

IV. EVALUATION-COMMERCIAL ITEMS (52.212-2) (JAN 1999)(Modified)

A.4.1. EVALUATION PROCEDURES AND FACTORS- GENERAL

A.4.1.1. Source Selection

This competitive negotiated acquisition shall be conducted in accordance with FAR 15.3, "Source Selection", and NASA FAR Supplement (NFS) 1815.3, same subject. The Source Evaluation Board procedures at NFS 1815.370, "NASA formal source selection" will apply.

The attention of Offerors is particularly directed to NFS 1815.305, "Proposal Evaluation" and to NFS 1815.305-70, "Identification of Unacceptable Proposals".

A trade-off process, as described at FAR 15.101-1, will be used in making source selection. To be acceptable and eligible for evaluation, proposals shall: 1) meet all the minimum mandatory specifications set forth in this Solicitation Document. Proposals meeting these criteria will be further evaluated and award will be made to that responsible offeror(s) whose proposals are determined to represent the best value to the Government, Management/Technical Approach, Price, and Past Performance considered. The relative order of importance of the Management/Technical Approach, Price and Past Performance factors are set forth in, A.4.1.3., below.

A.4.1.2. General Description of Evaluation Factors

The evaluation factors are Management/Technical Approach and Price. In accordance with NFS 1815.304-70, the Management/Technical Approach subfactor will be weighted and scored on a 1000 point scale. Only the Management/Technical Approach factor is numerically scored.

A.4.1.3. Relative Order of Importance for Evaluation Factors

The Management/Technical Approach Factor is approximately equal in importance to the Price Factor. As individual factors, Management/Technical Approach and Price are approximately equal.

Price will be evaluated in accordance with the pricing model and WILL NOT BE POINT SCORED.

A.4.2. COMPLIANCE WITH MINIMUM MANDATORY SPECIFICATIONS

The Government will first evaluate TAB 1 of the proposals received for compliance in addressing and meeting the minimum mandatory specifications. To the extent that it is unclear whether the offeror meets the minimum mandatory specifications, the Government reserves the right to obtain clarification of these areas. Offers meeting the minimum mandatory specifications will be further evaluated as stated under the Relative Order of Importance for Evaluation Factors paragraph included in this Section. Failure to meet any of the minimum mandatory specifications will result in the proposal being deemed technically unacceptable, and the proposal will not be given further consideration. Note that a response of No to any minimum mandatory specification in Exhibit MMx Minimum Mandatory Specification Matrix indicates a minimum mandatory specification is not met.

(End of text)

A.4.3. NO EVALUATION OF TRANSPORTATION COSTS 52.247-50 (APR 1984)

Costs of transporting supplies to be delivered under this contract will not be an evaluation factor for award.

(End of provision)

A.4.4. PROSPECTIVE CONTRACTOR RESPONSIBILITY

(a) The standards and procedures for determining whether prospective contractors and subcontractors are responsible are set forth in FAR Subpart 9.1. Deficiencies concerning the general standards of prospective contractor responsibility at FAR 9.104-1, and the special standards established for this procurement under FAR 9.104-2, detailed below, may be serious enough to result in a determination of non-responsibility. As with all aspects of prospective contractor responsibility, a finding of non-responsibility can be made at any time prior to contract award. However, even if such deficiencies are not so serious to result in such a determination, they will nonetheless be considered in the evaluation as conducted under the evaluation factors set forth in this solicitation.

(b) The following special standards of responsibility have been established for this procurement:

- Commercial Small Business Subcontracting Plan (all Offerors other than small business(es))

(End of text)

A.4.5. PROMPT PAYMENT DISCOUNTS

Prompt payment discounts will not be considered in the evaluation of offers. However any offered discount will form a part of the award, and will be taken if payment is made within the discount period indicated in the offer by the offeror. As an alternative to offering a prompt payment discount in conjunction with the offer, Offerors awarded contracts may include prompt payment discounts on individual invoices.

(End of text)

A.4.6. MANAGEMENT/TECHNICAL APPROACH EVALUATION FACTORS

The following Management/Technical Approach factors are structured to focus attention upon the major concerns in this acquisition.

This information is intended to explain the criteria by which proposals will be evaluated by the integrated evaluation team. Offerors are to prepare proposals with these criteria in mind, i.e., in terms of both content and organization, in order to assist the team in determining the relative merit of proposals in relation to the requirements as defined in Addendum 1, Attachment A, Technical Specifications and Attachment C, Statement of Work.

The government will evaluate the offeror's technical and management proposals, risk assessments and proposed responses under each of the three subfactors for completeness, the accuracy of the assessment, the effectiveness and efficiency of the planned responses, and the degree to which the Offerors technical and management proposals, risk assessment and responses reflects an understanding of all contract requirements and the acquisition objectives stated in the SOW.

Evaluation Findings

The Government will evaluate proposals by classifying findings as strengths, weaknesses, significant strengths, significant weaknesses, or deficiencies using the following definitions:

Weakness – a flaw in the proposal that increases the risk of unsuccessful contract performance

Significant Weakness – a proposal flaw that appreciably increases the risk of unsuccessful contract performance

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Deficiency – a material failure of a proposal to meet a Government requirement or a combination of significant weaknesses in a proposal that increases the risk of unsuccessful contract performance to an unacceptable level

Strength – a proposal area that enhances the potential for successful performance or contributes toward exceeding the contract requirements in a manner that provides additional value to the government (this could be associated with a process, technical approach, materials, facilities, etc.).

Significant Strength – a proposal area that greatly enhances the potential for successful performance or contributes significantly toward exceeding the contract requirements in a manner that provides additional value to the government.

Weights and Scoring

In accordance with NFS 1815.304-70(b)(1), the Management/Technical Approach factor will be weighted and scored on a 1000 point scale.

The weights (points) associated with each Management/Technical Approach subfactor are as follows:

The Management/Technical Approach Subfactors and weights are:

1. Excellence of Proposed Systems (Subfactor A)	300 points
2. Offeror's Support and Commitment (Subfactor B)	250 points
3. Management Plan (Subfactor C)	<u>450 points</u>
Total:	1000 points

(End of text)

The Management/Technical Approach subfactors will be evaluated using the adjectival rating, definitions, and percentile ranges stated in NFS 1815.305(a)(3)(A). The maximum points available for each subfactor will be multiplied by the assessed percent for each subfactor to derive the score for the particular subfactor. For example, if a subfactor has possible 200 points and receives a percent rating 80, then the score for that subfactor would be 160 points.

The Management/Technical Approach evaluation will include the results of any cost realism analysis. The realism of proposed costs may significantly affect the offeror's Management/Technical Approach score.

(End of provision)

A.4.6.1. Excellence of Proposed Systems (Subfactor A)

This subfactor will evaluate the Offerors Technical Approach to meeting the contract requirements regarding the proposed technology in providing the functionality and in meeting the Acquisition Objectives in Attachment C, Statement of Work.

Proposed Systems

The extent to which the proposed technology (including available components) offers state-of-the-art and leading edge technology, promote portability and interoperability and incorporate and integrate emerging

technologies in their product line in supporting and enhancing the functional characteristics of the class will be evaluated with emphasis on the advanced technology features identified in the Technical Specifications.

While manufacturer technical specifications may be provided and evaluated in this section, evaluation is primarily based on the comprehensiveness of the offeror's narrative technical description as a whole rather than the technical aspects of individual products. The degree to which the implementation of advanced architectural features provides the Government with added benefit will be evaluated with particular emphasis on how the design improves interoperability, interconnectivity and productivity and the synergistic effects of the overall architectural design.

The overall system design, the integrity, reliability, maintainability and modularity of the proposed configuration, the effective integration of the system components, along with the innovative characteristics of the proposed equipment and software will be evaluated for effectiveness. The way in which the proposed technology supports the first acquisition objective in Attachment C, Statement of Work will be evaluated for suitability. The technological leadership evidenced by the offeror's proposed architecture will be evaluated for effectiveness in preparing the way for the next generation technology.

Available Components

The offeror's list of available components (hardware and software) in support of the first two Acquisition Objectives in, Attachment C, for the proposed equipment will be evaluated for their depth and breadth.

Depth refers to how many products within a technology segment are provided; e.g. the depth of the printer offerings is based on how many printers are provided.

Breadth refers to the number and variety of technology segments represented by product offerings. The breadth of offerings is limited only by the SEWP scope as defined in Attachment C, Section C.1.1.4. ACQUISITION OBJECTIVES: "Information Technology products including hardware, software, maintenance, warranty, product training and firm fixed price services in support of installing and implementing the products."

The extent to which the offeror provides access to a larger number of manufacturers and/or a greater variety of available components will be evaluated for its effectiveness in meeting the Acquisition Objectives in the Statement of Work.

Exceeding the Minimum / Desirable Feature

The extent and manner in which the offeror exceeds the minimum specifications will be evaluated for its effectiveness in meeting the Acquisition Objectives in Statement of Work. Evaluation will consider how many minimums were exceeded, how much each minimum was exceeded by, and how the minimum is exceeded. In particular, exceeding a minimum by simply substituting one product for another with a higher value product will be evaluated lower than exceeding the minimum in a way that expands the technology, capability, or functionality of the overall product.

The extent to which the offeror provides Government-specified desirable feature(s) will be evaluated. All identified desirable feature within a group have equal value in terms of the evaluation of this criterion.

Other Features

The following features will be evaluated as to how they enhance suitability for the group and support Government initiatives and policies:

- features that facilitate access by those users that are disadvantaged, or that offer aids for lessening the stress of the use of physical user interfaces.
- capability and plans for the Contractor to support and provide information relevant to Section 508 of the Rehabilitation Act of 1973.
- capabilities and corporate policies and procedures that aid in conserving energy and supporting environmentally-friendly products and services

- the state of the art of the proposed mandatory technology in the manufacturer's line for meeting the requirements for this group.
- the extent to which the proposed items are established in the commercial market place and where the proposed products are in their life cycle.
- the range of third party software products available in the commercial marketplace which augment the group specific functionality for the proposed products and which are not specifically required to be provided or supported in the technical specifications.
- the comprehensiveness, completeness, ease-of-use, and availability of documentation (on-line and printed)

A.4.6.2. Offeror's Support and Commitment (Subfactor B)

This subfactor addresses the offeror's support and commitment as defined in Attachment C, Statement of Work.

Commitment to Supply Chain Management and Supply Diversity

The range of available vendors under contract and the range of hardware and software proposed to support, interconnect and enhance the full range of products in scope for SEWP along with the extent of the offeror's capability to enhance the range of software and hardware technology being offered through corporate policies and resources will be evaluated for efficiency and effectiveness in support of the third Acquisition Objective in, Attachment C,.

The ability of the offeror to augment their vendor teaming relationships will also be evaluated for reasonableness and the extent to which those relationships might enhance or inhibit Government accessibility to a range of products and be provided with a continuous competitive environment.

The corporate policies, procedures and activities related to supply chain risk management will be evaluated for effectiveness and completeness in reducing the risk of counterfeiting, tainting, product substitution, and other risks related to supply chain management. Participation either directly or indirectly in national and international standards type activities will be considered in support of the reduction of risk in the supply chain.

Post Award Support and Service

The offeror's overall plan for providing the technical support described in the Statement of Work Sections C.1.3.1.3, C.1.5., and C.1.4.1. Technical Services will be evaluated for effectiveness, completeness and integrated approach in providing the Government with comprehensive support and licensing. General areas of evaluation include the offeror's proposed approach, corporate policies, personnel, warranty and licensing plans to provide hardware and software support services for timely and effective problem diagnosis and resolution.

Evaluation is based on the comprehensiveness and thoroughness of the narrative in the proposal. Descriptions must be more than simple restatements of the Statement of Work Sections or responses such as "We will do this".

A.4.6.3. Management Plan (Subfactor C)

In this subfactor Program Management and administrative aspects of the proposal will be evaluated.

Program Management

The offeror's planned management approach to the contract and associated problems and problem resolution will be evaluated for effectiveness, thoroughness, and understanding, to provide the SEWP Program Office and the Government customer with an integrated approach to acquisition program management

The organization established that will comply with the contract requirements along with the offeror's point-by-point response to Attachment C, Statement of Work, Sections C.1.3.2. and Program Office Support, C.1.3.3. Ordering Guides will be evaluated for effectiveness, thoroughness and efficiency in regards to responsibility for delivery orders, quality assurance, how the offeror ensures proper replication between SEWP and other databases.

Evaluation of the offeror's management plan is based on the comprehensiveness and thoroughness of the narrative in the proposal. Descriptions must be more than simple restatements of the Statement of Work Sections or responses such as "We will do this".

Data Interchange

In this section, the Government will evaluate the offeror's response to Attachment C, Statement of Work, and C.1.3.4. Electronic Processes, C.1.3.5. Technology Refreshment Proposals and Attachment D Contractor / Government Communication Requirements. The offeror's ability to respond to innovative procurement actions and processes will be evaluated for cost effectiveness and efficiency in support of the fourth Acquisition Objectives in Addendum 1, Attachment C. The Government will evaluate the offeror's ability to implement and utilize automated processes for order processing, tracking, delivery, invoicing and payment which minimize human intervention. The Government will evaluate the offeror's corporate electronic interchange, EDI and e-Commerce strategy and corporate resources devoted to electronic interchange, EDI and e-Commerce. The Government will evaluate the offeror's response to Attachment C, Section C.1.3.1.1. World Wide Web (WWW) Services for completeness. The Offeror's method for HTML authoring and the mechanism for maintaining data integrity between the offeror's database of SEWP products and the WWW ordering guide will be evaluated for effectiveness and understanding.

Evaluation of Subfactor C is based on the comprehensiveness of the narrative in the proposal. Descriptions must be more than simple restatements of the Statement of Work Sections or responses such as "We will do this".

(End of text)

A.4.7. PAST PERFORMANCE EVALUATION

Each Offeror's recent and relevant past performance history for ongoing or completed contracts within 3 years of the proposal due date will be evaluated on an Acceptable/Unacceptable basis. Following proposal receipt, the Integrated Evaluation Team will review the proposal, Government Past Performance Databases, and any other sources of past performance evaluations or input to locate any relevant past performance information for the Offeror within three years of the proposal due date. Relevant past performance information includes any performance history that is similar in content and scope to the proposed work for this acquisition and was ongoing or completed within 3 years of the proposal due date. The term "content" means the type and complexity of services, work, or supplies, in comparison to the requirements of this solicitation. This evaluation will include the offeror's experience on IDIQ contracts, both GWAC and commercial, concerning management of contracts from financial, organizational, technical, and operational perspectives.

An Offeror with no relevant record of past performance within 3 years of the proposal due date that was ongoing or completed will be evaluated as "Acceptable". Any Offeror with relevant and acceptable performance information within 3 years of the proposal due date will be evaluated as "Acceptable". If an Offeror has adverse relevant past performance information the Contracting Officer will contact the Offeror and provide them with an opportunity to provide a written response to address the adverse past performance information. An Offeror will be evaluated as "Unacceptable", and therefore will not be eligible for contract award, in the event that its relevant past performance history within 3 years of the proposal due date reflects significant adverse performance issues. If an offeror presents information demonstrating improved performance, processes, policies, changes, etc., since any adverse performance events that may be provided to the Government as part of the Offeror's written response and will be considered in the evaluation.

(End of text)

A.4.8. PRICE EVALUATION

A price analysis will be conducted in accordance with FAR 15.305(a)(1). Price analysis is described at FAR 15.404-1(b). This analysis is done to ensure that a "fair and reasonable" price is paid by the Government.

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The pricing evaluation will be done by adding the Mandatory pricing and Available Component Pricing Values:

- a. As described in A.3.14.4. and A.3.14.5. and A.3.14.5.1. the proposed prices for each mandatory line item is multiplied by an estimate quantity (fixed in the pricing exhibits). A 3- year life cycle pricing is established based on a 3- year warranty period. The total 3- year life cycle cost of all items is summed up to provide the Total Mandatory Items pricing
- b. As described in A.3.14.4.1., the total list price and total proposed SEWP price of all available components for each of the provided Product Classification Worksheet will be summed up for each associated worksheet and the overall proposed discount for each of those Product Classifications will be calculated. The overall proposed discount is then multiplied by a Government estimated value for that Category to arrive at an evaluation price for each category. The individual category prices are then summed up to provide the Total Available Components pricing
- c. The Total Mandatory Items are added to the Total Available Components pricing to arrive at the evaluated overall Proposal Total. It is this Proposal Total which is used for the Price Evaluation.

(End of text)