



ENTERPRISE SOFTWARE INITIATIVE

DoD Enterprise Software Initiative (ESI) Vendor Toolkit A Primer for Working with DoD ESI

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www.esi.mil

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Why do business with DoD ESI?

- DoD ESI is an official DoD initiative sponsored by the DoD Chief Information Officer (CIO) to lead in the establishment and management of enterprise Commercial-off-the-Shelf (COTS) IT agreements, assets, and policies. DoD ESI lowers the total cost of ownership across the DoD, Coast Guard and Intelligence Communities for commercial software, IT hardware, and services.



Who Is Involved?

- **Publisher/Original Equipment Manufacturer (OEM)** – Provides products and services, either directly or through a Reseller.
- **DoD ESI Co-Chairs** – Working Group and SPM Team leadership and management.
- **DoD ESI Working Group** – Consensus and decision-making body of DoD ESI.
- **Software Product Managers (SPMs)**
 - Work with Contracting Officer (KO) to establish and manage Enterprise Software Agreements (ESAs).
 - Experts in publisher products, licensing practices, maintenance, and prices.
 - Participate in award of DoD and/or Federal-wide agreements.
- **Contracting Officer (KO)**
 - Works with SPM to negotiate and award DoD ESI Agreements.
 - Acquisition planning advice.
 - Expert in the acquisition process.



Who Is Involved?

- **DoD ESI Team**
 - DoD ESI Co-Chairs
 - Software Product Managers (SPMs)
 - Contracting Officers (KOs)
 - IT Asset Management (ITAM) Program Manager
 - DoD ESI Working Group members
 - GSA Executive Agents
 - Publishers and Resellers who hold DoD ESI Agreements
 - Other acquisition partners
- **Awardee**
 - Publisher/OEM or Reseller who is awarded a DoD ESI agreement



DoD ESI Pre-Award – Getting an ESA Awarded

- **Step 1: Vendor becomes familiar with DoD ESI**
 - Visit DoD ESI website, www.esi.mil and select “Resources/Tools” header on homepage.
 - Under Toolkits tab, review “*DoD ESI Vendor’s Toolkit*” (this presentation).
 - Under Resources tab, review “*Frequently Asked Questions / Vendor Frequently Asked Questions.*”
 - Under Training Materials tab, review “*Vendor Overview.*”
 - If you believe you have a business model that could potentially benefit DoD, contact one of the DoD ESI Co-Chairs or SPM Leads to discuss.



DoD ESI Pre-Award – Getting an ESA Awarded

- **Step 2: Vendor meets with the DoD ESI Co-Chairs**
 - If you feel you have a potential business case, arrange a meeting with DoD ESI Working Group Co-Chair(s) where you will:
 - Discuss your offering of products, services, DoD customer demand, and potential benefits (e.g., Why do business with me? Why should I negotiate an agreement with DoD?)
 - Verify that products are good candidates for an DoD ESI Agreement and decide how to proceed to the next step, which may include a briefing to the DoD ESI SPM Team.



DoD ESI Pre-Award – Getting an ESA Awarded

- **Step 3: Vendor briefs DoD ESI Team**
 - DoD ESI Co-Chairs will coordinate with Vendor to schedule date/time to brief at DoD ESI SPM Team meeting, normally held monthly.
 - Vendor presents products, services, licensing models, GSA/FSS or other Federal contract status, business case, and current/future demand.
 - DoD ESI SPM Team verifies that products are a good candidate/fit for a DoD ESI Agreement, and if so, decides on whether to proceed to the next step where the Co-Chairs, or SPM from Lead Component, will brief the DoD ESI Working Group.
 - DoD ESI Co-Chairs will provide Vendor with feedback.



DoD ESI Pre-Award – Getting an ESA Awarded

- **Step 4: DoD ESI Working Group assigns responsible DoD Component**
 - DoD ESI Co-Chairs, or SPM from Lead Component, present results of Vendor briefing to DoD ESI Working Group, which normally meets every other week.
 - DoD ESI Working Group discusses and confirms assignment of a Lead Component to work the DoD ESI Agreement.
 - Responsible Component assigns SPM and KO (SPM Team).
 - DoD ESI Co-Chairs and/or SPM will contact and advise Vendor.



DoD ESI Pre-Award – Getting an ESA Awarded

- **Step 5: SPM Team develops acquisition strategy**
 - SPM Team (SPM/KO) begins discussion on various aspects of Vendor's business, such as:
 - Products offered
 - Projected future demand
 - GSA Federal Supply Schedule (FSS) Contract status, licensing plans, and Terms & Conditions (Ts&Cs)
 - Pricing models available
 - Installed base, to include installed licenses and licenses under maintenance
 - Business case for ESA including: DoD demand; benefits, including price; other advantages and risks
 - Product "Roadmap"
 - SPM provides Vendor with applicable sections of the ESI Blanket Purchase Agreement (BPA) Modular Template.
 - Preliminary acquisition strategy is developed.



DoD ESI Pre-Award – Getting an ESA Awarded

- **Step 6: DoD ESI Working Group makes “Go/No Go” decision**
 - Acquisition strategy is briefed to the DoD ESI Working Group by the SPM Team.
 - DoD ESI Working Group provides feedback.
 - If a “Go”, the acquisition strategy is finalized and approved by the DoD ESI Working Group.
- **Step 7: Address DoD ESI WG concerns**
 - Assigned SPM Team will address any concerns from DoD ESI Working Group, if applicable.



DoD ESI Pre-Award – Getting an ESA Awarded

- **Step 8: SPM Team proceeds with procurement process**
 - Contract negotiations are finalized, including agreement on End User License Agreement (EULA) and terms of service with OEM.
 - Assigned SPM Team proceed with appropriate internal clearances, reviews, etc.
 - Solicitation is generated and issued.
 - Solicitation responses received and evaluated.



DoD ESI Pre-Award – Getting an ESA Awarded

- **Step 9: SPM Team presents final BPA, Pricing, Terms & Conditions**
 - SPM Team assigned presents a final business case to DoD ESI Working Group.
 - DoD ESI Working Group approves final business case for award, or requests changes.
- **Step 10: KO awards ESI Agreement**
 - DoD ESI agreement is signed by Awardee(s) and appropriate KO.
 - Agreement posted on DoD ESI, SPM and Awardee(s) websites.



DoD ESI Post Award – Roles and Responsibilities

- **Awardee(s) shall:**
 - Work with appropriate SPM and KO (SPM Team) to develop and maintain ordering guide.
 - Educate sales staff on selling to customers under the DoD ESI Agreement.
 - Market DoD ESI Agreement (coordinate content with SPM Team)
 - Brochures
 - Trade Shows
 - Web Sites
 - Press Releases
 - Provide Report of Sales to assigned SPM Team on an agreed-to periodic basis.
 - Maintain good communications with assigned SPM Team.



DoD ESI Post Award – Roles and Responsibilities

- **Awardee(s) shall (Con't):**
 - Participate in Program Management Reviews (PMRs).
 - Recommend improvements to ESA to improve efficiencies, ordering ease, technology updates, etc.
 - Keep points of contact data current and inform the SPM Team of changes.
 - Refresh GSA, FSS, and ESA with latest technology, upgrades, and services.
 - Work with the SPM Team to minimize “sales leakage.”



DoD ESI Post Award – Roles and Responsibilities

- **SPM Teams (SPMs and KOs) shall:**
 - Educate DoD customers about buying under the ESA.
 - Work with Awardee to develop and maintain ordering guide.
 - Review/Approve Report of Sales.
 - Maintain good communications throughout life of the vehicle.
 - Conduct regular Program Management Reviews (PMR).
 - Recommend improvements to ESA to improve efficiencies, ordering ease, technology updates, etc.



DoD ESI Post Award – Roles and Responsibilities

- **SPM Teams (SPMs and KOs) shall (con't):**
 - Keep Points of Contact data current and inform Awardee of changes.
 - Process Awardee's proposed technical refresh of ESA latest technology, upgrades, and services.
 - Liaise between customer and Awardee, when needed.
 - Partner with GSA FSS Contracting Officer about Awardee changes, and explain how timely modifications support DoD business.
 - Work with Awardee and Publisher to minimize “sales leakage.”



DoD ESI Post Award – Roles and Responsibilities

- **DoD ESI Working Group shall:**
 - Assign DoD ESI Agreements to participating DoD Components.
 - Review/Approve Acquisition Strategies and Business Cases.
 - Provide policy and/or technical direction, when needed.



Vendor / DoD ESI Talking Points

- What is the name of your product?
- How do you categorize your product?
- Is your product related to, or can your product provide value in any of the following areas?
 - IT Investment/Portfolio Management
 - Standards
 - Electromagnetic Spectrum
 - Telecommunications
 - Wireless Solutions
 - Web Portals
 - Service Oriented Architecture (SOA)
 - IM/IT Workforce Management
 - Performance Measurement
 - Enterprise Architecture
 - Knowledge Management (KM)
 - Office Productivity
 - Cyber Security (CS)
 - Information Security
 - Privacy
 - Identity Management
 - Data Management
 - Data Standards
 - Critical Infrastructure Protection



Vendor / DoD ESI Talking Points

- What does your product do and can you provide a brief description?
- Can you identify your DoD customer base and detail agencies, commands, user groups and number of users in each?
- Who do you consider your direct competition?
- What distinguishes your product from the competition?
- Has your product been through Joint Interoperability Test? Command (JITC) certified (if applicable)?
- Does your product have a Defense Information Assurance Certification and Accreditation Process (DIACAP) and/or Risk Management Framework (RMF) approval status of ATO/IATO and SSAA on any DoD System?
- Is your product offering new technology?
- Is your product Common Criteria certified?
- Is your product IPv6 compliant?
- Is your product WIN 10 compatible?
- If encrypting data, are you Federal Information Processing Standards (FIPS) validated?
- Are you interoperable with DoD Public Key Infrastructure (PKI), if applicable?



Vendor / DoD ESI Talking Points

- Product Architecture
 - Is this a proprietary product?
 - Is the product built on open architecture?
 - Does this software utilize XML?
 - Is the software Web Services based?
 - Does the software support Single Sign-On?
 - Is this an integrated product suite? If so, what are the modules or components available?
 - Does this product integrate with other product/suites? If so, please describe.
- Can you list any industry ratings, as applicable?
 - Gartner
 - Forrester
 - Others



Vendor / DoD ESI Talking Points

- In order to do business with Major DoD Components, Vendors should be aware of / comply with:
 - **Technical Certifications**
 - IPv6 Profile Conformance, www.nav6tf.org
 - Product Registration
 - Product Testing
 - Service Oriented Architecture (SOA), www.opengroup.org/projects/soa/
 - US Government Configuration Baseline (USGBC), www.usgcb.nist.gov/
 - 508 Compliance, www.section508.gov
 - **Security**
 - NIAP - NSTISSP No. 11
 - Component Cybersecurity (CS) Requirements
 - **Policy Compliance and Procedures**, such as:
 - Ability to support DoD Data and Services Strategies
 - Component-specialized restrictions on product use/acquisition
 - Component acquisition and contracting procedures



Vendor / DoD ESI Talking Points

- **As a Publisher, be prepared to discuss:**
 - Your current and future potential market(s) within DoD. Projected market discussions should be based on fact, with backup data and illustrate benefit to DoD.
 - GSA Software Category Team (Formerly known as SmartBuy) Purchase Agreements at www.gsa.gov/smartbuy
 - If applicable, your current GSA contract or agreement with a reseller who holds a GSA contract for your products and/or related services.
 - Any other major contracts where your products may be found (ex. SEWP, NIH, etc.).
 - How you plan to work with DoD ESI to provide all DoD customers with the best priced products and related services.
 - How your proposed business case is better than the current way we do business.
 - Government's need for access to tracking and reporting data.
 - Delivery options, hard copy media, electronic distribution, etc.
 - License and pricing models.
 - Federal channel strategies.



DoD ESI Points of Contact

- Help can be obtained by contacting appropriate Component DoD ESI POCs below:
 - **Air Force** – Ben Burns, ben.burns@us.af.mil
 - **Army** – Dawn Bare, dawn.m.bare2.civ@mail.mil
 - **DISA** – Jonnice Medley, jonnice.medley.civ@mail.mil
 - **Navy** – Nick Thomas, nicholas.a.thomas2@navy.mil
- Additional help can be obtained by contacting the DoD ESI Co-Chairs:
 - Ed Zick, **DoD CIO**, edward.c.zick.civ@mail.mil
 - Floyd Groce, **DON CIO**, floyd.groce@navy.mil

