



Submission of Electronic Contract Data for GSA's App.gov Cloud Storefront

Software as a Service (SaaS):

Apr 20, 2010

General: GSA Multiple Award Schedule 70 contractors who currently offer software products under their MAS contract that can be defined as "Software as a Service", may have these products listed in GSA's Cloud Store at Apps.gov. In order to appear in the store, contractors must identify these products in their electronic catalog file using the same method employed for submitting MAS 70 contract data for posting on GSA Advantage!™ (i.e. GSA's Schedule Input Program (SIP) software, EDI, or third party).

SaaS Data Quality: products listed on Apps.gov also appear on GSA Advantage which requires submission of electronic catalog file in accordance with MAS clause I-FSS 600 "Contract Price Lists". SaaS products not containing adequate info as discussed in Appendix A below will be suspended in Apps.gov until information is updated.

How SaaS products are identified: You will need to submit (or resubmit) an electronic catalog file in order to distinguish SaaS products from other products on your MAS contract. SaaS products should be identified (and are classified) by entering one of the Cloud Category Codes listed in Appendix B below, in the "Contractor (Vendor) Part Number" field for each product. Format the code exactly as shown in the table below. For example: BA08.

If you currently have a text file only: You must submit a new electronic file with SaaS product records identified as described above in order for them to appear in the GSA Cloud Store.

If using SIP input software (to flag existing product records as SaaS):

- Step 1: open the program then click on File|Open|Products (or click on the Products icon).
- Step 2: locate a SaaS product using either the browse window or search. Click edit. Clear out any existing data in the Contractor Part Number field and enter the Cloud Category Code (from Appendix B below) that is the best category for that product. Do not include any other data in this field, just the code. If your product falls under more than one category you may enter up to three codes separated by commas (the first code listed should be the primary category). Note: if you need to provide a contractor part number for this product, please include in the product description field for these SaaS products.
- Step 3: add SaaS descriptive information as required in Appendix A below.
- Step 4: click "Save" then repeat steps 1-3 above for each SaaS product.
- Step 5: create and send catalog file to GSA.

If using SIP import software (to flag existing product records as SaaS):

- Step 1: for each SaaS product, include the applicable Cloud Category Code (from Appendix B below) in the Contractor Part Number field (VENDPART) of the IPROD table. If your product falls under more than one category you may enter up to three codes separated by commas (place in VENDPART). The first code listed should be the primary category. Note: if you need to provide a contractor part number for this product, please include in the product description field for these SaaS products.

- Step 2: add SaaS descriptive information as required in Appendix A below.
- Step 3: import file to SIP then create and send catalog file to GSA.

If using EDI:

- Submit normal 832 catalog record for each product/CLIN. Include the Cloud Category Code in the VP qualifier in the LIN segment (Vendor part number) and include required descriptive data as shown in Appendix A.

Appendix A:

SaaS Descriptions: SaaS products will be rejected if the following descriptive data is not included with each product:

- **Photo:** do not submit your GSA contractor company logo as the photo for SaaS products (unless you are the manufacturer). Submit only the application's logo or the application's manufacturer logo for each product. Files using GSA contractor logo will be rejected.
- **Product URL:** a product level URL is required for each product and should link directly to the application's manufacturer website, not the GSA contractor website (unless you are the mfr). This should be a direct link to information about that specific application. Please avoid submitting a URL linking to the manufacturer homepage (which then requires the customer to search for the product). URLs linking to GSA contractor website will be rejected.
- **Product name:** keep the product name simple and avoid the use of abbreviations if possible. An edition or version can be included if space permits (note: product name has a 40 character limit). Details of the product's actual solution must be included in the Description field.
- **Product description (see examples below):** include enough information in the description field so that the SaaS product can be easily identified. Begin with the specific solution capabilities the product provides, e.g. a block of licenses, a particular level of capability, an extra feature, etc. and end with the overall purpose of the solution. Expand your description to include:
 - Number of users, licenses, web pages, employees etc. as represented by the price.
 - Whether the product is the base product (if applicable), an add-on, training, etc.
 - Features of the app
 - What the application is for and what it does.
 - Avoid abbreviations since in most cases abbreviated words cannot be found via a keyword search.

Product name and description examples

Good examples:

Product Name:

GOOGLE APPS PREMIER EDITION

Description:

Price is for 1user for 1 year. A web-base enterprise package of workplace applications that includes the following features: Gmail for business 25GB storage, less spam, and a 99.9% uptime SLA, and enhanced email security; Google Calendar Agenda management, scheduling, shared online calendars and mobile calendar sync; Google Docs Documents, spreadsheets, and presentations. Work online without attachments; Google Groups User-created groups providing mailing lists, easy content sharing, searchable archives; Google Sites Secure, coding-free web pages for intranets and team managed sites; Google Video Private, secure, hosted video sharing; and Secure Integrated Instant Messaging (Google Talk).

Product URL: <http://www.google.com/apps/intl/en/business/index.html>

Product Name:

MEDIAMANAGER SOFTWARE

Description:

MediaManager Enterprise Access # of meeting bodies: 6-10 storage space: 20 GB bandwidth: 1 TB Price Per Unit - Up-Front Charge. Streaming media delivers the depth, interactivity, and fast access today's online audiences' expect from online communication. MediaManager is specifically designed to provide government agencies with automated tools to capture and deliver streaming media productions over the Web live and on-demand—including, public meetings, special events, community programs, emergency broadcasts, and other critical public information. Agencies are increasingly adopting streaming media to increase transparency, enhance public communication, and to encourage broader citizen involvement in the democratic process.

Product URL: <http://www.granicus.com/Products/Media-Platform/MediaManager.aspx>

Not so good examples:

Product name:

AGO STD SVC AG SRVR USA/WRLD BNDL

Description:

ArcGIS Online Standard Service Annual Fee External Use ArcGIS Server (per known user equivalents): USA/World Bundle

Product name:

BSNSSPRODONLYSTDSTE DDCTDSVR ALNG SUBSVL

Description:

BsnssProdOnlnStdSte DdctdSvr ALNG SubsVL MVL Srvcs

Product name:

HP-ASC-NU

Description:

Agent ScriptingBilled, per month

Appendix B:

Cloud Computing Categories:

Category Code	Cloud Category Name
	<i>Productivity software – in the cloud</i>
PA01	Brainstorming/mind mapping
PA02	Collaboration, meetings, conferencing
PA03	Document and content management
PA04	Office tools and suites
PA05	Project management, scheduling
PA06	Text editing
PA07	Workflow
	<i>Business Operations – in the cloud</i>
BA01	Analytics
BA02	Asset management
BA03	Business intelligence
BA04	Business management
BA05	Business processes
BA06	Communications
BA07	Configuration management
BA08	CRM
BA09	Dashboard
BA10	Data management
BA11	Design
BA12	EDI/XML translation
BA13	Educational and training
BA14	Electronic commerce & auction tools
BA15	Engineering
BA16	ERP
BA17	Financial
BA18	Geographic info
BA19	Knowledge management
BA20	Medical
BA21	Media
BA22	Network applications
BA23	Operating Systems
BA24	PR and marketing
BA25	Publishing
BA26	Simulation
BA27	Sourcing and auctions
BA28	Surveys
BA29	Tracking and monitoring tools
BA30	Travel
BA31	Utilities
BA32	Security
BA33	Testing