and wholesaler facing portal where participants can provide authoritative product content and supplier authorization information to improve the representation of Commercial Off the Shelf (COTS) items.

Supplier Authorization

Details such as their authorized resellers, product lines, and Doing Business As (DBA)

Product Category Details such as the product's brand name and manufacturer part number (MPN)

Product Descriptions/ Images including if the product is remanufactured, high and low resolution product images, and product features

Supply Chain Attributes such as Country of Origin (COO) and EnergyStar Labels

Pricing Information (optional) such as a threshold for which authenticity of item is questionable and date of upcoming price increases

Examples of data elements that VPP participants can provide

The VPP is a part of the broader Catalog Management modernization to streamline and improve how we manage the data associated with 60+ million products & services offered to the federal marketplace, including those on GSA Advantage!



VPP Overview

By collecting this data directly from the manufacturer and sourcing it to the broader catalog management environment, the VPP will:



Improve the buyer experience by eliminating variability and providing more **consistent product representations**



Ensure Commercial off the Shelf (COTS) **products are accurately represented** on GSA ecommerce platforms



Reduce the burden associated with managing Letters of Supply (LoS) for Multiple Award Schedule (MAS) contracts



Enable greater automation for reviewing and approving catalog files and enhance **supply chain risk management** capabilities



VPP Participation: Public Dashboard

[This dashboard](#) is intended for MAS offerors and contractors seeking information on VPP participants.



VPP Roadmap

November 2020	FY21	FY22	Long term:
Launched Prototype <ul style="list-style-type: none">Onboarded limited number of manufacturersConnected to 4P tool	Full Launch <ul style="list-style-type: none">Solicitation RefreshVPP is authoritative for evaluating products and can be used to fulfill Letter of Supply (LoS) requirementEnhanced VPP functionality so wholesalers can provide authorization data	VPP Enhancements & Connection to GSA Advantage! <ul style="list-style-type: none">10/15/21: Adv! Phase 1 Integration for photos, descriptions and pdfs.Unauthorized Supplier & Prohibited Products RobomodsAdv! Phase 2 integration for videos, and product 360s	Supply VPP data to the Common Catalog Platform (CCP) <ul style="list-style-type: none">CCP is new catalog tool to replace Schedule Input ProgramProvide contractors with VPP data for standardizing catalogs up front



VPP-Adv! Integration - Phase 1 Status

- 10/15/21 Go Live! ~290K distinct products / ~3M awarded contract line items
- Initial connection will enrich (not replace) product descriptions, specifications, and images

BEFORE VPP Enrichment (Sample from Adv! Dev Environment)

Search Products | Enter search keyword(s) | Q

No image available at this time

HARDWOOD FLOOR CLEANER, 1 GAL.

Mfr Part No.: WM700018174
Contractor Part No.: rrrWM700018174
Manufacturer: BONA
Contract No.: GS-21F-0067U (ends: May 18, 2018)
MAS Schedule/SIN: S1 V105 002
Country of Origin: UNITED STATES OF AMERICA
Weight: 1.000 LB

Price: **\$25.51 EA** | sold and shipped by **RED HILL SUPPLY**
Qty: 1 | Add to cart | Contract minimum order: \$250.00

Product Details

Description

Hardwood Floor Cleaner, Size 1 gal., Recommended Dilution Ready to Use, Container Type Jug

No image →

Does not include manufacturer's description →

No Datasheets, PDFs, etc. →

AFTER VPP Enrichment (Sample from Adv! Dev Environment)

Search Products | Enter search keyword(s) | Q | Advanced Search

Image from VPP added

HARDWOOD FLOOR CLEANER, 1 GAL.

Mfr Part No.: WM700018174
Contractor Part No.: BONA_WM700018174
Manufacturer: BONA US
Contract No.: GS-21F-0067U
MAS Schedule/SIN: S1 V105 002
Country of Origin: UNITED STATES OF AMERICA
Weight: 1.000 LB

Price: **\$22.17 EA** | sold and shipped by **RED HILL SUPPLY**
Qty: 1 | Add to cart | Contract minimum order: \$250.00

Product Details

Description

Hardwood Floor Cleaner, Size 1 gal., Recommended Dilution Ready to Use, Container Type Jug

Additional Description

A professional strength, non-toxic waterborne cleaner is an excellent choice for everyday cleaning of hardwood floors. Safe for use on all un waxed, polyurethane finished hardwood floors. Dries fast and leaves no dulling residue. pH neutral cleanser is nonflammable. Ready to use cleanser, simply spray and mop. Applications: Floor Cleaner/Degreaser; Applicable Material: Sealed Hardwood Floors; Chemical Compound: Dowanet DPM; Dirt Types: Competitor Cleaners; Dirt: Dust; Grime; Residue; Scum; Water Spots.

Publications

Datasheet

Image from VPP added →

Manufacturer's description from VPP added →

Datasheet from VPP added →

Questions/Discussion

For manufacturers
or wholesalers interested in
participating in the VPP:

Contact VPP@gsa.gov

For MAS contractors
looking for more
information or for access to
the VPP dashboard:

Visit the [MAS Roadmap:](#)
[Letter of Supply](#)

This deck will be shared with all registered email addresses so that links can be accessed

To learn more about the Catalog Management modernization,
visit the [Catalog Management Interact Page](#) or email us at CatalogManagement@gsa.gov



Appendix



Question & Answer

- **Will pricing information in VPP eventually be mandatory? If you do receive pricing information, how will it be used during negotiations/adding items?**
 - Submitting pricing information is optional and there is not currently a plan to make it mandatory. Manufacturers may indicate a “threshold” price that indicates the item is likely counterfeit or grey market. VPP pricing information will be provided to GSA’s Price Point tool for determinations similar to current pricing information.
- **Will Manufacturer information override Wholesaler information?**
 - Yes, the roles in the VPP are “tiered”. There are 6 unique roles in VPP: Administrator, Manufacturer, Wholesaler, Vetted Distributor, Content Manager, and Service Accounts. The roles are established in a hierarchical structure so that any actions taken or content provided by the Administrator (Tier 1) will supersede that of a Manufacturer (Tier 2) and so on. The Administrator, Content Manager, and Service Accounts will be reserved for government employees only. The Vetted Distributor role will be deployed in the future to expand product coverage. See chart at the end of this presentation for full list of tiers, roles, and functions.
- **How does a contractor confirm if they are listed as a reseller in the VPP for participating manufacturers?**
 - Contractors can access [The Verified Products Portal Participation Dashboard \(Public\)](#) to see if their manufacturer is participating. Lists of individual authorized contractors will not be published due to privacy concerns. Contractors should know based on their existing commercial relationships if they are authorized or not. If there appears to be an error with VPP data, please email VPP@gsa.gov
- **What would make the buyer go to the VPP instead of GSA Advantage?**
 - The VPP will not be used by buyers. The VPP is a portal for collecting this information, which will be used to “augment” catalogs on GSA Advantage for making VPP data viewable by buyers.
- **How will GSA capture this info. from the manufacturer?**
 - After creating a VPP account, manufacturers are able to load product data manually via comma-separated values (CSV) file or automatically via an application program interface (API) connection from their system to VPP.
- **Once GSA receives authorization data from manufacturers, will GSA be going back to confirm authorized suppliers currently selling on schedule?**
 - Yes, we do intend to use the VPP information to ensure items currently on contract are offered by authorized resellers.



Question & Answer

- **Is participation by manufacturers optional/voluntary?**
 - Yes, participation by manufacturers and wholesalers is both free and optional/voluntary.
- **It was my understanding that the VPP is exclusively for COTS products. What if your company manufactures well more than COTS?**
 - The VPP is currently for COTS products but we may expand its scope in the future.
- **Are we able to use this feature for FSS Contract, or is it only for GSA contract holders?**
 - The VPP is currently only for GSA Multiple Award Schedule contracts and does not apply to other FSS contracts.
- **How can manufacturers gain access to the VPP / become participants for content if they are not already participating?**
 - Send an email to VPP@gsa.gov to get started.
- **Should all manufacturers register with the VPP? I have quite a few clients who are on GSA who manufacture their own products. They don't currently have any resellers selling their products on GSA but they might at some point in the future.**
 - The VPP is largely intended for manufacturers and wholesalers managing products that are offered by multiple resellers, but any manufacturer is welcomed to participate, especially if they anticipate having resellers in the future.
- **Will the VPP information automatically port over to all listings on GSA Advantage or do we have to get this information from VPP and include it with our SIP upload?**
 - At this time, VPP data is not available to contractors to use for managing their catalogs. We intend to make this connection with our new Common Catalog Platform (CCP), so that contractors can make use of these product details when managing their catalogs. For now, contractors should continue to curate and provide their product data/SIP upload as usual.
- **How do you access the portal?**
 - VPP access is limited to manufacturers and wholesalers. To register for an account, email VPP@gsa.gov.
- **On the 4P report, is it possible to change the language from "Letter of Supply Required" to something like "Letter of Supply must be on file" or something similar? Some CO's are interpreting the current language to mean that a new updated LoS is required with each submission.**
 - Thank you for bringing this issue to our attention. We will address this with our acquisition workforce to clarify when a new Letter of Supply is needed vs. the need just to have one on file.



Question & Answer

- **Can you explain again how this works in conjunction with Advantage? If we update VPP does it feed into Advantage, or do we still have to update both systems if we want to participate in VPP?**
 - VPP data will be used by the acquisition workforce to ensure prohibited products and unauthorized resellers do not make it to the marketplace. In the coming months, we will connect VPP to Advantage to “augment” contractor-provided catalogs so that customers are exposed to this authoritative data. However, this data will not replace contractor-provided catalogs and the VPP does not replace the SIP upload process, so if a manufacturer is also a contract holder and wants to participate in the VPP, they will still need to provide their SIP file. In the long run, when the Common Catalog Platform (CCP) is online, we will be able to use VPP data for the catalog upload to Advantage.
- **Information from the Distributors such as MSC, Grainger, etc changes frequently. How do you anticipate ensuring the VPP is updated in a timely manner for millions of line items?**
 - The VPP Terms of Use require the data be current and accurate, and by uploading their data via the Application Programming Interface, manufacturers can make these updates automatically. The Terms of Use can be accessed by clicking the “Terms of Use” text on the [VPP login page](#).
- **Would contractors be able to pull basic data out of the VPP portal example: part numbers, descriptions, list price, country of origin? Will contractor's no longer need to provide images and descriptions/content for items being added to our contracts if the OEM is registered on VPP?**
 - At this time, VPP data can only be used to fulfill the Letter of Supply requirement and resellers do not have access to VPP data. Contractors should continue to follow the SIP (or EDI) upload process as usual. In the future when the Common Catalog Platform (CCP) is available, contractors will have these details available to them for populating their catalogs. We anticipate users will begin working in the CCP toward late FY22 / early FY23.
- **Is there an onboarding presentation for getting on the VPP so that I can see the process for loading data?**
 - Please email VPP@gsa.gov if you would like to set up an onboarding session.



Question & Answer

- **What kind of outreach are you doing to let manufacturers know about VPP? How are you identifying manufacturers to contact about this?**
 - We have largely been focused on manufacturers and wholesalers who produce the majority of items on GSA Advantage, and have also been building awareness through events like this. We recently added [GSA.gov/VPP](https://www.gsa.gov/VPP) to GSA's webpage and will be posting about the VPP on GSA's blog in the coming months. We encourage resellers to let their manufacturers know the VPP is an option for them.
- **If you are a Manufacturer of commercial furniture is VPP of benefit to us or is it more for supply companies.**
 - The VPP is of benefit to any manufacturer or wholesaler who supplies products for resellers holding a GSA contract, regardless of type of product.
- **Looking at the dashboard, it appears that some manufacturers are listed under Product Content but there are no items. What does that mean?**
 - If you click next to the manufacturer's name, you will see they have listed one (1) product. Due to the incredibly small number of items, the dashboard does not visualize a chart for one (1) item.
- **I currently am working to acquire a GSA contract. What information does GSA need to show I am authorized under the VPP? What do I submit instead of the Letter of Supply (LoS)?**
 - If you offer products that are produced by a manufacturer providing supplier authorization information to the VPP, you do not need to submit anything in lieu of the LoS. Check [The Verified Products Portal Participation Dashboard \(Public\)](#) to see if the manufacturer is listed in the supplier authorization section (*Note: the "Product Content" section can not be used to fulfill LoS requirement*)
- **Will the manufacturers' updates be in real time for immediate access or how long is the lag in seeing an update to item content or authorizations?**
 - While updates to the VPP can be made in real time, there is a one day lag to VPP authorization data being reflected in GSA workforce tools.



Question & Answer

- **How does GSA confirm that a wholesaler or distributor providing information for VPP are authorized by the manufacturer?**
 - GSA has a vetting process for wholesalers and distributors and ensures all VPP participants are reputable. Additionally, when information directly from the manufacturer exists, it supersedes wholesaler or distributor submitted information.
- **Will Manufacturers still have to share their price files with their contractors if they sign up for VPP?**
 - VPP does not change any part of the current commercial business model with the exception of the changes to the LoS requirement, where VPP participants no longer need to furnish individual LoS to their contractors/resellers.
- **How does the VPP affect smaller resellers?**
 - Currently, the VPP streamlines the LoS requirement which should reduce some burden on smaller resellers. In the future when the Common Catalog Platform (CCP) is available as the modern replacement for SIP, VPP data will be available to resellers (as applicable/appropriate) for populating their catalogs, which should greatly reduce the burden associated with curating catalog details.
- **How will VPP help in making sure those that hold GSA MAS have updated pricing?**
 - VPP contains optional fields that allow a manufacturer or wholesaler to provide information about upcoming price increases as well as an authenticity price threshold. In the future GSA may include this data within it's horizontal pricing and transaction level monitoring tools to ensure that pricing targets are appropriate and all current pricing is honored / fulfilled.
- **Is there an ETA on when GSA may make use of the feature that allows manufacturers to notify of upcoming price increases? It sounds like this could be a GREAT tool to assist contractors with streamlining the Economic Price Adjustment mod process when the price increase being requested is due to market factors (increase in costs at the manufacturer level). If the GSA CO's had access to the manufacturer's price increase notification in the VPP, it could help in justification for the price increase.**
 - At this time, GSA does not have an ETA on the incorporation of price increase data into it's pricing model. The timeline for development will be in large part based on Industry participation and the rate at which pricing data is submitted.



VPP Tier/Role/Functions

Tier	Role	Functions
1 (Highest)	Administrator (GSA-only)	<ul style="list-style-type: none"> • Create, Update, and Delete permissions for records submitted by the individual account • Read / GET permissions across all data • Ability to deactivate records created by other users
2	Manufacturer	<ul style="list-style-type: none"> • Create, Read, Update, and Delete (CRUD) permissions for records associated with their account
3	Wholesaler	<ul style="list-style-type: none"> • Create, Read, Update, and Delete (CRUD) permissions for records associated with their account
4	Vetted Distributor**	<ul style="list-style-type: none"> • Create, Read, Update, and Delete (CRUD) permissions for records associated with their account <p><i>**This role is not currently being utilized but may be deployed in the future to expand product coverage in the VPP.</i></p>
5	Content Manager (Govt. Only)	<ul style="list-style-type: none"> • Read / GET permissions across all data • Update NeedsReviewFlag, RemovalReviewFlag, and Comments. • Creation of “staged / recommended updates” • Workflow (including admin notification) to push “staged / recommended updates” to admin account for review/approval
6	Service Account (Govt. Only)	<ul style="list-style-type: none"> • Read / GET permissions across all data

