



FedMall

How DoD Small Businesses Can Purchase & Sell PPE

22 JULY 2020

Guest Speaker



Mr. James Mette

FedMall Program Manager
Defense Logistics Agency



DEFENSE LOGISTICS AGENCY

THE NATION'S COMBAT LOGISTICS SUPPORT AGENCY



FedMall Overview Small Business Webinar

Mr. James Mette, Program Manager

July 22, 2020



Agenda



- FedMall Overview
- FedMall Sales
- FedMall COVID-19 Sales
- FedMall Small Business COVID-19 Support
- Buying non-Medical PPE on FedMall
- Selling non-Medical PPE on FedMall
- Open Discussion

FedMall Overview




- FedMall provides e-Commerce purchasing for:
 - Department of Defense (DOD) and other Federal agencies
 - Federal, State, and Local governments
 - DoD contractors under Contractor Logistics Support Agreements
- FedMall offers over 63 million items for purchase, including National Stock Number (NSN), commercial contract and “Marketplace” commercial items
- FedMall “Marketplace” supports market-driven competition with dynamic pricing, ability for vendors to upload catalogs and allowance for GPC Purchases under the micro-purchase threshold.
- FedMall supports 37K active customers
 - 90K customer orders valued at \$312M were placed in FY19
 - US Military customers account for 70% of FedMall sales

FedMall Overview

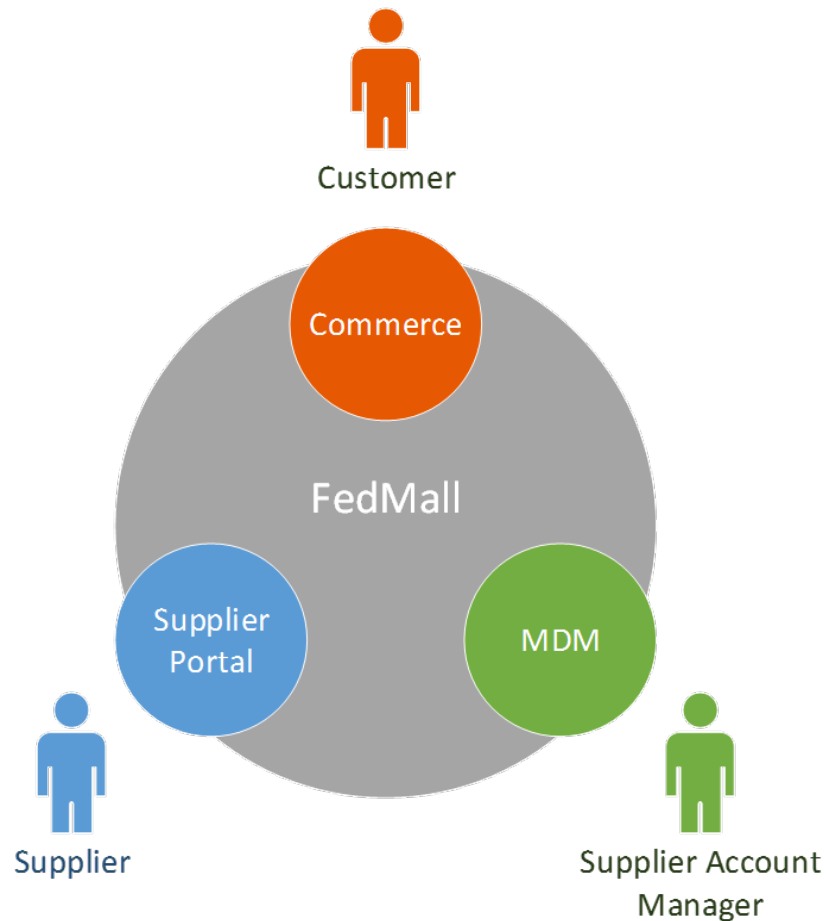


- FedMall supports three types of purchases:
 - DLA and GSA NSN stock item orders processed through the DLA Enterprise Business System (EBS) or the GSA NSN Ordering Platform
 - Commercial Orders against DLA issued Contracts processed through DLA EBS system.
 - **Commercial Orders directly against supplier catalogs via authorized credit card similar to third party ordering on Amazon**
- The FedMall Program is supported by a 24 person Program Management Office (PMO) and a Development Team of ~55 Government Contractors



Small Businesses
will purchase PPE
in this manner

FedMall Components

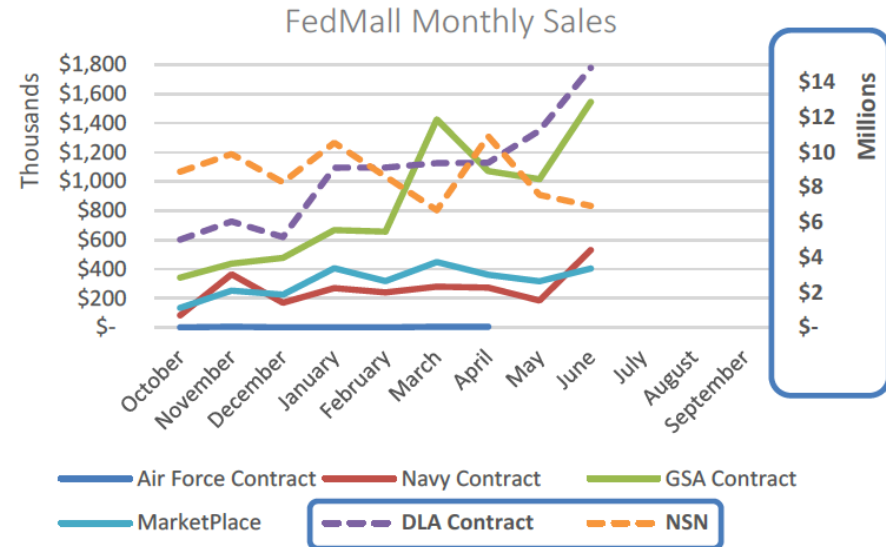


- Customers access the **Commerce** storefront to register, search catalogs and place orders.
- Suppliers have their own dedicated access to register, manage catalogs and manage purchase orders via the **Supplier Portal**.
- DLA Supplier Account Managers oversee data quality from a dedicated **Master Data Management** console.

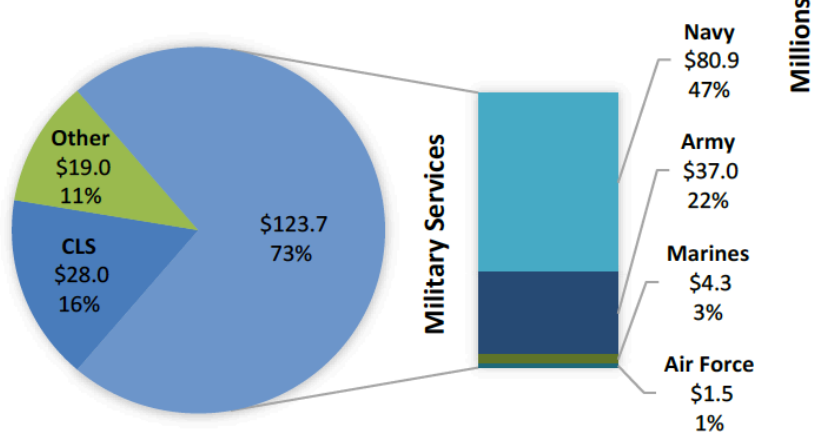
FedMall FY20 Sales - YTD



- Total Active Users – 37k
- Ave. Sales/Orderer – \$32.5k
- Total Orderers – 5.5k
- Ave. Orders– 9
- Total Sales – \$170M
- Total Orders – 49k
- Number of Items:
- Average Order Value – \$3.5k
- Commercial – 45M
- NSN – 4.3M
- Marketplace – 13M



FedMall Customer Sales



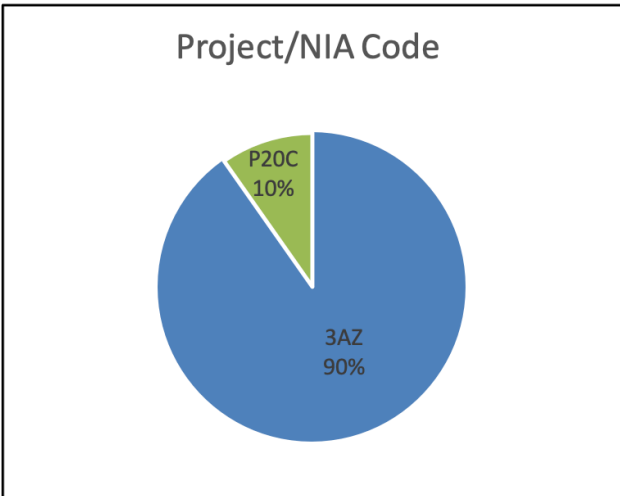
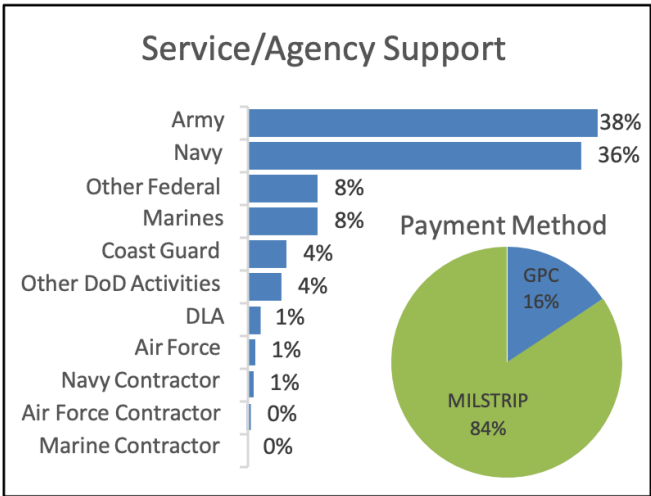
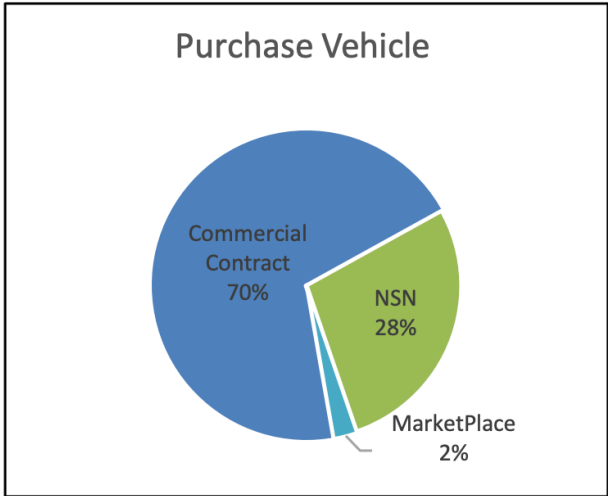
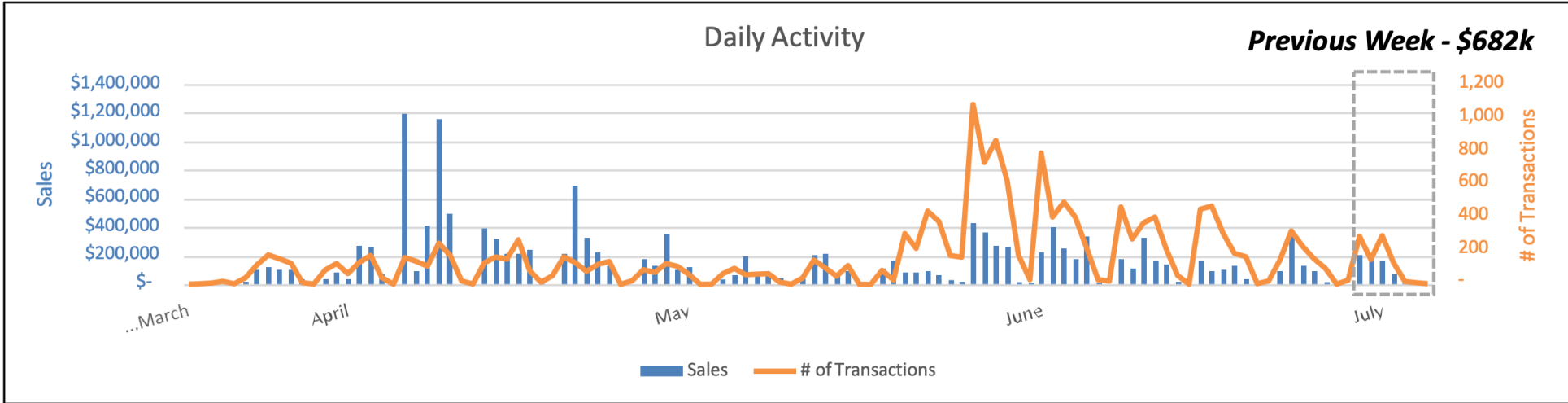
Product Vehicle	Sales	%
NSN - DLA/Other	\$ 75,847,311	44%
DLA Contract	\$ 79,340,472	47%
GSA Contract	\$ 7,637,552	4%
MarketPlace	\$ 2,863,074	2%
NSN - GSA	\$ 2,523,036	1%
Navy Contract	\$ 2,392,286	1%
Air Force Contract	\$ 19,520	0%
Total	\$ 170,623,249	100%

DLA Contract	GSA Contract	Mark...	NSN - GSA	Navy Con...
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FedMall COVID-19 Total Support



Total COVID-19 Support = \$16M



FedMall Small Business Support



- DoD Small Business Government Contractor Support: COVID-19 Contingency Store



- Provides Small Business government contractors an avenue to purchase non- Medical Personal Protective Equipment (PPE) so that they can continue supporting government missions.
- New Suppliers have been identified so as not to disrupt the existing DLA supply chain for non-Medical PPE.
- Items are hosted in “Marketplace” and orders subject to the micro-purchase threshold are placed via credit card.
- Currently hosting 12 suppliers with 234 items available for purchase. Offerings include cloth face masks, hand sanitizer, disinfecting wipes, protective gloves, gowns, face shields, thermometers, signage and other social distancing aids for the workplace.
- DLA is actively engaging with potential customers through the DLA Small Business Office and the FedMall PMO.

FedMall

Small Business COVID-19 Support – As of July 15

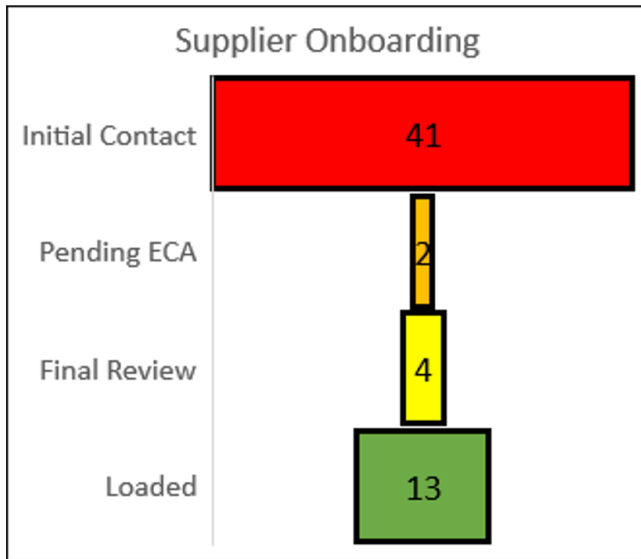
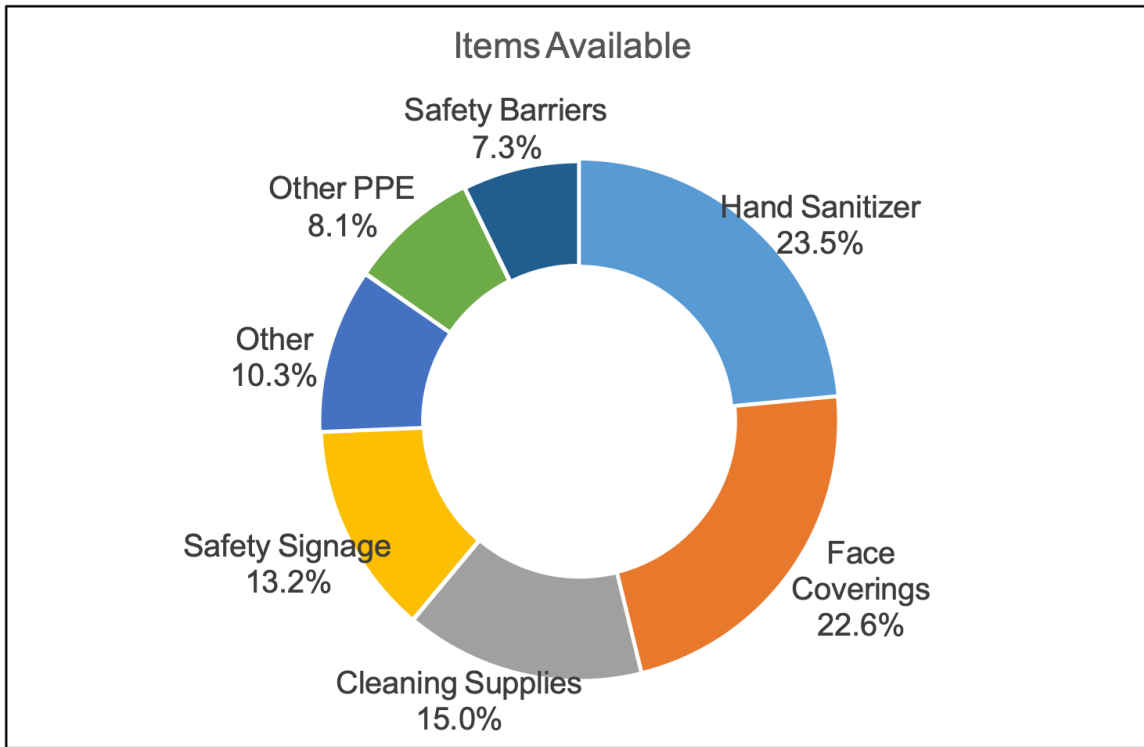


Contractor Corridor- \$0M

3
Customers

236
Items

13
Suppliers



Buying PPE on FedMall



The following actions are performed by a

CUSTOMER

accessing the FedMall **COVID-19 Contingency** (storefront) solution.



FEDMALL | My Account | Therese Brehm | 0

Corridor | Search | COVID 19 | Advanced Search

Home COVID 19 | Accessed as BREHM.THERESE.G.1014693862 from 10.21.1.231 on 2020-07-14 15:34 Last Access on 2020-07-14 15:18 | You will be logged in for 44:33

Category

- Hand Tools (97)
- Office Supplies and Devices (46)
- Toiletries (39)
- Medical/Dental/Veterinary Equipment/Supp (26)
- Hardware and Abrasives (12)
- Cleaning Equipment and Supplies (7)
- Clothing/Individual Equipment, Insignia (4)
- ADP Equipment/Software/Supplies and Equipment (1)
- Weapons (1)
- Recreational/Athletic Equipment (1)

Filter by

- Manufacturer

COVID 19

PRODUCTS: (1 - 12 of 234) | SORT BY: FAR | ITEMS PER PAGE: 1 2 ... 20 | Go to page: []

Product Name	Price	Supplier Name
Startech.Com	\$36.22	Westend Enterprises Unlimited Inc
Port Authority Cotton Knit Face Mask	\$62.50	US PATRIOT LLC
Hand Sanitizer, 3G, Sachet, CS/1000 Packets	\$258.25	Lighthouse Works!, Inc.
HAND SANITIZER, 8OZ PUMP BOTTLE, UNSCENTED, MADE IN USA	\$73.92	Pacific Ink, Inc.
HAND SANITIZER, 8OZ FLIP CAP BOTTLE, UNSCENTED, MADE IN USA	\$60.72	Pacific Ink, Inc.

Customer Quick Start Guides



Visit the FedMall Home page at: <https://www.fedmall.mil> for info on getting started

Getting Started

Getting Started as a Shopper

If this is your first time on FedMall, start with the About FedMall page for an overview. More details about the registration process are available from our Customer Registration Quick Start Guide.

Once you have registered, log on using the link in the upper right hand corner.

Getting Started as a Supplier

FedMall Suppliers now have their own dedicated Supplier Portal for managing their catalogs and viewing purchase orders. Visit the FedMall Supplier Portal for more information.

Security Certificate

If your web browser says that the connection is untrusted or there is a problem connecting securely to the website, you will need to install the new CA Certificate. The necessary DOD certificates can be installed via InstallRoot or PKI CA Certificate Bundles both of which can be found at https://public.cyber.mil/pki-pke/pkipke-document-library/?_dl_facet_pkipke_type=tools under the "Trust Store" tab.

FedMall Registration Forms

Contractor Registration Form

FedMall State Government Registration Form

NAVFAC User Authorization

State Credit Card Authorization Form

Contractor Registration Form for Contingency

Quick Start Guides

Quick Start Guide - Contractor Contingency Store

Quick Start Guide - P1EE Single Sign on

Quick Start Guide - GSA Global Supply

Quick Start Guide - Custom Utilities

Quick Start Guide - Customer Registration

Quick Start Guide - FedMall Search

Quick Start Guide - Frequently Purchased Items

Customer Registration



Registering as a FedMall Customer

Before you begin

Be sure that you have each of the following:

- A DOD approved authentication credential, such as a Common Access Card, (CAC), an External Certificate Authority (ECA) or a Personal Identify Verification (PIV) card.
- The credit card you intend to purchase with
- ***On the FedMall Homepage, you MUST download the FedMall Contractor Registration Form for Contingency and follow the directions on the form. Note: The form must be digitally signed by the KO or COR and emailed to J64CSAccessManagement@dla.mil***

Steps to register

- Visit FedMall at <https://www.fedmall.mil>
- Select your certificate and enter your pin, if prompted. (Note: if you are not prompted to select a certificate or if you are unable to proceed with your selected certificate, use the links in the sidebar on the FedMall application for more information.)
- Read and accept the standard notice and consent.
- Complete the one-page registration form.
- ***MUST INCLUDE “COVID19” IN UNIT OF ASSIGNMENT FIELD.***

That's it! Once you submit your registration, within 24hours you will be approved as a registered FedMall customer. Add your payment method(s) and you're ready to shop!

Contractor Registration Form



Contractor Registration Form for Access to FedMall

***Input Is Required for all Fields**

REGISTRATION INFORMATION	
Account Name:	- LEAVE BLANK -
User Type:	- Federal Government Contractor -
*CONTACT INFORMATION	
First Name:	
Middle Name:	
Last Name:	
Email:	
Commercial Phone:	
DSN Phone:	
*GOVERNMENT ORGANIZATION INFORMATION	
Department:	
Service/Agency of Assignment:	
Major Command:	
Unit of Assignment:	
NOTE: Use "COVID19" for Contingency Store	COVID19
DODAAC:	
Country:	
Organization Name:	
Street Address:	
Duty Station/City:	
State:	
ZIP Code:	

Government Organization Information refers to the Unit your contract supports. Contact your COR or KO for specific details if you are unsure.

Registration Form, Cont'd.



* CONTRACT INFORMATION	
Program or Project Name:	
Contract Company Name:	
Contract Number:	
Current Period of Performance Start Date:	
Current Period of Performance End Date:	
Government Contracting Officer Name:	
Government Contracting Officer Phone:	
Government Contracting Officer Email:	
* JUSTIFICATION	
Justification for access:	
* CERTIFICATION/SIGNATURES	
(DOD-approved certificates are required for signatures)	
I certify that the above information is true and that I am currently employed by the organization that appears on this form.	
Registrant's Typed Name and Title:	
Federal Contracting Officer's (KO) or Contracting Officer Representative's (COR) Typed Name, Title, and Phone:	
KO's Approval and Authorization (Must Check One): I authorize this Contractor full access to FedMall with purchasing authority: <input type="checkbox"/> I authorize this Contractor full access to FedMall without purchasing authority: <input type="checkbox"/> I authorize this Contractor access to the Small Business Contingency Store only: <input checked="" type="checkbox"/>	

If you are unsure about your Contract Information please contact your COR or KO.

You must digitally sign the form.

Your COR or KO must digitally sign the form.

This Box Should be checked by the COR or KO.

Send this digitally signed form to: J64CSAccessManagement@dla.mil

FedMall Form v07/09/2020
(Previous Versions Obsolete)

Customer Welcome Page



News and Announcements

COVID-19 Small Business Contractor Contingency Store

The Small Business Contractor Contingency Store is now open on FedMall. **DoD Small Business government contractors are now authorized to purchase non-Medical Personal Protective Equipment (PPE) direct from suppliers with a government purchase card or corporate credit card.** FedMall has

Accessed as BREHM.THERESE.G.1014693862 from 10.21.1.231 on 2020-07-07 20:47 Last Access on 2020-07-07 20:44 | You will be logged in for 44:55

Customers choose the “Sign In/Register” button, accept the standard DoD consent banner and navigate to the Welcome Page.

FedMall Self-Help Reference Page
Customer Interaction Center (CIC): 1-877-352-2255 (1-877-DLA-CALL) | dlacontactcenter@dlia.mil DODAAC Verifier

Use of the FedMall requires [Internet Explorer 8.0+](#), [Mozilla Firefox 38](#) or [Google Chrome](#) with cookies, pop-ups, and JavaScript enabled. This is a government web site that is subject to [monitoring](#). Viewing documents on the FedMall requires [Adobe Acrobat Reader](#).
Unclassified/For Official Use Only | FM 20.3.2

FedMall Small Business Store



After your successful registration, you will have access to the COVID-19 Contingency Store where you can shop for PPE items.

The screenshot shows the FedMall website interface for the COVID-19 Contingency Store. The header includes the FedMall logo, navigation links for 'My Account' and 'Mathew Ford', and a shopping cart icon. The main navigation bar shows 'Corridor' and a search bar with 'COVID 19' entered. Below the navigation bar, the page title is 'COVID 19'. The left sidebar contains a 'Category' list with items like 'Hand Tools (97)', 'Toiletries (38)', and 'Medical/Dental/Veterinary Equipment/Supp (3)'. Below the category list is a 'Filter by' section with a 'Manufacturer' dropdown menu showing options like 'ACCUFORM (28)', 'DEFLECTO (17)', 'USPC (14)', 'General (13)', 'Business Express BD (11)', and 'GN1 (8)'. The main content area displays a grid of five product listings for face masks. Each listing includes an image, a description, a price, a 'COMPARE' button, and a 'CC' icon. The products are: 3 Part Disposable, Waterproof FaceMasks, Pack of 1000 (\$1,150.00); 3 Part Washable Mask, 43 gsm, Pack of 1000 (\$1,440.00); 3 Part Disposable, Waterproof FaceMasks, Pack of 50 (\$70.00); 3 Part Washable Mask, 43 gsm, Pack of 50 (\$100.00); and 3 Part Disposable, Waterproof FaceMasks, Pack of 100 (\$150.00). The supplier for all items is Business Express, Inc.

Quick Links



As a customer, you will access FedMall by visiting:

<https://www.fedmall.mil>

Common Access Card (CAC): a credit-card-sized smart card issued by the DoD to uniformed service personnel, DoD civilian employees, and eligible contractors. For more information, visit:

<http://www.cac.mil/common-access-card/getting-your-cac/>

Personal Identify Verification (PIV) card: a credit card-sized smart card issued by the U.S. Federal Government in accordance with Homeland Security Presidential Directive 12 (HSPD-12) requirements for a common identification standard for all Federal employees and contractors.

For more information, visit: <http://fedidcard.gov/credget.aspx>

External Certificate Authority (ECA) certificate: a certificate stored on a hardware device (Smart card or USB token) used to conduct business with the DoD and other Federal

Government entities, visit: <https://public.cyber.mil/eca/obtain-an-eca-certificate/>

FedMall Registration Quick Start Guide:

<https://www.fedmall.mil/wcsstore/FedMallSAS/Attachment/QuickStartGuides/QuickStartGuideCommerceContractorContingencyStore.pdf>

Selling PPE on FedMall



The following actions are performed by a
Supplier accessing the FedMall **SUPPLIER PORTAL**



The screenshot shows the FedMall Supplier Portal interface. At the top, there is a navigation bar with the FedMall logo on the left and the text "Welcome Don Tennant, Supplier Office Supply" on the right. Below the navigation bar, there are links for "Home", "Product Information Management", "Purchase Orders", "Account Management", and "Log Out". The main content area is titled "Welcome to FedMall Supplier Portal" and contains the following text:

FedMall is an eCommerce ordering system for 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) stocks as well as commercial off-the-shelf products.

How do I upload my catalog?

You have the option to upload your catalog including images, in bulk. This can save significant time, particularly for larger catalogs. For a complete set of templates and instructions, [click here](#).

Get started today:

- [Product Information Management](#)
- [Purchase Orders](#)
- [Account Management](#)

At the bottom of the page, there is a footer with the following text:

Use of FedMall requires Internet Explorer, Mozilla Firefox, or Google Chrome with cookies, pop-ups, and JavaScript enabled. This is a US Government web site that is subject to monitoring.
Viewing documents on FedMall requires Adobe Acrobat Reader.
[Privacy/Security](#) [Accessibility](#) [Contact](#) [Webmaster](#)

FedMall Marketplace



MarketPlace provides:

- Strategically sourced business agreements and Market Place items will be visible to purchase card holders in search results
- MarketPlace allows Suppliers to upload catalog without a contract
- Uses credit cards (e.g. Government/Corporate Credit Cards) for all transactions
- Allows purchases under the micro-purchase threshold at 10k
- Enables Suppliers to modify prices real time
- Variety of shipping options, specified by Suppliers and selected by Buyers

Vendor Selling Agreement Highlights

- During Registration Process, must Read/Acknowledge Vendor Selling Agreement
- Vendor Warrants and Affirms Not Suspended, Debarred, or Have Delinquent Federal Debt
- Vendor must be an authorized Dealer/Distributor/Reseller
- The vendor warrants and affirms that items offered for sale will not be provided by a third party reseller and in compliance with The Barry Amendment
- Vendor agrees and warrants accurate representation for listed items
- Prices, part numbers, classifications, pictures, and product descriptions must be accurate and maintained by vendor
- ZERO TOLERANCE policy for listing indecent content
- Catalog must contain actual number of shipping days After Receipt of Order (ARO)

Supplier Registration



Registering as a FedMall Supplier

Before you begin

Be sure that you have each of the following:

- DoD ECA Medium Token Assurance certificate issued under the Department of Defense External Certificate Authority program and stored on a hardware device (Smart card or USB token), visit <https://public.cyber.mil/eca/obtain-an-eca-certificate/>
- A valid CAGE code
- An active SAM.gov registration

Supplier Quick Start Guides (QSGs) and Self Help documents available on:

- FedMall Information Page: www.dla.mil/info/fedmall
- FedMall <https://www.suppliers.fedmall.mil/>

Order Routing Options

FedMall offers three order routing options:

- Secure Email
- EDI 850
- cXML

Items eligible for sale are

commercially supplied Non-Medical PPE such as:

- Non-Medical Face Masks
- Non-Medical Gloves
- Hand Sanitizer
- Disinfecting Wipes and other cleaning materials
- Safety Signage

Supplier Welcome Page



Visit the FedMall Home page at: <https://www.suppliers.fedmall.mil> to get started.

FEDMALL

DEPARTMENT OF DEFENSE
UNITED STATES OF AMERICA

Welcome to FedMall Supplier Portal

FedMall is an eCommerce ordering system for 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 products.

What is the Supplier Portal?

Supplier Portal is designed for Vendors who wish to sell items in FedMall. From the Supplier Portal, Vendors may view and maintain the catalogs, access purchase orders, and manage their FedMall accounts.

How do I access the Supplier Portal?

Before you begin, you must have a valid authentication credential; that is a CAC card, PIV card, or other electronic certificate that uniquely identifies who you are. For more information about obtaining such a certificate, [click here](#). After entering the Supplier Portal, you will have the opportunity to register, if you haven't already done so. Registration requires a valid CAGE code that has an active registration in SAM.gov.

Ready to begin?

If you already have a CAC, PIV or other electronic certificate, you are ready to access the Supplier Portal

ENTER SUPPLIER PORTAL

Use of FedMall requires Internet Explorer, Mozilla Firefox, or Google Chrome with cookies, pop-ups, and JavaScript enabled. This is a US Government web site that is subject to monitoring.
Viewing documents on FedMall requires Adobe Acrobat Reader.
[Privacy/Security Accessibility Contact Webmaster](#)

Supplier Portal Features



Manage Catalogs on the Product Information Management Page

View Purchase Orders received on the Purchase Order Search Page

Update Supplier information in the Account Management Screen

View Order Delivery Configuration

COVID-19 Contingency Corridor



- After registration and approved PPE Marketplace items have been loaded, they will be available for purchase in the COVID-19 Contingency Store.

The screenshot displays the FEDMALL website's COVID-19 Contingency Corridor. The header includes the FEDMALL logo, a search bar with 'COVID 19' entered, and user account information for Mathew Ford. The main content area is titled 'COVID 19' and shows a list of products. The left sidebar contains a 'Category' menu with options like Hand Tools (97), Toiletries (38), Office Supplies and Devices (28), Hardware and Abrasives (12), Cleaning Equipment and Supplies (7), and Medical/Dental/Veterinary Equipment/Supp (3). Below this is a 'Filter by' section with a 'Manufacturer' dropdown menu listing ACCUFORM (28), DEFLECTO (17), USPC (14), General (13), Business Express BD (11), and GN1 (8). The product list features five items, each with an image, description, price, and shipping information. The items are: 3 Part Disposable, Waterproof FaceMasks, Pack of 1000 (\$1,150.00); 3 Part Washable Mask, 43 gsm, Pack of 1000 (\$1,440.00); 3 Part Disposable, Waterproof FaceMasks, Pack of 50 (\$70.00); 3 Part Washable Mask, 43 gsm, Pack of 50 (\$100.00); and 3 Part Disposable, Waterproof FaceMasks, Pack of 100 (\$150.00). Each product listing includes a 'COMPARE' button and a 'CC' icon.

Product Description	Price	Shipment Price (Included)	Supplier Name
3 Part Disposable, Waterproof FaceMasks, Pack of 1000	\$1,150.00	FSC:7510	Business Express, Inc.
3 Part Washable Mask, 43 gsm, Pack of 1000	\$1,440.00	FSC:7510	Business Express, Inc.
3 Part Disposable, Waterproof FaceMasks, Pack of 50	\$70.00	FSC:7510	Business Express, Inc.
3 Part Washable Mask, 43 gsm, Pack of 50	\$100.00	FSC:7510	Business Express, Inc.
3 Part Disposable, Waterproof FaceMasks, Pack of 100	\$150.00	FSC:7510	Business Express, Inc.

Quick Links



Need Assistance?

Contact a Supplier Account Manager via email:

- Fedmallvendors@dla.

Find Quick Start Guides at:

- <https://www.suppliers.fedmall.mil>

SAM.Gov:

- Registering in the System for Award Management (SAM.gov) is a prerequisite for participating in FedMall. Visit <https://www.sam.gov/>

CAGE:

- You can search for your CAGE (or request or update it) at: <https://cage.dla.mil/>

Public Key Infrastructure (PKI) certificate:

- <https://public.cyber.mil/eca/obtain-an-eca-certificate/>

FedMall - Questions





CONNECT



/BusinessDefense

Sign up for email updates
business.defense.gov



@BusinessDefense



Backup Slides

Requirements of Marketplace



- Supplier Selling Agreement* Highlights
 - During Registration Process, Suppliers must Read/Acknowledge Supplier Selling Agreement
 - Supplier Warrants and Affirms Not Suspended, Debarred, or Have Delinquent Federal Debt
 - Supplier must be an authorized Dealer/Distributor/Reseller
 - The Supplier warrants and affirms that items offered for sale will not be provided by a third party reseller
 - Supplier agrees and warrants accurate representation for listed items
 - Accurate prices, part numbers, classifications, pictures, and product descriptions must be accurate and maintained by vendor
 - ZERO TOLERANCE policy for listing indecent content
 - Catalog must contain actual number of shipping days After Receipt of Order (ARO)
 - Suppliers are not permitted to access the Commerce Portal

*See Supplier Selling Agreement Document for Complete Details



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