



U.S. General Services Administration  
Northeast & Caribbean Supply &  
Acquisition Center

# Region 2 Industry Day

## General Supplies and Services

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# Catalog Management

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# Catalog Management Topics

- **Overview**
- **Problems Defined**
- **Vision, Objectives and Outcomes**
- **Success Criteria / Key Performance Indicators**
- **Go-Forward Roadmap**
- **Stage 1 Implementation Activities & Improvements**
- **Questions**

# Overview

- **Catalog Management is one of the four cornerstone projects under the Federal Marketplace Strategy**
- **The Team**
  - Executive sponsor: Dena McLaughlin
  - Operational Steering Committee with Representatives across FAS (Central Office and Regions), Office of the Chief Information Officer (GSA IT), Office of Customer Experience
- **Catalog Management**
  - A “catalog” is the set of information that defines FAS’ offerings. It contains data related to the offerings such as descriptions, specifications, pricing, as well as other key information. This information will affect a customer's purchase decision.
  - Catalog management is about ensuring the quality and accessibility of catalog data; it involves how we ingest, validate, enrich, manage, publish, and maintain data



# What are the Problems We're Trying to Solve?

## Core Catalog Management Problems

#1. Poor Catalog Data Quality

#2. Slow and manual Catalog Processing

#3. Catalog ordering experience is poor

#4. Poor catalog integration between FAS offerings and channels

#5. FAS Catalog content is vendor driven rather than customer driven

#6. Service Catalog is inconsistently represented, difficult to navigate and incompatible with single representation

## Buyer Satisfaction with FAS Catalogs

*Advantage! Site Feedback Score (Oct, 2019)*

- "Product Descriptions"
  - 41% - Unsatisfied
  - 21% - Neutral
- "Product Images"
  - 46% - Unsatisfied
  - 21% - Neutral

**Catalog Cycle Time:** 84 hours  
*(Catalog Submission to Publication)*

**Vendor Help Desk Inquiries Related to Catalog Ingest:** Average 1,000/month

*The shortcomings of FAS's existing catalog capabilities manifest in FAS customer surveys and FAS-wide performance measures.*



# What is the Catalog Management Vision?

## Project Vision

*Deliver a superior buying and selling experience for customer agencies, industry partners, and the GSA workforce by making catalog management at GSA simpler, more modern, and efficient*

	<ul style="list-style-type: none"><li>• <b>Data</b> issues include inaccurate and missing product information, inadequate part number standardization, missing/non-standard photos/images, incomplete vendor inventories, and limited product categorization.</li></ul>
<b>Project Scope</b>	<p>The Catalog Management Initiative will identify existing catalog problems, consider data standardization methodologies, conduct market research on commercial capabilities, define requirements, and implement a catalog management solution that enhance GSA's catalog management capabilities. Through this catalog management solution(s), GSA will streamline and improve the way that GSA ingests, validates and manages catalog information. The catalog management solution implemented through this initiative will provide benefits to FAS workforce, suppliers and buyers by:</p> <ul style="list-style-type: none"><li>• Reducing administrative burden and increase catalog data transparency and quality for <b>FAS workforce</b></li><li>• Simplifying and standardizing catalog management processes for <b>suppliers</b></li><li>• Improving market research capabilities and enhancing buying experience for <b>buyers</b></li></ul>
<b>Project Risks</b>	<p>Risks and associated mitigation strategies to be defined in Risk Register. Presently known performance, schedule and <b>costs</b> risks include the following:</p> <ul style="list-style-type: none"><li>• <b>Performance.</b> Given the complexity of changes needed to modernize GSA's existing catalog policies, procedures, and systems, there is a risk of overall project failure if dependent phases are not executed properly, costs are overrun, or CM solution fails to improve catalog management capabilities.</li><li>• <b>Schedule.</b> The projected schedule extends through FY2020. There is a risk of delays, given the number of phases necessary to complete the initiative.</li><li>• <b>Cost.</b> There is a risk of cost escalation due to poor cost estimating or scope creep.</li></ul>
<b>Project Dependencies/Related Projects</b>	<p><b>Dependencies:</b> FSS-19-OP; FSS-19-SD; FSS-19-LM; COR; SIP; OIMS; MPM; NCAL; PICCS; EDI Gateway; eBuy</p> <p><b>Related Projects:</b></p> <ul style="list-style-type: none"><li>-Other "4C" EMP Cornerstone Initiative<ul style="list-style-type: none"><li>• Schedule Consolidation</li><li>• Commercial Platforms</li><li>• Contract Writing System</li></ul></li><li>-QV Data Team Initiatives<ul style="list-style-type: none"><li>• Price Point PLUS Portal (4P)</li><li>• Advantage GSINs Consolidation</li><li>• Pricing Aggregator</li></ul></li></ul>

## Project Charter



# Catalog Management Primary Strategic Objectives & Related Outcomes

## Catalog Management Future-State

Vision

Deliver a superior buying and selling experience for customer agencies, industry partners, and the GSA workforce by making catalog management at GSA simpler, more modern, and efficient

Objectives

**Quality & Accessibility**  
*Increase quality and accessibility of catalog data*

**Clarity**  
*Improve understanding and ease of use of catalog processes and standards for all stakeholders*

**Efficiency**  
*Improve efficiency of the catalog buying and selling process*

Outcomes

**1** Maximize data quality and availability

**5** Minimize sources of information for GSA catalog products / services

**8** Maximize ease of completing transactions

**2** Minimize order errors

**6** Maximize value and quality of catalog training and education

**9** Minimize time to complete a transaction

**3** Maximize enforcement of Ts and Cs

**7** Maximize intuitiveness and access to catalog systems and information

**10** Minimize redundancy of catalogs and products

**4** Maximize visibility of order progress

# What does Success Look like?

## Primary CM KPIs

**Data Quality**

**Customer Satisfaction**

**Supplier Satisfaction**

**Efficiency**

**Workforce Engagement**

**Sales**

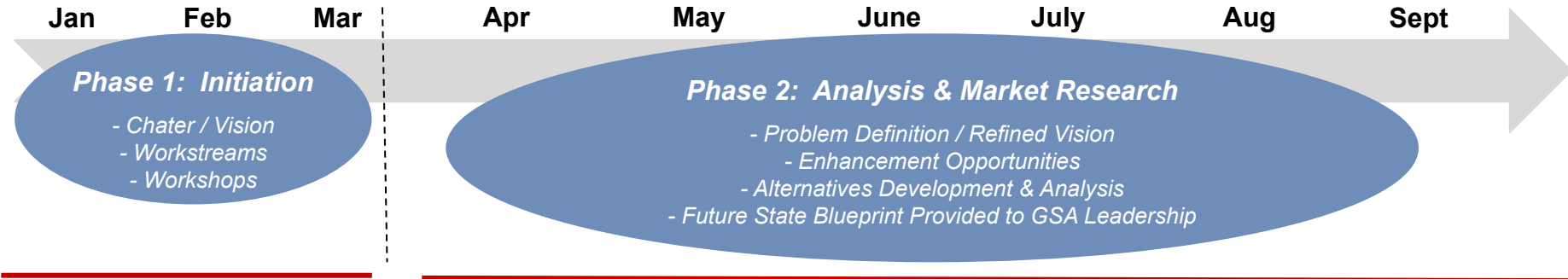
## *Potential Supporting Metrics*

- Customer Loyalty Survey
- GSA Advantage Platform Survey
  
- Customer Loyalty Survey
- GSA Advantage Survey
- Help Desk Total Customer Inquiries
  
- Annual Supplier Relationship Management Survey
- Vendor Support Center Inquiries
  
- Catalog Cycle Time
- Contract Officer Production Index – Specific Metric TBD
  
- Employee Viewpoint Survey Results – Connection to GSA's Mission
  
- Increase in Advantage Sales
- Advantage Sales as % of Total Federal Procurement

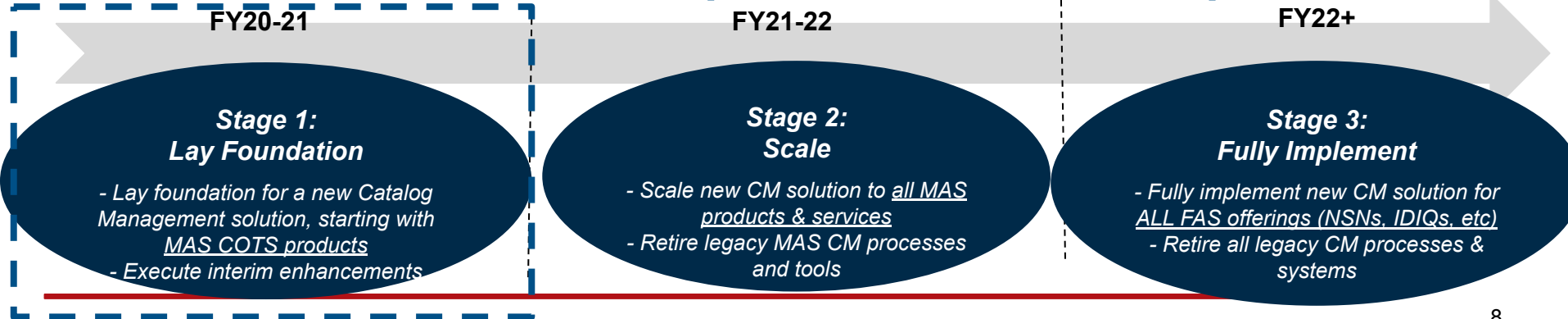


# What is the Go-Forward Roadmap?

## FY19: Discovery, Analysis, Recommendations (Complete)



## FY20-FY22+: Implementation Roadmap





# What are the Key Stage 1 - Lay the Foundation Activities?

- 1) Establish the foundation for a new catalog management solution, starting with MAS COTS products**
  - Deliver requirements & preliminary technical infrastructure for a new catalog management solution
  - New solution will be designed for potential scalability to other FAS catalog offerings (e.g. services, NSNs)
  - New catalog management solution will provide improved MAS product data quality and greater catalog management efficiency and clarity
- 2) Execute Interim Enhancements to GSA's current Catalog Management environment**
  - Interim enhancements will deliver incremental improvements that provide value to GSA workforce, suppliers, and/or customers.
  - Specific areas for interim enhancements include improvements to GSA Advantage!, catalog management policies/procedures, and catalog ingest and maintenance tools.



# What are the Key Stage 1 - Lay the Foundation Improvements?

## Buyers can...

- Find the products they need: products are identifiable, consistent across platforms, and accurately represented
- Comparison shop using accurate catalog information
- Order with confidence that they are receiving the right product that is compliant with contract terms

## Suppliers can...

- Easily access clear instructions to manage their catalogs
- Use a streamlined and simplified process for catalog lifecycle management, from initial catalog submission to ongoing catalog maintenance

## FAS Workforce can...

- More easily and quickly approve and maintain suppliers' catalogs



# How can you provide feedback, ideas and questions?

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**GSA Interact: <https://interact.gsa.gov/group/catalog-management-initiative>**



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# Questions?

