

April 2018 (Vol. 7; Issue 4)

## Ten Chores to Freshen Up Your IDIQ Portfolio

1. Refresh marketing materials with new capabilities, corporate statistics, and past performances
2. Ensure teammates update their contact info, capabilities, and qualifications
3. Verify pricing and sales information for schedules is accurate and complete
4. Update your past performance catalog for quick proposal turnaround
5. Provide customers with up-to-date contact info to avoid missing out on key communications
6. Give subcontractors your IDIQ labor category descriptions to avoid culling unqualified candidates
7. Set yourself up for a compliant audit by verifying work provided meets requirements
8. Build list of top opportunities and coordinate with BD
9. Hold IDIQ PMO personnel accountable for submitting timely and accurate reports required by contract
10. Establish an internal invoice audit to ensure proper pricing, fees, and small business workshare commitments

## Spring Cleaning for IDIQs

- With the budget floodgates now open, the easiest way to get money on contract is adding scope and ceiling to existing IDIQs
- The selling season is starting early this year, April feels a lot more like August according to the Beltway's BD executives
- As customers seek out vendors, put your best foot forward by updating your marketing materials (websites, social media, and SAM)
- Amid the selling fervor, compliance is prerequisite; ensure labor qualifications and small business commitments are met or exceeded
- The expected workshare of newly awarded IDIQ holders is likely far less than the ceiling value divided by the number of awardees
- Serious vehicle competitors have IDIQ PMOs with robust pipeline and vehicle management resources for rapid task order responses

### Organize Your Closets

Like the weather in DC, where we seem to skip spring and transition directly to summer, the pace of federal procurement has leaped straight from the slumber of continuing resolutions and shutdowns to the full bloom of the summer selling season. To avoid getting caught flat-footed, it is critical to clear out your IDIQ deadwood. Discard stale marketing slicks and use cases and purge out-of-date contact information. Refresh your websites and social media feeds to emphasize *en vogue* technical capabilities. Ensure GSA Schedule pricelists reflect your latest offerings and prices. Tidy up shared space by verifying contract documents and reports are up-to-date and accessible (not on the hard drive of an employee who left last month) to prepare for rapid responses and mitigate effects of office relocations and mergers.

### Shine Your Windows

As we prepare to cram 12 months of procurements into six months of fiscal year, existing contracts will be highly leveraged. Since the easiest way for customers to allocate money is by accessing existing vehicles, start by making sure they can find yours. This is a good time to invest a little in search engine optimization to get into the top search results, as well as some design refresh to make sure your vehicles are not buried five clicks deep. Also take this opportunity to update contact information. Farther afield, make sure agency IDIQ websites list you correctly (POCs, socio-economic designations, etc.). Last, but certainly not least, confirm your information in SAM and FPDS-NG. SAM is usually the last database you think of when your company is in transition. Customers rely upon these tools to determine suitability for award, so understand how you are viewed and correct any inaccuracies as soon as possible.

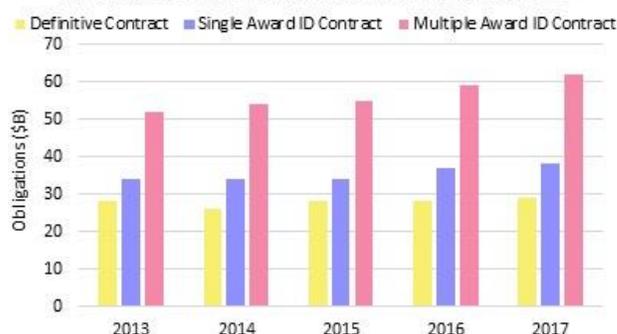
### Dust and Polish the Silverware

While sales efforts garner a disproportionate amount of spring cleaning energy, contract compliance is equally important. Like your antique silverware, your contract portfolio is your prized possession and a quick polish restores its luster. Labor qualifications have increasingly come under scrutiny and are a frequent cause of compliance headaches and False Claims Act violations. Use this time to document employee and subcontractor education and years of experience. Communicate labor category requirements to subcontractors and establish a rigorous internal process for vetting qualifications. Non-compliance with small business subcontracting commitments is also fraught with potential liabilities. Closely review your contracts and ensure that you are in line with commitments or are taking immediate action to redeem compliance.

### Kick Off the Open House

With a compliance foundation established and a sparkling front end for your IDIQs, it is time to bring customers to your contracts. While uninitiated IDIQ holders may hope that task orders will just come to them, that could not be farther from the truth. The lion's share of task orders will be won by IDIQ holders who establish the strongest IDIQ Program Management Offices (PMOs). The PMO works with business development teams to uncover leads and provide expert support. Good PMOs pay attention to agency IDIQ Program Offices, attend Program Management Reviews, participate in agency outreach activities, and help corral subcontractors towards the highest value pursuits. As we head into one of the busiest selling seasons in the past decade, the best PMOs also have a task order "engine" ready to address rapid response requirements, providing the necessary information just one click away.

Spending on Definitive vs. Indefinite Delivery (ID) Contracts



Ever-shrinking acquisition timelines resulting from multiple continuing resolutions have led to increased use of Indefinite Delivery contracts to enable streamlined procurement.

Source: Wolf Den Analysis and FPDS Data