



Your Preferred Source for IT Acquisition Across the DoD

DoD ESI Website (www.esi.mil)

January 25, 2012

Chris Panaro, Contractor Support to DoD ESI

Website Purpose

- To be the best source of information about commercial IT products and services for the DoD buying community
- To be the first place that IT buyers visit when considering commercial IT requirements



ESI: Web Architecture Maturity

Early Years



DON-CIO Platform



Next-Generation



Your Preferred Source for
IT Acquisition Across the DoD

Standard Focal Points

Policy

Authorized Users - Who Can Order?

Friday, September 30, 2011

DoD ESI Agreements are open for ordering by all DoD Components, including:

- Office of the Secretary of Defense (OSD)
- Military Departments
- Chairman of the Joint Chiefs of Staff
- Unified Combatant Commands
- Inspector General of Defense
- Defense Agencies
- DoD Field Activities
- U.S. Coast Guard
- Intelligence Community
- NATO (if authorized)
- Foreign Military Sales
- Authorized Defense Contractors

General awareness

ESI Newsletter - Fall 2011

Thursday, December 08, 2011

Get to Know the Many Available DoD ESI Resources

Over the past year, DoD ESI has launched a series of resources for acquisition of software, IT hardware and services. Visit the www.esi.mil website, although some are reserved for Software Product Managers (SPMs). These resources include:

• **Best Value Toolkit:** The DoD ESI Best Value Toolkit is an efficient and simple guide for DoD IT buyers so they can approach government for such common commercial-off-the-shelf (COTS) as: a rapid assessment of a small- to moderate-sized contract approached in a proactive mode.

• **SaaS Toolkit:** The SaaS (Software as a Service) Toolkit gives DoD IT acquisition communities access to decision-analysis tools and contract-related forms to streamline the acquisition process.

SPM support offered

Library Ask a SPM

Information

Vendor Information

Contract vehicles

	Type	Agreement / Provider	Categories
	Software ESI	Adobe Desktop Products	Office Systems, Graphics, Web, Imaging
	Software ESI	Adobe Server Products	Enterprise Mgmt
	Software ESI	Autodesk	Office Systems, Graphics



Website Capabilities: Planned Roadmap

Product-centric information; market research tool

Education

IT Asset Management (ITAM)

Ordering Support

Materials focused on Leading Edge Topics

Feedback and questionnaires

The screenshot displays the DoD ESI website interface. At the top, it features the DoD ESI logo and the tagline "Your Preferred Source for IT Acquisition Across the DoD". A navigation menu includes "Products & Services", "Contract Vehicles", "Vendor Information", "Resources", "Ask the SPM", "ITAM", "Community", and "About ESI".

The main content area is divided into three numbered sections:

- 1 Publisher Product Selection:** This section includes search filters for Keyword, Category, Publisher, Product Group, and Sub Group. Below the filters is a table of products with columns for Product, Select, Platform, Part, and Description. One product, "Acrobat ALL Gold - PRO MIN REQ - 1Y", is selected.
- 2 Selected Products:** This section shows a list of selected products with checkboxes for "Delete" and a "GET PRICING" button.
- 3 Pricing:** This section displays pricing details for the selected product. It includes a table with columns for Product, Part Number, GovConnection, CDW-G, Dell Marketing L.P. (formerit ASAP), and Insight. The table shows pricing for three different products.

At the bottom of the pricing section, there is a "SELECT PRODUCTS" button and an "EXPORT" button with options for Print, Excel, and PDF.

- Catalog
- Pricing
- Price Benchmarking (private site)



Your Preferred Source for IT Acquisition Across the DoD

SEARCH

GO

Looking for

Customer Information

Vendor Information

There is also an automated quoting and ordering system available for credit card orders at the e-commerce site [ITEC Direct](#). User registration is required. Please note that use of the system is not mandatory. The ITEC Direct site can also be used to obtain market research quotes; however, it is the responsibility of the Ordering Officer to use the solicitation method deemed appropriate (refer to FAR 8.4).

Critical vulnerabilities have been identified in Adobe Photoshop CS2 and CS3 that could allow an attacker who successfully exploits these vulnerabilities to take control of the affected system. Users are recommended to update their Adobe Photoshop CS2 and/or CS3 installations.

The following link will take you to the DoD ESI database for thousands of Adobe commercial software products and will allow you to compare reseller prices and export key data for an RFQ, shopping list or other purpose.

[Product Search for Adobe](#)

Newsletter Signup

GO



Type	Agreement / Provider	Categories
Software ESI	Adobe Desktop Products, CDW-G	Office Systems, Graphics, Web, Imaging
Software ESI	Adobe Desktop Products, Dell Marketing L.P. (formerly ASAP)	Office Systems, Graphics, Web, Imaging
Software ESI	Adobe Desktop Products, GovConnection	Office Systems, Graphics, Web, Imaging
Software ESI	Adobe Desktop Products, Insight	Office Systems, Graphics, Web, Imaging



1 Publisher Product Selection

Name Search

Microsoft

- All Product Groups -

- All -

GO

Product Name	Product #	Details	Select	Filter	Description
APPLICATIONS		Detail			
MSDN Operating Systems		Detail			
Office Mac		Detail			
Office Professional Plus		Detail			
OfficeProPlus SNGL WAH MVL	269-02512	Detail	<input checked="" type="checkbox"/>		Work At Home
OfficeProPlus SNGL LicSAPk MVL	269-05557	Detail	<input checked="" type="checkbox"/>		License/Software Assurance Pack
OfficeProPlus SNGL SA MVL	269-05708	Detail	<input checked="" type="checkbox"/>		Software Assurance - 3 years
...					

2 Selected Products

Delete	Product Name	Product #	Qty	Details	Filter	Description
	OfficeProPlus SNGL WAH MVL	269-02512	250	Details		Work At Home
	OfficeProPlus SNGL LicSAPk MVL	269-05557	250	Details		License/Software Assurance Pack
	OfficeProPlus SNGL SA MVL	269-05708	250	Details		Software Assurance - 3 years

RESET

3 GET PRICING



3 Pricing

Publisher: Microsoft

Resellers

- Show All
- Dell Marketing L.P. (formerly ASAP)
- Hewlett Packard
- Insight
- Softchoice
- Softmart
- Dell
- CDW-G
- SHI International Corporation
- GovConnection
- GTSI

Product Name	Product #	Details	Qty	Hewlett Packard	Insight	Softchoice	Softmart	Dell	CDW-G	GTSI
OfficeProPlus SNGL WAH MVL	289-02512	Detail	250	\$43,555.00	\$43,785.00	\$43,945.00	\$43,675.00	\$43,502.50	\$44,900.00	\$44,442.50
OfficeProPlus SNGL LicSAPk MVL	289-05557	Detail	250	\$144,987.50	\$157,002.50	\$157,842.50	\$149,165.00	\$156,052.50	\$161,067.50	\$151,795.00
OfficeProPlus SNGL SA MVL	289-05708	Detail	250	\$87,487.50	\$73,037.50	\$73,335.00	\$69,390.00	\$72,595.00	\$74,927.50	\$69,677.50

SELECT PRODUCTS

The prices shown on this page are for market research purposes only and are not intended to be the final ordering prices. Prices are subject to change due to pending technology refreshments or may qualify for additional discounting. Price quotations must be obtained in accordance with the applicable BPA ordering instructions prior to issuing an order.

4 EXPORT

- Reseller Specific
- Price Comparison





Publisher Product Details

ESI Publisher product #: 269-02512
 Publisher: Microsoft
 Product Group: APPLICATIONS
 Product Name: OfficeProPlus SNGL WAH MVL
 Model Name:
 Description: Work At Home
 UNSPSC:

Reseller Product Details

Please click on the "details" below to get reseller details.

Program Name: ESI
 Agreement Holder: Dell Marketing L.P. (formerly ASAP)
 Agreement #: N00104-02-A-ZE78
 GSA #: GS-35F-4027D
 Company POC Name: Stephanie Lendecky CAGE#: 3DMD3
 Company POC Phone: 512-728-2277 DUNS#: 877936518
 Company POC Email: USDODSoftwareInside@Dell.com TIN#: 74-2616805
 Ordering Guide: [Ordering Info](#)

Unit Price	CLIN	Reseller Name	Details	Business type	Reseller P/N
\$173.99	A008AA	Dell Marketing L.P. (formerly ASAP)	Detail	Large Business	A008AA
\$174.22	A008AA	Hewlett Packard	Detail	Large Business	A008AA
\$175.06	A008AA	Insight	Detail	Large Business	A008AA
\$175.78	A008AA	Softchoice	Detail	Large Business	A008AA
\$174.70	A008AA	Softmart	Detail	Small Business	A008AA
\$174.01	A008AA	Dell	Detail	Large Business	A008AA
\$179.60	A008AA	CDW-G	Detail	Large Business	A008AA



Product Price Benchmark Reports (Private SPM Site)

Report Type: Product Price Benchmarks

Report Period: Start 1-Jan-2008, End 31-Dec-2011

Service or Agency: All, AFSC, AIR FORCE, AMC, AMCOM, ARMY, ATF

Publishers: Adobe

RESET

All | None Please use Control-click to select multiple entries

Product Price Benchmarks

- [-] Acrobat - WIN Platform (CLP 4.5)
 - [+] Acrobat 10.0 AOO New License
 - Acrobat 10.0 Upgrade License (STD-ST)
 - Acrobat 10.0 Media (NACT)
 - Acrobat ALL Gold - PRO MIN REQ - 1Y
 - Acrobat ALL Gold Renewal - PRO MIN R
 - [+] Acrobat ALL New Upgrade Plan - 1Y
 - [+] Acrobat ALL New Upgrade Plan - 1Y
 - [+] Acrobat ALL Renewal Upgrade Plan - 1
 - [+] Acrobat ALL Renewal Upgrade Plan - 1
 - Acrobat 9.0 AOO New License**
 - Acrobat 9.0 Upgrade License (STD-STD)
 - Acrobat 9.0 Upsell License (ELE-STD, A
 - Acrobat 9.0 Media (NACT)

Product Price Benchmarks

Sales Report Period: 2008-01 to 2011-12 Agencies: ALL

	Price	Quantity	Service or Agency
Min Price	\$20.05	1900	AIR FORCE
Max Price	\$113.94	1	ARMY
Average Price	\$78.38		

A significantly better price was obtained for a significantly larger quantity



Product Price Benchmark Reports

Report Type: Product Price Benchmarks

Report Period: Start: 1-Jan-2008, End: 31-Dec-2011

Service or Agency: All, AFSC, AIR FORCE, AMC, AMCOM, ARMY, ATF

Publishers: Microsoft

RESET

All | None Please use Control-click to select multiple entries

Product Price Benchmarks

- Deleted - VSStudio PRO
- Outlook
- Project Professional w/1 Project Server
 - Deleted - Project Pro 2002 Win32 E
 - PrjctPro SNGL LicSAPk MVL w1PrjctS
 - PrjctPro SNGL SA MVL w1PrjctSvrCA**
 - Deleted - Project Pro 2003 Win32 E
 - PrjctPro SNGL SASU MVL PrjctStd w1
 - PrjctPro 2007 SNGL MVL w1PrjctSvr
 - PrjctPro 2010 SNGL MVL w1PrjctSvr
- Access
 - Deleted - Data Analyzer
- Excel
- Excel Mac

Product Price Benchmarks

Sales Report Period: 2008-01 to 2011-12 Agencies: ALL

	Price	Quantity	Service or Agency
Min Price	\$148.70	499	DOD
Max Price	\$905.70	1	DOD
Average Price	\$161.06		

A better price was obtained for a larger quantity



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Product Price Benchmark Reports

Report Type:

Report Period: Start: End:

Service or Agency: All

Publishers:

[All](#) | [None](#) Please use Control-click to select multiple entries

Product Price Benchmarks

- Office Standard
- OfficeStd SNGL WAH MVL
- Deleted - Office XP Win32 English M
- OfficeStd SNGL LicSAPk MVL
- OfficeStd SNGL SA MVL
- Deleted - Office 2003 Win32 English
- Deleted - Office 2003 MVL Legalizat
- OfficeStd 2007 SNGL MVL**
- OfficeStd SNGL MVL Rental
- OfficeStd 2010 SNGL MVL
- Deleted - Office XP Win32 English/M
- Deleted - Office Win32 English/Multi
- Deleted - Office Win32 English/Multi
- Deleted - Office 2003 Win32 English

Product Price Benchmarks

Sales Report Period: 2008-01 to 2011-12 Agencies: ALL

	Price	Quantity	Service or Agency
Min Price	\$158.01	40	DOD
Max Price	\$245.59	1	ARMY
Average Price	\$233.58		

A better price was obtained for a larger quantity



Sales By Publisher Report

[Agreement](#)
[Publisher Product Update](#)
[Reseller Price Update](#)
[Sales Report Processing](#)
[Sales Data Analysis](#)
[Admin](#)
[Return to CMS](#)

Report Type
 Sales by Publisher

Report Period
 Start: 1-Jan-2008
 End: 31-Dec-2011

Service or Agency
 All
 AFSC
 AIR FORCE
 AMC
 AMCOM
 ARMY
 ATF

Publishers
 All
 Adobe
 Microsoft
 Oracle

[All | None](#) Please use Control-click to select multiple entries

[All | None](#)

[RESET](#)
[SHOW REPORT](#)

Total Sales by Publisher

Sales Report Period: 2008-01 to 2011-12 Publishers: ALL Components: ALL

	Sales w/o Fee	ACT Fee	IFF Fee	Total Sales
Oracle	\$457,600,464.01	\$3,432,002.94	\$6,189,218.90	\$467,221,685.85
Adobe	\$35,927,583.93	\$269,456.89	\$718,550.33	\$36,915,591.15
Microsoft	\$390,756,677.23	\$2,930,671.98	\$5,622,440.45	\$399,309,789.66
Total	\$884,284,725.17	\$6,632,131.81	\$12,530,209.68	\$903,447,066.66



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Commonly Purchased Products Report

Commonly Purchased Products

Sales Report Period: 2008-01 to 2011-12 Publishers: ALL Components: ALL

Rank	Publisher	Part Number	Product Name	Quantity	Min Price	Max Price	Avg Price
1	Microsoft	66J-00818	Yr1 TU VSProwMSDNPro ALNG LicSAPk MVL	1,539,478	\$7.05	\$586.33	\$93.92
2	Microsoft	W06-00021	Core CAL All Languages SA Pack MVL Device CAL	1,521,958	\$6.50	\$28.28	\$17.39
4	Microsoft	A07-00045	VLA ENTERPRISE DESKTOP PRO SOFTWARE ASSURANCE LISTED LANGUAGES	147,501	\$130.28	\$211.85	\$140.89
5	Microsoft	WSB-00072	MS ENTERPRISE AGREEMENT GIA DSKTP OPTIMIZATION PCK SA M... LISTED LANGUAGES E-CERTIFICATE	106,215	\$6.57	\$22.97	\$10.04
7	Microsoft	J7A-00141	SysCtrCnfgMgrSvrMLEnt ALNG SAPk MVL	100,093	\$64.20	\$180.01	\$95.78
8	Microsoft	66J-01156	WinVistaBsns ALNG UpgrdSAPk MVL w/VistaEnt	78,115	\$59.27	\$95.47	\$87.09
9	Microsoft	W06-00022	Core CAL All Languages Lic/SA Pack MVL Device CAL	78,042	\$107.19	\$107.19	\$107.19
10	Microsoft	WSB-00068	Yr1 TU VSProwMSDNPro ALNG LicSAPk MVL	76,118	\$1.72	\$586.33	\$29.14
11	Microsoft	P73-00226	WinSvrStd SNGL SA MVL	67,290	\$0.00	\$246.97	\$83.16
12	Microsoft	H30-00238	Project Pro Sngl SA MVL w/1 ProjectSvr CAL	61,076	\$32.29	\$155.41	\$130.04
13	Adobe	09946139R4	ADO HV ACROBAT PRO 1Y MNT 12MO	51,745	\$10.23	\$27.66	\$26.06
14	Microsoft	WSB-00072 GIA1A	MS ENTERPRISE AGREEMENT GIA DSKTP OPTIMIZATION PCK SA M... LISTED LANGUAGES E-CERTIFICATE	50,000	\$6.84	\$6.84	\$6.84
15	Microsoft	124-00001	Yr1 TU VSTeamTst ALNG LicSAPk MVL wMSDNPrem	44,134	\$4.43	\$5,167.94	\$1,734.07
16	Microsoft	A07-00042	MSelect Desktop Pro SA EA All Lang	41,374	\$58.67	\$425.30	\$153.45
17	Microsoft	D72-00188	WinSvrEnt SNGL SA MVL	37,621	\$80.72	\$802.65	\$364.05



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Website Capabilities: Planned Roadmap

Product-centric information; market research tool

Education

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Ordering Support

Materials focused on Leading Edge Topics

Feedback and questionnaires

The screenshot displays the DoD ESI website interface. At the top, there is a navigation bar with links for Home, Overview, How to Use, Rapid Assessment, Best Value Roadmap, and Tools Library. The main content area features a 'Best Value Toolkit' for Commercial Software Acquisition, which includes a 'Rapid Assessment' and 'Best Value Roadmap' tool. Below this, there is a section for 'Total Cost of Ownership (TCO)' with a table for 'REQUIREMENTS / FIT' and 'PRICE'. A 'BEST VALUE PROCESS ROADMAP' is also shown, consisting of four steps: GATHER, ANALYZE, STRATEGIZE, and NEGOTIATE. Each step has a brief description of the activities involved. The 'GATHER' step involves gathering and organizing relevant acquisition documents and data. The 'ANALYZE' step involves evaluating and analyzing the data to become intelligent on software acquisition. The 'STRATEGIZE' step involves defining the best price, terms, and conditions that represent best value for the transaction. The 'NEGOTIATE' step involves executing the negotiation strategy to arrive at best value for the requirement. The roadmap also includes a 'TEAM APPROACH' section.

- Training
- Knowledge sharing
- Best practices
- Webinars
- Library of toolkits and tools



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Website Capabilities: Planned Roadmap

Product-centric information; market research tool

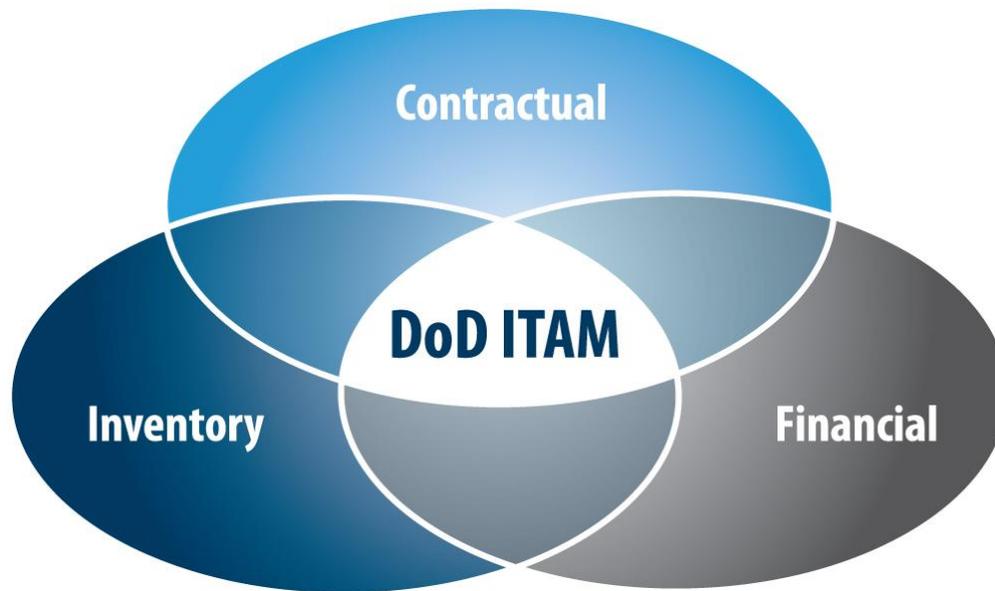
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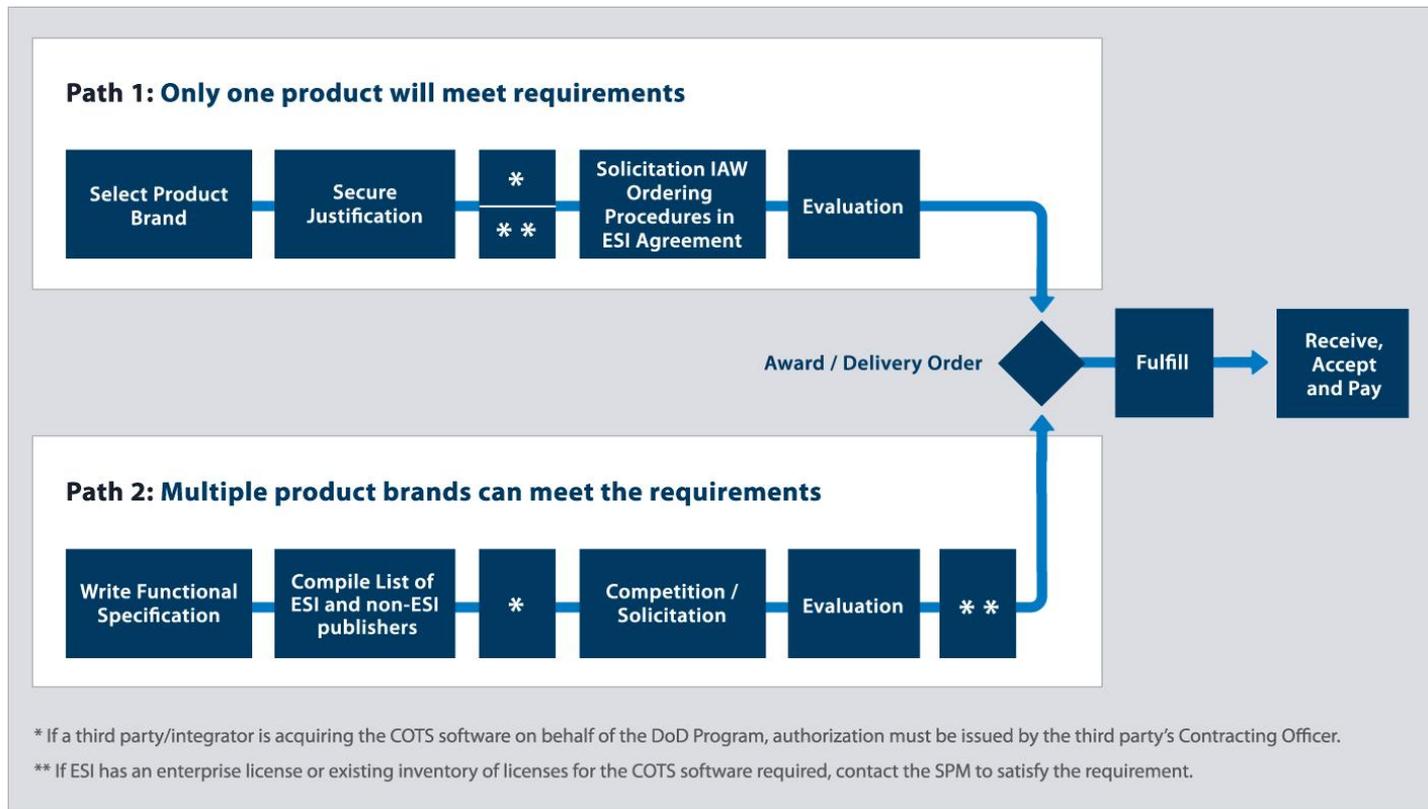
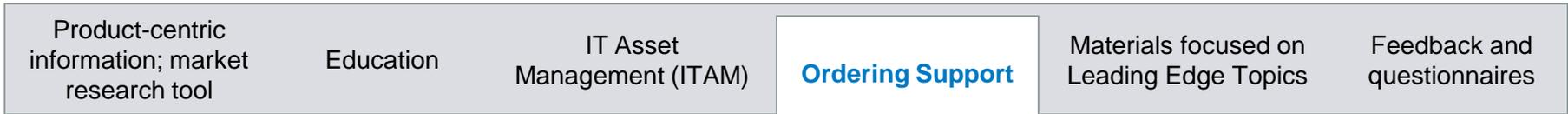


- Best practices
- Policy
- Tools
- Inventory management
- Audit and compliance management
- Enterprise licenses



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Website Capabilities: Planned Roadmap



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Overview Business Model Implementation Cost Analysis Agreements

Software as a Service (SaaS)

Deployment alternative to perpetual licensing

Welcome to the Software as a Service (SaaS) Toolkit.

The Department of Defense Enterprise Software Initiative (DoD ESI) developed this SaaS Toolkit to provide educational materials for the DoD IT acquisition and management community in an independent, unbiased manner. This toolkit provides access to decision-analysis tools and content that help you streamline the process of understanding, evaluating, and selecting SaaS offerings through the DoD ESI.

This is an official Department of Defense Website. The purpose of this Web Site is to provide information to the DoD ESI community.

SaaS Provider

Enterprise Network

Application Servers Identity Management (Federation Server)

Identity Management (Federation Server) Authentication Server

- Cloud
- Virtualization
- Open Source
- Escrow



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Feedback and questionnaires

1. Support Survey

1. Why did you call customer support?

Billing Question

Account or Billing Issue

Product Question

Other

2. How did you contact customer support?

In Person

Over the Telephone

By Email

By Internet Chat

Through the Online Forums

Other

3. About how long did you have to wait before speaking to a support representative?

I was taken care of immediately.

* 1. Who was your instructor for the course?

DelGallo Esposito Hook Howard Montaner Porter

* 2. On average, how quickly were your assignments graded and emailed back to you?

24 hrs or less 24 to 48 hrs 48 to 72 hrs More than 72 hrs.

* 3. Overall, were you satisfied with the ability to contact your instructor and receive a quick reply to your questions?

Yes No

* 4. Did your instructor send you periodic reminders/announcements about critical course dates and assignments during the course?

Yes No Sometimes

5. Were you satisfied with the feedback that you received on assignments?

Yes No Sometimes

6. Was the course gradebook and the explanation of grading in the course clear?

Yes No

7. Have you been able to use the BB discussions either for discussing the assignments or reviewing the materials in the course?

Yes No Sometimes

	Very Good	Good	Fair	Below Average	Lacking / Missing	N/A
Perspective	<input type="radio"/>					
Figure	<input type="radio"/>					
on	<input type="radio"/>					
te	<input type="radio"/>					
ing / Missing	<input type="radio"/>					
N/A	<input type="radio"/>					



Your Preferred Source for IT Acquisition Across the DoD

Feedback?

New ideas?

Additional needs?



Driving Website Traffic

- Deliver ESI value proposition to the right audiences with the right actions
 - **IT buyers across DoD**
 - **SW/HW/Service vendors**

Current outreach tactics include:

Banner ads across DoD-sanctioned publications

Quarterly e-newsletters to growing database

Speaking events to evangelize the value of ESI

Industry trade events to demo ESI capabilities

Ongoing training series and focus group sessions

Proactive PR to promote successes/ROI, new features, achievements

Best practice articles to demonstrate thought leadership (i.e., Navy CHIPS)

Enhanced vendor marketing support

Considering strategic SPM-led social media in 2012



Feedback?

Other resources used to evaluate and procure IT?

Other ways to strengthen ESI outreach?

