

NASA Information Technology Procurement Office (ITPO)



SMALL BUSINESS MARKETING GUIDE

April 2025

OSBP Vision

Improvement, Intensification and Sustainment of all small business concerns within NASA supply chains.

OSBP Mission

Promote and integrate small businesses into the industrial base of contractors and subcontractors that support the future of space exploration, scientific discovery, and aeronautics research.

Introduction to Information Technology Procurement Office (ITPO) Small Business Marketing Guide

 Purpose: The ITPO Small Business Marketing Guide serves as a valuable resource for small businesses seeking procurement opportunities with ITPO.

Contents:

- Marketing Information: The guide contains essential marketing details to help businesses understand the ITPO marketplace.
- Target Audience: Small businesses aiming to market their product and service offerings to ITPO and ITPO prime contractors.
- Key Information:
 - NASA small business points of contact (POCs)
 - Prime contractor contacts
 - Small business technical advisors
 - A list of prime contractors
 - ITPO contract portfolio details
 - Guidance on accessing procurement information via various acquisition search tools.
- Assistance: The ITPO Small Business Specialist can offer suggestions on how to effectively use this guide for marketing purposes.
- Contact: If you'd like to learn more about ITPO, feel free to reach out to the ITPO Small Business Specialist at hq-itpo-smallbusiness@mail.nasa.gov.

Feel free to explore the guide and connect with the ITPO Small Business Specialist for further assistance!

1.0 ITPO AT A GLANCE

The NASA ITPO is based at NASA Goddard Space Flight Center in Greenbelt, MD with their personnel spread across various NASA centers throughout the US.

The NASA ITPO has Agency-wide responsibility for providing guidance and support to NASA Centers, geographically dispersed across the United States, Headquarters Mission Directorates, and Mission Support Offices in planning, conducting, and processing IT procurement actions above the Simplified Acquisition Threshold.

The portfolio is comprised of four primary areas:

- Enterprise IT Contracts
 - Covers End-User IT services, Cybersecurity, Communications, and Application services.
- Commercial IT Contracts
- Enterprise Software Procurements
- Solutions for Enterprise-Wide Procurement (SEWP) Program
 - Government-wide Acquisition Contract (GWAC) consisting of precompeted Prime Contract Holders providing a variety of IT products and services to all federal agencies.

2.0 SMALL BUSINESS PROGRAM CONTACTS

2.1 NASA Office of Small Business Programs (https://www.nasa.gov/osbp)

Telephone: (202) 358-2088; hq-smallbusiness@nasa.gov

Contact	Title
Dwight Deneal	Assistant Administrator
Robert Medina	Deputy Assistant Administrator
Charles Williams	Program Manager
Ann Haase	Program Manager
Chris Hall	Program Manager
Truphelia Parker	Program Specialist
Naeemah Lee	Program Specialist

Briana Goins	Program Specialist
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2.2 Center Small Business Specialists (https://www.nasa.gov/osbp/center-locations)

NASA CENTER	CONTACT	PHONE	E-MAIL ADDRESS
Ames Research Center (ARC)	Christine Munroe	650-604-4695	arc-smallbusiness@mail.nasa.gov
Armstrong Flight Research Center (AFRC)	Christine Munroe	650-604-4695	afrc-smallbusiness@mail.nasa.gov
Glenn Research Center (GRC)	Eunice Adams-Sipp	216-433-6644	grc-smallbusiness@mail.nasa.gov
Goddard Space Flight Center (GSFC) and HQ Acquisition Branch	Kandice Chappell Djaataa Onanuga	301-286-8136 301-286-9083	gsfc-smallbusiness@mail.nasa.gov
Information Technology Procurement Office (ITPO)	Robert Betts	757-864-6074	Hq-itpo-smallbusiness@mail.nasa.gov
Jet Propulsion Laboratory (JPL)	Dr. Charles Bray Matthew Christian Anmari Pagtalunan	818-354-5620 626-372-6295 626-720-7736	smallbusiness.programsoffice@jpl.nasa.gov
JPL NASA Management and Oversight	Lynn Torres	818-354-1685	Lynn.m.torres@nasa.gov
Johnson Space Center (JSC)	Robert Watts Monica Craft Tumarrow Romain	281-244-5811 281-483-4134 281-483-2824	jsc-smallbusiness@mail.nasa.gov
Kennedy Space Center (KSC)	Natalie Colvin Tamara Sims Laurie Boehm (Contractor)	321-867-4773 321-867-7353	ksc-smallbusiness@mail.nasa.gov
Langley Research Center (LaRC)	Robert Betts	757-864-6074	larc-smallbusiness@mail.nasa.gov
Marshall Space Flight Center (MSFC)	David Brock Danielle Barnes Cheryl Webb (Contractor) Heather Dilworth- Schrimsher (Contractor)	256-544-0267 256-544-1134 256-544-6263	msfc-smallbusiness@mail.nasa.gov
NASA Shared Services Center (NSSC)	Troy Miller	228-813-6558	nssc-smallbusiness@mail.nasa.gov
Stennis Space Center (SSC)	Troy Miller	228-813-6558	ssc.smallbusiness@mail.nasa.gov

2.3 ITPO Small Business Program Contacts

CONTACT	TITLE	PHONE	E-MAIL ADDRESS
Robert Betts	ITPO Small Business	757-864-6074	Hq-itpo-smallbusiness@mail.nasa.gov
	Specialist		
Kathy Rice	ITPO Small Business	256-544-2647	kathy.y.rice@nasa.gov
	Technical Advisor (SBTA)		
Shaquanda	Small Business	240-278-4735	Shaquanda.Williams@sba.gov
Williams	Administration (SBA)		
	Procurement Center		
	Representative (PCR)		

3.0 ITPO PRIME CONTRACTORS

The ITPO Prime Contractor List is a valuable marketing resource for businesses seeking subcontracting opportunities with ITPO's major small and large business prime contractors. These contractors, listed on the ITPO Prime Contractor List, provide services for ITPO programs and projects. Leveraging the contacts available at each prime contractor location will significantly improve a business's ability to market itself for subcontracting opportunities within ITPO.

ASRC Federal Data Solutions LLC

Contacts:

Pedro Medelius <u>pedro.j.medelius@nasa.gov</u> 321-432-7036 Linda Jassmann-Lane <u>linda.j.jassmann-lane@nasa.gov</u> 321-607-4584

Contracts:

80ARC020D0006: Ames Consolidated Information Technology Services (ACITS) 4

AT&T Contact:

Tom Bisaga thomas.bisaga@att.com 571-216-1692

Contract:

GS00Q17NSD3000: Enterprise Infrastructure Solutions (EIS) (Mission)

Booz Allen Hamilton, Inc.

- businessregistration@bah.com

Contact:

Ashley Burton burton ashley@bah.com 281-792-2187

Contract:

80TECH22DA002: Cybersecurity and Privacy Enterprise Solutions and Services (CyPrESS)

BQMI-Peerless Technologies JV, Inc.

Contact:

Gail Hall ghall@b-pjv.com 440-202-9022

Contract:

80TECH21DA001: Professional Administrative Computational and Engineering Services

(PACE) V

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CACI, Inc. Contact:

Yadira Beltre <u>yadira.beltre@caci.com</u> 571-332-6233

Contract:

80TECH24CA002: NASA Consolidated Applications and Platform Services (NCAPS)

.....

FCN Inc Contact:

Richard Isley <u>richard.isley@fcnit.com</u>

Contract:

80TECH24FA004: NASA Cisco Enterprise Blanket Purchase Agreement

Four Points Technology LLC

Contact:

Jason Elam jelam@4points.com 571-353-7260

Contract:

80TECH24FA015: NASA Cloud Services

Halvik Corp.

Contacts:

Vijay Bathula <u>info@halvik.com</u> 703-592-4444

Contract:

80TECH22FA001: Solutions for Enterprise-Wide Procurement (SEWP) Information

Technology Support Services (SITSS)

Leidos. Inc.

- https://www.leidos.com/suppliers

Contact:

Dawn Dunlop <u>dawn.j.dunlop@leidos.com</u>
Tregnel Thomas <u>tregnel.k.thomas@leidos.com</u>

Contracts:

80NSSC19D0001: NASA End-User Services and Technologies (NEST)

80TECH21DA002: Advanced Enterprise Global Information Technology Solutions

(AEGIS)

Lumen Technologies Government Solutions

Contacts:

Douglas Hoffman <u>douglas.hoffman1@lumen.com</u>

Contract:

GS00Q17NSD3006: Enterprise Infrastructure Solutions (EIS) Session Initiation Protocol

(SIP) & (Regional)

Rothe Ares JV, LLC (ROAR JV)

Contact:

Eduardo Guerrero eguerrero@rothe-enterprises.com 210-648-3131

Contract:

80TECH23DA001: Enterprise Multimedia and Integrated Technical Services (eMITS)

Sterling Computers Corp

Contact:

Lynette Lambing lynette.lambing@sterling.com

Contract:

80TECH24FA006: NASA Cisco Enterprise Blanket Purchase Agreement

Thundercat Technology, LLC

Contact:

Carter Wyant cwyant@thundercattech.com

Contract:

80TECH24AA003: NASA Cisco Enterprise Blanket Purchase Agreement

4.0 ITPO CONTRACT PORTFOLIO

4.1 Introduction

The ITPO Repetitive Requirements List compiles recurring NASA IT services. This information is invaluable for businesses interested in monitoring upcoming acquisitions and seeking procurement opportunities within ITPO. The list organizes requirements chronologically by the period of performance (POP) expiration date.

4.2 ITPO Prime Contract Portfolio

NAICS codes listed for each requirement were used in past competitions and may vary in future competitions. Additionally, competitions may change based on outcomes of market research.

Ultimate Contract End Date	Incumbent	Contract Number	NAICS Code	Potenti al Value	Previous Competition
(GWAC) pi products a	for Enterprise-Wide Procurement roviding the latest in Information and nd services for all Federal Agencies v.sewp.nasa.gov/ for more information	Communications Tecl and their approved col	nnology (I	CT) and Au	dio-Visual (AV)
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	<u>Contact</u> : Eduardo Guerrero eguerrero@rothe-enterprises.com				
	210.648.3131				
	210.040.0101				
Advanced	Enterprise Global Information Te	chnology Solutions (ΔFGIS) -	Provides	
	inications, conferencing and confere				services across
	enters and facilities. Designed to pro				
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encompass	ses both wide-area and center local-				

collaboration tools, emergency and early warning systems, telephony, cabling, and radio systems.

04/30/32	Leidos, Inc. Contact: Dawn Dunlop Dawn.J.Dunlop@leidos.com	80TECH21DA002	541512	\$2.5B	Full & Open
	nsolidated Applications and Platfo				
	NASA's Web Services Office (WSO)		ons Office	(AAO), ar	nd Center-
specific ser	rvices supporting Center Application	S			
06/30/32	CACI, Inc – Federal	80TECH24CA002	541512	\$2B	Full & Open
	Contact: Yadira Beltre				
	yadira.beltre@caci.com				
	571-332-6233				
•	ide Acquisition Support Services NSSC24AA016) for procurement sup	•	nder Blank	et Purcha	se Agreement
10/31/30	Seventh Sense Consulting, LLC <u>Contact</u> : Kevin Nash <u>nashk@seventhsenseconsulting.com</u> 315-664-0755	80TECH24FA023	541611	\$2M	8(a) Comp.

5.0 ITPO TOP TEN NORTH AMERICAN INDUSTRY CLASSIFICATION **SYSTEM (NAICS) CODES UTILIZED (FY2024)**

The North American Industry Classification System (NAICS) codes, along with corresponding size standards, are assigned to every item or service procured by the Federal Government. This is done to establish competition parameters for setting aside acquisitions for small business participation, as well as to determine business classifications for all types of businesses competing in full and open competitions. The table below presents a list of the primary NAICS codes utilized at ITPO. You can find the relevant Small Business Administration (SBA) Size Standard for each NAICS at https://www.sba.gov/document/support-table-size-standards.

CODE	TITLE
541512	Computer Systems Design Services
541519	Other Computer Related Services
541330	Engineering Services
517110	Wired Telecommunications Carriers
334516	Analytical Laboratory Instrument Manufacturing
334111	Electronic Computer Manufacturing
541511	Custom Computer Programming Services
334515	Instrument Manufacturing for Measuring and Testing Electricity and
	Electrical Signals
334519	Other Measuring and Controlling Device Manufacturing

6.0 IDENTIFYING OPPORTUNITIES

System for Award Management (SAM)

The System for Award Management (SAM.gov) is your gateway to business with the U.S. Government.

- Free Access: Use SAM.gov at no cost for all services.
- Business Registration: Register your business to become a U.S.
 Government contractor.
- Entity Management: Update, renew, or check your entity's registration status.
- Record Search: Look up entity registration and exclusion records.
- Resource Search: Find assistance listings, wage determinations, contract opportunities, and contract data reports.
- Report Submission: Submit Bio Preferred and Service Contract Reports.
- Award Data: Access and analyze publicly available award data.

For all your government contracting needs, visit https://sam.gov/.

Unsolicited Proposals

NASA encourages the submission of unique and innovative proposals that will further the Agency's mission. While most proposals are solicited, a small number of unsolicited proposals that cannot be submitted to those solicitations and yet are still relevant to NASA are reviewed and some are funded each year. For more information about the NASA Unsolicited Proposal process, please visit https://prod.nais.nasa.gov/pub/pub_library/unSol-Prop.html#IIntroduction

6.1 NASA OSBP Tools

• NASA Mentor Protégé Program

The NASA Mentor-Protégé Program encourages NASA prime contractors to support eligible protégés. This assistance enhances the protégés' capabilities to fulfill NASA contracts and subcontracts, fosters long-term business relationships between protégés' and NASA prime contractors, and increases the overall number of these entities receiving NASA contract and subcontract awards.

For information about the NASA Mentor-Protégé Program and a list of approved mentors, please visit: https://www.nasa.gov/osbp/mentor-protege-program.

NASA Acquisition Forecast

NASA follows a structured policy of preparing an annual forecast and a semiannual update regarding expected contract opportunities for each fiscal year. This forecast consolidates anticipated procurements (above the simplified acquisition threshold) at each NASA Center. Its purpose is to provide industries with advance knowledge of NASA requirements, thereby enhancing competition in the procurement process.

The NASA Acquisition Forecast outlines procurements expected to be solicited in the current fiscal year and beyond, based on the best available information at the time of publication. However, it's important to note that all projected procurements are subject to potential revision or cancellation. Final decisions regarding aspects such as the extent of competition, small or disadvantaged business set-asides, estimated value, etc., will only be made once each procurement is initiated. Therefore, this data is for planning purposes only and does not serve as a presolicitation synopsis, invitation for bid, or request for proposal. Additionally, it does not represent a commitment by the Government to purchase the described supplies and services.

We encourage you to regularly check SAM.gov under Contract Opportunities for the actual notice of pending contract actions. For the latest NASA Acquisition Forecast, please visit: https://www.hq.nasa.gov/office/procurement/forecast/NAF.html.

NASA Active Contract List

The NASA Active Contract Listings (ACL) is a tool for business opportunities.

- Purpose: Tracks recurring acquisitions to aid businesses in planning and pursuing future work.
- Categories: Organized by NAICS codes into:
 - Accounting & Financial Business Services
 - Administrative Services
 - Environmental Services & Remediation
 - Facilities Maintenance
 - Information Technology
 - Multiple Award Construction
 - Occupational Health
 - Protective Services

o Benefits:

- Strategic Planning: Use ACL data on competition type, potential value, and contract end dates to strategize for upcoming bids.
- Subcontracting: Discover subcontracting chances and potential partners for collaboration.

For the latest opportunities and detailed insights, visit NASA's ACL at https://www.nasa.gov/osbp/active-contract-listings/.

NASA OSBP Mobile Application

The NASA OSBP Mobile app is available for both iOS and Android devices. It's designed to be a user-friendly tool for learning how to do business with NASA, providing all the necessary resources conveniently accessible on your smartphone or tablet.

Key features include the ability to easily contact NASA Center Small Business Specialists, view Active Contract Listings, and stay informed about upcoming networking events.

You can download the app from the iTunes App Store or Google Play.

NASA Vendor Database (NVDB)

The NASA Vendor Database (NVDB) serves the purpose of compiling a comprehensive list of vendors, regardless of size, who are interested in conducting business with NASA. This database is utilized by NASA's Office of Small Business Programs (OSBP) for outreach communications and by the Office of Procurement (OP) for market research and acquisition planning. Additionally, industry members can utilize the database to search for capabilities to support subcontracting opportunities or for networking purposes. Vendors can also include a capability statement and sign up to receive email alerts for NASA procurement notices posted on Sam.gov for contract opportunities.

By registering your business in the NVDB, you express your interest in conducting business with NASA and agree to share key information and capabilities of your business with NASA's OSBP, NASA's OP personnel, and other registered vendors.

To register your business in the NVDB, please visit the following website: https://www.nasa.gov/osbp/vendor-database/.

OSBP LinkedIn Showcase

Launched in November 2024, the OSBP LinkedIn Showcase Page is designed to inspire and engage the small business community by sharing valuable resources, highlighting success stories, and offering updates on events and opportunities.

Click <u>NASA OSBP LinkedIn Showcase</u> to follow the NASA OSBP LinkedIn Showcase Page today!

6.2 NASA Technology Opportunities

 NASA Small Business Innovation Research (SBIR)/Small Business Technology Transfer (STTR) Program and Strategic Partnerships.

The NASA SBIR/STTR program offers funding opportunities for the research, development, and demonstration of innovative technologies that align with NASA's needs, as outlined in annual solicitations. These technologies hold significant potential for successful commercialization. If you are a small business concern or a non-profit research institution such as a university or research laboratory, we encourage you to consider exploring this program as a potential source of seed funding for your innovations.

A great starting point is to review the research topics outlined in the most recent solicitations, which are available at https://sbir.nasa.gov/solicitations. While these topics may change yearly, they provide valuable insight into NASA's current interests and whether your technology idea or research area aligns with them. For further details, please visit https://sbir.nasa.gov/.

The NASA Technology Transfer program plays a vital role in ensuring that innovations developed for exploration and discovery are widely accessible to the public, thereby maximizing national benefit. To explore opportunities within NASA's Technology Transfer program, you can visit https://technology.nasa.gov/. Annually, NASA scientists, engineers, and developers create software packages for various purposes, such as managing space missions, testing spacecraft, and analyzing vast amounts of data produced by agency research satellites. As part of the Technology Transfer program, many of these software programs are now available for free download through NASA's Software Catalog. You can explore the catalog online at http://software.nasa.gov/.

To learn more about Strategic Partnerships and other non-traditional programs, please visit: https://www.nasa.gov/partnerships.html.

NASA Solicitation and Proposal Integrated Review and Evaluation System (NSPIRES)

Supporting research in science and technology is a cornerstone of NASA's overarching mission. To this end, NASA regularly solicits research proposals across a wide range of science and technology disciplines by issuing various research announcements. These announcements undergo evaluation and selection through a rigorous peer review process.

Researchers contribute significantly to NASA's efforts in achieving national research objectives by submitting proposals and conducting research projects that are awarded funding.

For further details and to explore opportunities to participate in NASA research initiatives, please visit: https://nspires.nasaprs.com/external/.

NASA TechPort

TechPort is a platform designed to showcase NASA's diverse range of active and completed technology projects. The TechPort team collects technology investment data from across the Agency to promote collaboration and partnerships, analyze how NASA addresses mission needs, and provide visualizations of critical technology drivers that inform decision-making processes.

For more information about NASA TechPort, please visit: https://techport.nasa.gov.

7.0 OUTREACH AND TRAINING

7.1 Outreach

The NASA Office of Small Business Programs (OSBP) is dedicated to promoting small business awareness and participation by employing innovative techniques at nontraditional venues, particularly in geographically targeted areas, to

enhance engagement across all categories of small businesses. NASA OSBP engages in both in-person and virtual outreach events.

For updates on upcoming outreach events, please visit the OSBP Outreach Calendar at https://www.nasa.gov/osbp/osbp-outreach-events/.

7.2 Training

The NASA Office of Small Business Programs provides a series of webinars offering in-depth training tailored to small businesses. These webinars offer participants the chance to ask questions directly to key points of contact within the Agency.

For information about our upcoming training opportunities, please visit https://www.nasa.gov/osbp/learning-series.

8.0 ITPO CONTRACTORS STEERING COUNCIL (CSC)

The ITPO Contractors Steering Council (CSC) was established in November 2022 with the aim of enhancing the productivity and quality of IT services and products provided by contractors for the overall success of NASA. The CSC serves as a platform for providing timely information and advice on enterprise-wide issues of mutual interest and facilitates ad hoc communications between NASA and the contractor community. Its primary focus is on maintaining open lines of communication between NASA and contractor managers and representatives.

The CSC convenes on the 2nd Wednesday of each month and welcomes participation from all interested parties. If you represent a small business, you can contact the CSC to arrange a 10-minute capability presentation in the Small Business Spotlight.

For any inquiries, please reach out to the CSC at ITPO.CSCinfo@gmail.com.