



How to Influence the Acquisition Decision...

Become Part of the Market Research

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Brenda K. Leonard

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Ms. Brenda K. Leonard serves as the Associate Director of the Office of Small Business Programs (OSBP) for the Defense Information Systems Agency (DISA). She has been with OSBP for 12 years and has been a material player in the agency repeatedly exceeding their small business goals during that time. Ms. Leonard is co-located at Scott AFB, IL with the DISA Defense Information Technology Contracting Organization.

Prior to joining OSBP, Ms. Leonard was a DISA contracting officer with an unlimited warrant. She was hand-selected to be the sole DISA contracting officer for the groundbreaking partnership effort with GSA for the Future COMSATCOM Services Acquisition (FCSA), valued at over \$5B.

Before coming to DISA, Ms. Leonard managed the AMC Station Manager contract for 18 countries in Central and South America, ensuring embassy personnel and military members received shipments without incident.

Ms. Leonard began her contracting career with the Air Force Copper Cap Intern Program. She earned a Bachelor of Science degree in Sociology (summa cum laude) from Arizona State University, a Master of Arts degree in Human Relations from the University of Oklahoma, and a Master of Arts degree in Procurement and Acquisition Management from Webster University. Ms. Leonard is DAWAll Level III certified in contracting, holds a CFCM certification from NCMA, and a Small Business Professional Credential from DAU.

How Do We Make the Acquisition Strategy Decision?

It all begins with Market Research...

- **Who does the market research?**
 - Program Offices
 - Contracting Officers
 - Small Business Professionals

Questions we ask...

- **Who can do it?**
- **Is it commercial?**
- **What pre-awarded vehicles are available that fit the scope of the requirement?**
- **What time of year is it?**

We keep in mind our agency goal achievements...

Vehicles

| | | | |
|-----------------------|------------------------------|-----------------------------------|-----------------------------|
| • NASA SEWP V | Expires 30 April 2025 | For Software/Hardware | (fee 0.34%) |
| • NASA SEWP VI | Market Research | Software/Hardware/Services | |
| • NIH CIO SP4 | Projected 3/15/23 | Everything IT | (fee 0.65%) |
| • GSA MAS | Open Solicitation | 12 Categories | (fee 0.75%) |
| • GSA 8a STARS III | Awarded 7/2/21 | IT Solutions | (fee 0.75%) |
| • GSA OASIS | Expires Dec 2024 | 7 Categories | (fee 0.1%) |
| • GSA OASIS+ | RFP release Q2 FY23 | Kitchen Sink | (previously BIC MAC) |
| • GSA Polaris | In Evaluations | Emerging Technologies | |
| • GSA VETS 2 | Expires Feb 2028 | IT Solutions | (fee .075%) |
| • ENCORE III F&O | Expires 2028 | IT Services | |
| • ENCORE III SB | Expires 2029 | IT Services | |
| • SETI F&O | Expires 2029 | Innovative Solutions | |
| • SETI SB | Expires 2030 | Innovative Solutions | |



SBA Dynamic Small Business Search Tool

- https://web.sba.gov/pro-net/search/dsp_dsbs.cfm
- **Mandatory search for DISA services Market Research Reports**
- **Help us FIND YOU!!**
- **Three critical areas:**
 - **Capabilities Narrative**
 - **Special Equipment/Materials**
 - **Keywords**

How We Search

- **Specific Nature of Business**

Specific Nature of Business

NAICS Codes: ☒ Any ☐ All (slower)

[Help](#)

"Buy Green" NAICS Codes: ☒ Any ☐ All (slower)

[Help](#)

Keywords: ☒ Any ☐ All (slower)

[Help](#)

Make It Count

Table Listing, where
the firm is small in any of these NAICS codes: 541519;
the profile's status is Active;
at least one word of the
Capabilities Narrative, Special Equipment/Materials or Keywords
is computer programming;

Displaying profiles 1 - 25 (of **742** profiles matching criteria):

| Name | Contact | Address | Capabilities Narrative |
|---|-----------|------------------------------------|--|
| 1 ABC, Llc | D. Gee | 43714 Banshee | |
| 2 JV Consulting | B. Brown | 12211 Lake James | A Joint Venture for STARS III IT support services. |
| 3 Management Consulting | H. AMID | 718 S Date Ave Ste | Document Controls, Scheduling, Project Management, Program Controls, Construction Management, Project Cost Analysis, Marketing, Management Consulting, Application Creation and Data Processing, IT Support Services, Staff Augmentation, Professional Training |
| 4 SUPREME, LLC | M. Wright | 120 BELMONTE DR | Supreme, LLC provides information technology (IT), systems engineering, professional services and simulation and training to customers in the defense, federal civilian government, health, homeland security, intelligence, state and local government and commercial sectors. Headquartered in Atlanta, Ga., SS delivers IT enterprise solutions, manages large-scale, mission-critical IT programs and provides mission support services. |

How We Search

- **Specific Nature of Business**

Specific Nature of BusinessNAICS Codes: ☒ Any ☐ All (slower) [Help](#)"Buy Green" NAICS Codes: ☒ Any ☐ All (slower) [Help](#)Keywords: ☒ Any ☐ All (slower) [Help](#)

Down to 90 profile matches.....still too many

How We Search

- **Specific Nature of Business**

Specific Nature of Business

NAICS Codes: ☒ Any ☐ All (slower)

"Buy Green" NAICS Codes: ☒ Any ☐ All (slower)

Keywords: ☒ Any ☒ All (slower)

Added another industry specific term...down to 17 profiles

Results

Table Listing, where

the firm is small in any of these NAICS codes: 541519;
 all of the following words were found in the Capabilities Narrative, Special Equipment/Materials or Keywords: Computer programming, cyber security and systems engineering;
 Displaying profiles 1 - 17 (of **17** profiles matching criteria):

| View | Name | Contact | Address | Capabilities Narrative |
|-------------------|------------------------------|------------|----------------------------------|---|
| 1 | DTS | D. Sampson | 10112 Sycamore | Program Management, Project Management, Systems Engineering, Software Engineering, Systems Analysis, Testing, Research and Development, Cyber Security, Networking |
| 2 | Staffing LLC | V. Ruther | 500 N Brand Blvd | Provides high quality engineering, mission operations, scientific, and IT support: Systems Engineering & Integration - Software engineering; sustainment engineering; enterprise architecture development; mission operations & domain expertise. C4 Integrated Systems - engineering, production, & technical management support services. Avionics and Mfg Support Services - research, design, development & systems engineering; acquisition; test & evaluation; training facilities & equipment; repair & modification; in-service engineering & logistics support. Full Spectrum IT Support - systems administration, service desk solutions, cloud computing, & applications development. Cyber Security - develop, test, certify, & deploy the technologies & methodologies our customers need to protect their critical data & infrastructure. Other support services - Program Management & Logistics Support, Financial Management & Analysis, Configuration Management & Administrative Support Services. |
| 3 | Long LLC | B. Long | 45240 Business Ct | Long IT Services include: Engineering, Cybersecurity/Information Assurance, Digital Forensics, Operations & Maintenance, and Application Development. Long non-IT services include: Language and Cultural Training, Program Management, Program Management Office Support, and Administrative Support. Customers enjoy ISO 9001:2015, CMMI DEV LEVEL 3, CMMI SVC LEVEL 3, and a DCAA Approved Accounting System. We hold several contract vehicles including: GSA 00Corp,8(a)STARS II, NAVSEA Seaport NxG, and FAA eFAST. |

Sources Sought and RFI's

- **What are they?** Methods of Market Research
- **When are they used?**
 - **Sources Sought Notice** is used when you have a defined requirement (ie: recompetes) and you need to determine if there are companies with the capability to do the work
 - **Request for Information** is used when you don't have a defined requirement and you are looking for solutions from industry to help you develop your requirement
- **What will they ask for?** Skills, capabilities, experience...
- **How to respond?** Very carefully, thoughtfully, and completely
 - Experience
 - Teaming/JV/subcontracting arrangements
 - Frenemies

Office of Small Business Programs

- ✓ **Sign up for the monthly virtual DISA 101**
 - ✓ **Do a capability briefing with OSBP**
- ✓ **Get on our distribution list for upcoming events and announcements****
 - ✓ **Do a capability briefing with a program office**
 - ✓ **DISA Acquisition Decisions on DISA.mil**
 - ✓ **Industry Training Classes**



Elevator Speeches

- **Do you need one?**
- **Do you have one?**
- **How should you NOT start the conversation?**
- **What should you say?**
- **How long should it last?**
- **What is the Goal?**

Contact Information

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The IT Combat Support Agency

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