

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30

1. REQUISITION NUMBER
YPP183PRHQT272

2. CONTRACT NO. GS-23F-0755H	3. AWARD/EFFECTIVE DATE 23-Jun-2003	4. ORDER NUMBER DCMA01-03-F-0037	5. SOLICITATION NUMBER	6. SOLICITATION ISSUE DATE
7. FOR SOLICITATION INFORMATION CALL:	a. NAME	b. TELEPHONE NUMBER (No Collect Calls)	8. OFFER DUE DATE/LOCAL TIME	

9. ISSUED BY HQ DCMA PROCUREMENT CENTER (DCMAC-W) 6350 WALKER LANE, SUITE 300 ALEXANDRIA VA 22310	CODE DCMA01	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED <input type="checkbox"/> SET ASIDE: % FOR <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> SMALL DISADV. BUSINESS <input type="checkbox"/> S(A) SIC: 8748 SIZE STANDARD: \$6..0	11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE 13a. THIS CONTRACT IS A RATED ORDER UNDER DFAS (15 CFR 700) <input type="checkbox"/> 13b. RATING 14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP	12. DISCOUNT TERMS Net 30 Days
15. DELIVER TO HQDCMAPROGRAM SUPP&CUSTOMER REL(DOMA-P) LYNN HARRIS 6350 WALKER LANE, SUITE 300 ALEXANDRIA VA	CODE	16. ADMINISTERED BY SEE ITEM 9		CODE

17a. CONTRACTOR/ OFFEROR BOOZ ALLEN HAMILTON, INC. DIANE TARRANT 8215 GREENSBORO DRIVE MCLEAN VA 22102	CODE 17038	18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER ATTN:DFAS-BVD PO BOX369016 (800) 756-4571 COLUMBUS OH 43236-9016	CODE HQ0131
17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER	FACILITY CODE	18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input checked="" type="checkbox"/> SEE ADDENDUM	

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE					

25. ACCOUNTING AND APPROPRIATION DATA See Schedule	26. TOTAL AWARD AMOUNT \$122,958.92
27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED.	ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED
27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED.	ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 1 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN. REF: Booz Allen Hamilton's Copy	29. AWARD OF CONTRACT: REFERENCE OFFER DATED 02-May-2003. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE
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30a. SIGNATURE OF OFFEROR/CONTRACTOR <i>Lloyd W. Howell, Jr.</i>	31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) <i>Mary Overstreet</i>	31c. DATE SIGNED 6/20/03
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT) Lloyd W. Howell, Jr. Vice President	31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) Mary Overstreet	TEL: 703 428-1472

32a. QUANTITY IN COLUMN 21 HAS BEEN <input type="checkbox"/> RECEIVED <input type="checkbox"/> INSPECTED <input type="checkbox"/> ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED	33. SHIP NUMBER	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR
32b. SIGNATURE OF AUTHORIZED GOVT. REPRESENTATIVE	32c. DATE	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42a. RECEIVED BY (Print)	42b. RECEIVED AT (Location)
		42c. DATE REC'D (YY/MM/DD)	42d. TOTAL CONTAINERS

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Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Review&Assess Adequacy of Existing DCMA FFP Customer Outreach and Customer Satisfaction Measurement Activities & Processes PURCHASE REQUEST NUMBER: YPP1B3PRHQT272	1	Job		

FOB: Destination

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0002	Contrast Existing DCMA Customer FFP Relationship Management Practices & Procedures with Progressive Public and Private Sector Service Based Organizations. PURCHASE REQUEST NUMBER: YPP1B3PRHQT272	1	Job		

FOB: Destination

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ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0003	Develop an Integrated CRM Process FFP PURCHASE REQUEST NUMBER: YFFIB3PRHQT272	1	Job		

FOB: Destination

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	N/A	N/A	N/A	Government
0002	N/A	N/A	N/A	Government
0003	N/A	N/A	N/A	Government

DELIVERY INFORMATION

DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
07-AUG-2003	1	HQDCMA PROGRAM SUPP&CUSTOMER REL(DCMA-PI) LYNN HARRIS 6350 WALKER LANE, SUITE 300 ALEXANDRIA VA (703) 428-0464 FOB: Destination	
07-AUG-2003	1	(SAME AS PREVIOUS LOCATION) FOB: Destination	
21-SEP-2003	1	(SAME AS PREVIOUS LOCATION) FOB: Destination	

ACCOUNTING AND APPROPRIATION DATA

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INVOICE INSTRUCTION:

PAYMENT WILL BE MADE AFTER PERFORMANCE OF DELIVERABLE.

Please submit the invoice to the COR whose address appears below.

HQ Defense Contract Management Agency
Program Support & Customer Relations Directorate
ATTN: Pattie Burns Tel (703)428-0463
6350 Walker Lane, Suite 300
Alexandria, VA 22310

The COR will annotate the date received on the invoice. Within seven (7) days of receipt of the invoice, the COR shall review them for accuracy by verifying the labor hours, supplies, and/or services. The statement, "THIS INVOICE IS CERTIFIED CORRECT AND PROPER FOR PAYMENT". Invoice received and accepted on _____ with the COR's signature and date, shall be stated on the invoice.

After certification, COR will forward the original and three (3) copies to the Payment Office identified in Block 18a of SF-1449, a copy to HQ DCMA Procurement Center (DCMAC-W), and a copy to Financial Liaison Center (DCMAC-B). Inaccurate invoice shall be returned to the Contractor within seven (7) days from the date of receipt for correction.

PERFORMANCE WORK STATEMENT:

Mission/Business: The Defense Contract Management Agency (DCMA) is an independent Combat Support Agency that provides a variety of contract management services to Army, Navy and Air Force buying activities and defense agencies, as well as civilian agencies. These services include pre-contract award support, such as Acquisition Planning and Support Services, and a wide range of post-award contract management functions identified in the Federal Acquisition Regulation (FAR) 42.302 and Defense FAR Supplement.

Workload/Business Base: The DCMA contract management average workload consists of 490,000 contracts with a total unliquidated dollar obligation of approximately \$119 billion. Contracts range in size and complexity from major acquisition systems (ACAT I & II programs) to critical system component and spare parts contracts. DCMA manages the full range of fixed price and cost type contracts, as well as Other Transactions and Grants.

Workforce: DCMA's workforce performs contract management functions across the United States and overseas. The organizational structure is comprised of the Headquarters, three Districts (East, West and International), approximately 60 Contract Management Offices (CMOs), and several hundred subordinate residencies. The CMOs and subordinate offices are located in, or close by, defense contractors performing work for the Department of Defense and multiple civilian agencies.

Background: At present, DCMA is transforming its management and operating policies, processes and procedures to better align Agency performance with the needs and priorities of customer organizations in support of the warfighter. DCMA's success in a performance-based operating mode will be driven not by multiple, internally developed performance metrics, but by the success of the Agency and its primary operating elements, the CMOs, in both understanding individual customer needs and priorities, and delivering services and products that are keyed to

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those needs and priorities. The CMOs, as direct service providers, will require a means of managing or gauging their performance against customer stated priorities. The HQ and District organizations will also require a less discrete, more global means of gauging the quality and effectiveness of customer support activities at the CMO level.

Existing DCMA/customer relationship building, outreach (marketing) and customer satisfaction assessment vehicles and activities can be grouped into five different categories:

- 1) Senior level customer visits by HQ and District personnel (OSD Senior Executives, Service Acquisition Executives (SAEs), Program Executive Officers (PEOs), Buying Activity Senior Leaders
- 2) Monthly telephone surveys of key customer personnel such as Program Managers (PMs), Procuring Contracting Officers (PCOs), and Inventory Managers conducted by District personnel
- 3) A Web-Based customer satisfaction and feedback tool
- 4) Customer Liaison Representatives (CLRs) co-located with major DCMA customers
- 5) Visits to senior customer representatives by CMO Commanders and senior staff members.

Each of these five categories of customer relationship building and customer outreach activities provides customer information and insights, but the shift to performance-based management operating principles will require a more sophisticated, integrated, informative and real-time feedback methodology to help all levels of the organization both understand customer expectations, and gauge the adequacy of DCMA performance in response to expressed customer expectations. A new and enhanced customer relationship management system is needed that will provide a clear understanding of near term, as well as emerging, customer priorities and expectations.

Required Performance Outcomes:

- (1) Review and assess the adequacy of DCMA's existing customer outreach and customer satisfaction measurement activities and processes. This includes:
 - 1) The processes and procedures designed to assist DCMA in understanding and responding to customer needs, both near and longer term
 - 2) The process, tools and metrics used to assess customer satisfaction
 - 3) Processes that encompass marketing the variety of DCMA products and services to ensure sufficient customer knowledge of DCMA capabilities
- (2) Contrast DCMA's customer relationship management practices and procedures previously described with progressive public and private sector, service-based organizations. Identify gaps between the DCMA activities and processes, and those employed by progressive public and private sector organizations.
- (3) Based upon the two foregoing reviews, and a review of existing literature on customer relationship management policies and practices, develop an integrated customer relations process that will provide DCMA:
 - 1) A more useful and integrated customer knowledge base, and the necessary processes and procedures for accumulating, storing and utilizing customer information at each of the three DCMA organizational levels
 - 2) A process for managing and gauging the level of DCMA performance against expressed customer expectations and desired outcomes within a performance-based organization. (The process and customer satisfaction gauge must be useful and appropriate at each of the three DCMA organizational levels, CMO level with buying activity Program Managers, PCOs, Inventory Managers, et al, and District and HQ organizational elements with successively higher level customer organizations and senior personnel (OSD Senior Executives, Service Acquisition Executives, PEOs, and Buying Activity Senior Leaders, et al.)
 - 3) A fully integrated DCMA marketing program spanning the customer base

VII. Period of Performance: Ninety calendar days after contract start date.

VIII. Deliverables: CLIN 0001 and 0002 Deliverables and Mid-performance Briefing will be due 45 calendar days after contract start and CLIN 0003 Deliverable is due 90 calendar days after contract start.

IX. Date(s) and Place(s) of Services: Services will be performed at the contractor's facility with visits to DCMA HQ.