



Acquisition Advisory Panel

Commercial Practices Working Group

c/o Ms. Laura Auletta

Submitted electronically at laura.auletta@gsa.gov

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Re: Written statement related to the Commercial Practices of Best Value Sourcing

Dear members of the panel,

Today GSA's catalog browsing tools, and reverse auction tools are not compliant with FAR - In particular FAR 15 which outlines the economics of best value continuum in 15.101 and the importance of tradeoffs in 15.101.1-. The prime reason for that is because, when the system was developed, there was no technology that would allow for such compliance. Parametric searches of catalogs by nature do not support tradeoffs and the real time requirements of reverse auction have forced the use price as the only comparison criteria between proposals.

However; every so often, there comes a technological breakthrough that changes the way we live our lives and conduct our business. Just when you thought you had seen it all in procurement, comes this innovation that shatters the status quo in sourcing the way Edison's discovery of electricity changed our lives.

FAR15 compliant, Procusoft's "apples and oranges comparison engine", analyzes and assesses proposals (products and services) based on your buyers needs and the captured knowledge of your experts. For example, it weighs the merits and compares a \$1000 -laptop with a 15" screen and a 3.2GHz CPU delivered in 2 days to a \$1500 laptop with a 17" screen and 2.5GHz CPU delivered in 5 days. By eliminating the time consuming process of reading and scoring proposals, your buyers can focus on what is important to you: procuring best value solutions to meet your organizational needs.

- Now, with a click of a button, your [RFP](#) selection process costs vanish. Imagine the impact on the requisition backlog problem.
- With traditional [reverse auctions](#), qualified suppliers competed on price only, which made the systems unappealing for most purchases. With Procusoft, your suppliers compete in real time on ALL the criteria that are important to you, thus delivering the best value for every transaction.
- Even [catalog browsing](#) is now compliant with FAR15, delivering relevant and valuable information to the users.

To address the questions about the practices in the commercial sector of this new best value solution, it is important to point out that this is leading edge technology. It seems to have been very well received:

Boeing: "I consider Auguri a breakthrough technology that I have not seen anywhere else in my review of the software industry."

US Air Force: "The demonstration of your technology really does show what an innovative and out of the box solution it is. I see a bright future for your company, a very bright future"

US Army: "I have seen the software and I am very impressed how it fully captures the economic theory behind the tradeoff process in Part 15."



US Marine Corps: "I do believe your system, if adopted by the Marine Corps, would serve as a useful tool both for the activity and the buyer. I'm in agreement with you as to trade off based procurements being the next generation of procurement applications."

U.N.: "Our experience with Auguri has been very rewarding. We have found working with the company to be very enjoyable process."

The history of our nation is filled with heroes who have distinguished themselves by embracing new solutions to resolve old problem. This is what made the US a bed of innovation and creativity. This is what made the strength of our economical system.

Who are the leaders who will embrace this discovery and make a revolutionary change to the way our government conducts its procurement activity? What is the process to ensure that GSA is in compliance with FAR, in particular FAR 15? How do we deliver the benefits and savings to our governing body? Isn't it our obligation towards our constituents, the tax payers, to secure that the use of our resources is optimized?

Sincerely;

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