

## STEPS TO THE FEDERAL IT MARKETPLACE

### Step 1: Establish a General Understanding of the Market

IT firms have opportunities to work with the government as both prime and subcontractors for all federal Executive agencies, etc., as well as the Legislative and Judicial branches of the Federal Government. The market is about \$80 Billion a year and careful consideration must be given to how to approach the market. It is strongly recommended that you review your marketing plans and objectives to see where this customer sector might best fit your objectives and the skills you can bring to the market. The market has its own set of rules that are quite extensive and interconnected and like any market, must be learned and understood in order for you to be successful.

Note: IT is a term that describes Federal Government projects and includes all aspects of IT: Hardware, Software, Maintenance, Training, Services, Systems, Information Assurance and Support. IT related procurement is generally conducted as either a publicly advertised single project or as a task order on an existing multiple award contract (discussed below).

### Step 2: Get Started

All businesses should follow the instructions in the North Carolina Military Business Center's "GETTING STARTED". Use the checklist to:

- Get a number from the [Data Universal Numbering System \(DUNS\)](#)
- Identify your [North American Industry Classification Codes \(NAICS\)](#)
- Determine if you qualify as a small business
- Register at System for Award Management ([SAM](#)) and complete the Online Representations and Certifications ([ORCA](#)).
- Register at [www.MatchForce.org](http://www.MatchForce.org)

After completing the above steps, firms should become familiar with the basic areas to find information on IT opportunities. Go to:

- IT funds must be approved and appropriated by Congress each year; as a result, the office of Management and Budget publishes the appropriations and major projects for each agency at: <http://www.itdashboard.gov/>
- Firms should register at the [Federal Business Opportunities](#) website and should establish search agents to ensure visibility of current opportunities. For instruction on establishing these agents, see the [FBO User's Guide](#) or view the demonstration videos.
  - Top 20 Opportunities for FY 2015 are here: <http://more.deltek.com/Top-20-Federal-Opportunities-FY2015>

### **Step 3A: Locating IT Prime Contract Opportunities**

#### *Single Project Contracts:*

New opportunities of a value in excess of \$25,000 may be listed on the [Federal Business Opportunities](#) website. If you are registered with [MatchForce](#), we will forward these opportunities to you. More often than not, awards for single projects are competed for award on an existing [GWAC](#) (Government Wide Acquisition Contract) or on a [GSA Schedule](#) contract.

#### *Multiple Award IT Contracts:*

Multiple Award Contracts (MAC), often referred to as IDIQ (Indefinite Delivery Indefinite Quantity) contracts involve the selection of two or more contractors for specific time period (e.g. base year plus four option years for a total of five years) and for a specific type of work. Awards under these contracts are by task orders (TO's) competed for by the contract holders (winners).

Sometimes these contract holders (referred to as "Primes") can increase the size and composition of their teams so you are not necessarily prohibited from joining a team after award. The teams selected for the contract compete against one another for task order contracts throughout the life of the contracts. Task order contracts are rarely advertised on the Federal Business Opportunities website and are reserved for the contract holders.

In addition, the Army, Air Force, and other agencies also select Single Award Task Order Contracts (SATOCs) where one firm is selected for a period of time and type of project and receives task order awards.

New and re-competing MAC/IDIQ contracts valued at more than \$25,000 are advertised on the Federal Business Opportunities website, and can also be found at [MatchForce.org](#).

### **Step 3B: Locating IT Subcontract Opportunities**

In addition to prime contracts, there are extensive opportunities available for IT subcontracts and supplies. There is no mandatory registration for prime contract bidders; to locate IT subcontracts, NCMBC recommends the following:

- Identify the work that you are interested in and have previous successful experience executing
- Follow current and future opportunities on the Cyber Security, Software and Advanced IT Systems page.
- Participate by registering on, [www.MatchForce.org](#) and the [Federal Business](#)

Opportunities website.

- Consider attending pre-bid meetings to identify current prime contractors.
  - Top 100 Federal IT Contractors:  
<http://washingtontechnology.com/toplists/top-100-lists/2013.aspx>
  - Top 25 8(a) Federal IT Contractors:  
<http://washingtontechnology.com/top25lists/top-25-lists/2012.aspx>
- Subscribe to trade publications (both print and internet) about IT and the federal market. For more information, visit: <http://www.ncmbc.us/product-providers/documents/ReferenceInformationforIT.pdf>.
- Join trade associations such as: AUSA, AFCEA, NDIA and NCDBA. For more information, visit: <http://www.ncmbc.us/product-providers/documents/ReferenceInformationforIT.pdf>.
- Consider Subscription Information Services. For more information, visit: <http://www.ncmbc.us/product-providers/documents/ReferenceInformationforIT.pdf>.
- Register on **Linkedin** and join Industry Groups that will help you grow your business.
- For additional information on IT opportunities in the federal marketplace or to identify potential teaming partners, contact the NCMBC Business Development Specialist located nearest to your firm.

**Questions/Comments.** If you have any questions or comments, feel free to contact Mickey Finn at [finnm@ncmbc.us](mailto:finnm@ncmbc.us).