OFFICE OF THE UNDER SECRETARY OF DEFENSE
3000 DEFENSE PENTAGON
WASHINGTON, DC 20301-3000

ACQUISITION
AND SUSTAINMENT

MEMORANDUM FOR THE DEFENSE INDUSTRIAL BASE

SUBJECT: Doing Business with the Department – Supporting the Response to COVID-19

Across the Department, industry partners have been contacting us, offering to help provide the needed medical resources and mission support services necessary to support the national response to COVID-19. I am appreciative of the flood of offers to support the Department of Defense (DoD) and broader Federal government requirements. In addition, there are many others who have needed capabilities but have not yet come forth.

For those who have not previously done business with the Federal government or the DoD, the attached *Contracting with the Department of Defense: A Step by Step Approach to the DoD Marketplace* is designed to help these partners get started. I ask your help in disseminating this document broadly, and along with our thanks for the offers of support in our collective fight to respond to this pandemic.

Please ensure widest distribution of this information. My point of contact is Mr. Jeff Grover at 703-380-9783. Thank you.

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Kim Herrington
Acting Principal Director,
Defense Pricing and Contracting

Attachment:
As stated.

CONTRACTING WITH THE DEPARTMENT OF DEFENSE (DoD)

A Step-by-Step Approach to the Department of Defense (DoD) Marketplace

There are several basic steps every company should do to increase their ability to contract in the marketplace. Becoming a government contractor can increase your company's growth in many ways. Follow the links to prepare for doing business with the government.

COVID-19 EMERGENCY RESPONSE INFORMATION

During the COVID-19 Coronavirus Emergency Pandemic Response period, send all DoD inquiries related to supporting this effort to the following group email in-box: osd.pentagon.ousd-a-s.mbx.covid-19-industry@mail.mil

Helpful COVID-19 Coronavirus Emergency Pandemic Response website links:

- DoD Contracting COVID-19 Information: https://www.acq.osd.mil/dpap/pacc/cc/COVID-19.html
- Acquisition.gov Coronavirus Acquisition-Related Information and Resources: https://www.acquisition.gov/coronavirus
- System for Award Management (SAM) Disaster Response Registry: https://www.acquisition.gov/disaster-response-registry *Note: It is critical that suppliers intending to provide medical devices and medical personal protective equipment register here.*

1. Identify your Product or Service

It is essential to know the Federal Supply Class or Service (FSC/SVC) codes, the Product and Service Codes (PSCs), and North American Industry Classification System (NAICS) codes for your products, services or industry in which your organization normally does business.

The PSC Manual provides codes to describe products, services, and research and development (R&D) purchased by the Federal Government. Many government product/service listings and future procurements are identified according to the PSC.

The PSC Manual is located at: https://www.acquisition.gov/psc-manual

NAICS is the standard used by the Federal Government to classify businesses for the purpose of collecting, analyzing, and publishing statistical data related to the United States' business economy according to the type of economic activity (process of production) in Canada, Mexico and the United States of America.

NAICS Codes are located at: https://www.census.gov/eos/www/naics/

2. Obtain a Commercial and Government Entity Code (CAGE) or North Atlantic Treaty Organization Commercial and Government Entity (NCAGE) Code.

CAGE Code (domestic vendors) and NCAGE Code (foreign vendors) is required data for registering in SAM. A CAGE Code is five character alpha-numerical identifier assigned to entities located within the United States and its' territories. A NCAGE Code is five character alpha-numerical identifier assigned to

entities located outside of the United States and its territories. The CAGE Code is used to support procurement and acquisition processes through the Federal Government. CAGE Codes are given an expiration date of five years from the last update, and NCAGE Code expirations currently do not apply.

A CAGE Code for domestic vendor(s) is obtained at: https://cage.dla.mil/Home/UsageAgree *Note: For vendors seeking prime contracts paid directly from the Government, proceed to the next step to apply for a DUNS number.*

An NCAGE Code for foreign vendor(s) is obtained at:
https://eportal.nspa.nato.int/AC135Public/CageTool/home

3. **Obtain a Data Universal Numbering System (DUNS) Number and Register in the System for Award Management (SAM).**

Registration is required of your entity (business, individual, or government agency) in order to do business with the Federal Government. A DUNS number and registration within SAM are prerequisites for any contract award.

DUNS number is a proprietary system developed and regulated by Dun & Bradstreet.

SAM is the official website of the Federal Government designed to hold information relevant to procurement and financial transactions. Entities may register at no cost directly on the website. User guides and webinars are available under the Help tab. Please be aware that there are businesses that offer assistance registering in SAM for a fee; you are not required to use any of these services – registration in SAM is always free if you go directly to the government website.

Obtain a DUNS number through Dun and Bradstreet at: https://www.dnb.com/duns-number/get-a-duns.html.

After obtaining a DUNS number, then register in SAM at: https://sam.gov.

4. **Explore Federal and DoD Programs with the Small Business Administration (SBA).**

DoD Office of Small Business Programs mission is to "maximize opportunities for small businesses to contribute to national security by providing combat power for our troops and economic power for our nation." See https://business.defense.gov/for more information.

Additional DoD Small Business Information:

- Guide to Marketing to DoD: https://business.defense.gov/Small-Business/Marketing-to-DoD/
- DoD Small Business Offices: https://business.defense.gov/Small-Business/DoD-Small-Business-Offices/
- DoD Acquisition Forecasts: https://business.defense.gov/Small-Business/Acquisition-Forecasts/

The SBA offers assistance and certification in preference programs to small business concerns, go to https://www.sba.gov/.

Procurement Technical Assistance Centers are located in most states and partially funded by DoD to provide small business concerns with information on how to do business with the DoD. See https://www.dla.mil/SmallBusiness/PTAP/.

The General Services Administration (GSA) helps small businesses stay competitive in the federal market. Online and onsite federal experts offer small businesses the training tools to succeed, visit: https://www.gsa.gov/small-business.

5. **Identify Current Federal and DoD Contract Opportunities at Beta.SAM.gov.**

View procurement notices from Federal contracting offices to find opportunities to bid for Federal business. These include pre-solicitation notices, solicitation notices, award notices and sole source notices. Manage your searches and track notices by creating an account. Start your search at https://beta.sam.gov/search. DoD-developed guides for using the Beta.SAM website are available here: https://dodprocurementtoolbox.com/site-pages/contract-opportunities.

6. **Familiarize Yourself with Federal and DoD Contracting Regulations and Procedures.**

Familiarize yourself with the Federal Acquisition Regulation (FAR) https://www.acquisition.gov/ and the Defense Federal Acquisition Regulation Supplement (DFARS) https://www.acq.osd.mil/dpap/dars/dfarspgi/current/index.html.

7. **Look at Business Opportunities at the U.S. General Services Administration (GSA).**

As the acquisition arm of the federal government, GSA plays a vital role in connecting the private sector with federal agencies fulfilling their business needs. GSA offers professional services, equipment, supplies, telecommunications, and information technology from commercial businesses to government organizations and the military through acquisition solutions from its Federal Acquisition Service (FAS). See https://www.gsa.gov/buying-selling/new-to-gsa-acquisitions/how-to-sell-to-the-government

8. **Explore FedMall Contract Opportunities.**

FedMall is an e-commerce ordering system for Department of Defense (DoD), Federal, State, and authorized local Agencies to search for and acquire products from government reserves and commercial sources. Buyers will have access to tens of millions of individual items of supply, from centrally managed DoD and General Service Administration (GSA) assets to commercial off-the-shelf (COTS) products. As a supplier, you will access FedMall primarily via the Supplier Portal—a dedicated website where you will register, manage your catalog items, and view purchase orders. The Supplier Portal is available at https://www.suppliers.fedmall.mil/.

9. **See Links to Other Useful Information.**

- USA Spending.gov - https://www.usaspending.gov/#/
- Defense Pricing and Contracting (DPC) - https://www.acq.osd.mil/dpap/index.html

As of 03/27/2020