

A large US Navy ship, likely a destroyer, is shown sailing on the ocean. The ship is grey and has the number '64' on its bow. An American flag is flying from the mast. In the background, another similar ship is visible on the horizon. The sky is overcast.

Navy Seaport-e How Do You Win Work?

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How To Develop Work Under SeaPort-e

I almost hate to say the obvious answer which is

HOW DO YOU WIN WORK Period?

Nobody really changed the “laws of physics” when SeaPort-e was invented. Some of the applications are a bit modified. I find it easiest to think of SeaPort-e as an exclusive GSA type contract!

Introduction

- Navy's electronic platform for acquiring support services in 22 functional areas including
 - Engineering, Financial Management, and Program Management
- 85% of its contract holders are small businesses
- Contract open enrollment usually occurs yearly
- Not difficult to become a subcontractor at any time ~ 48 Hours Or So



IF YOU ARE NOT THE LEAD SLED DOG, THE VIEW NEVER CHANGES

- SeaPort-e Brings Enhanced Contracting Visibility To The Small Business Advocate
 - Movement From GSA
 - Omnibus Procurements (usually Primed by a Large Biz)
- Do The Right Capture Effort
- Build The Right Team
- And Go For The Prime Position
 - INDUS Prime - \$75,327,983.04
 - INDUS Sub - \$11,157,814.88

- Task Orders Move Quickly
- Technical Code Retains Significant Control
- Awards Normally Tend To Favor Incumbents or Near Incumbents
- Very Easy To Win Prime or Sub SeaPort-e Contract
- SeaPort-e Contracting Officer Very Responsive
- Technical Code Does Not Have To Plan Far In Advance (Acquisition Plan Not Required)
- Proposals Are Usually Short And Require Much Less, But Concentrated, Work
- Some Commands Follow The Rules And Post Long Term SeaPort-e Procurement Plans

Cons

- Task Orders Move Quickly
- If Your Company Is Not “In The Command” It’s Still Tough To Get In
- Much Harder To Win Task Orders
- Much Competition For Each Task Order
- No Sole Source – Not IDIQ Friendly Vehicle
- Technical Code Does Not Have To Plan Far In Advance (Acquisition Plan) Means Little Or No Advanced Warning
- Some Commands Do Not Forecast SeaPort-e Procurements

Maximizing Returns

***Capture process is similar to other procurements,
“however, early Target ID is critical due to very short
turnaround respond time”***

- Award report is publically available on the Seaport sign-on portal
<https://auction.seaport.navy.mil/Bid/>
- Identify work where Your Company has Strength as either a prime or sub
- Determine when work will come up for Competition or Re-compete
- Plan Capture Activities Very Early (12+ months in advance - Teams Tend To Be Formed Before The RFP)
- A shorter proposal and award cycle does not equal a shorter or easier Capture process
- Does Your Company have relevant Past Performance Citations or Experience With The Potential Customer?

Maximizing Returns

“You have to work to win work”

- Download previous solicitation from Seaport portal and determine your prime/sub position well in advance
- Download current Task Order from incumbent's web site and identify PWS/SOW Task areas your company has strength
- Consider the use of FOIA data
- Know who your most capable competitors will be and what their bidding tendencies are
- Identify best company/companies to team with to develop winning advantage

Maximizing Returns

- As Prime Visit the Potential Customer Before The Requirement Goes Live And Cone Of Silence Begins
 - Find out customer's plan to solicit work. One big task or several small ones
 - Brief your capabilities
 - Determine customer hot buttons
 - How do they like their present contractor
 - Identify key personnel (PM) w/resumes to bid
- Know why you think you can win the opportunity and develop/execute a Capture plan



Navy's Intentions to Expand the Industrial Base

- **Services contracts are still robust**
 - Trend toward more FFP contracts
 - Small Business provides more value
 - Lower Cost
 - More responsive
- **The Government is moving to in-source contract and financial services, which have been good contracts for Small Businesses**
 - 33,000 new civil servants over next five years

Summary

- Seaport-e provides one stop shopping for the Navy to meet their requirements
- Target rich environment for Small Business
- You have to work to win work
 - Do your research
 - Get to know the customer
 - Form or join a team
 - Develop a winning Capture plan & execute it