

# Early Exchange of Information on Competitive DoD Acquisition Programs

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## WHAT DOES INDUSTRY WANT? Survey Results

In December 2004, Mr. Alan Goldberg of the Naval Air Systems Command (NAVAIR) presented Part I of this article, which explained why NAVAIR took on this question. With the help of APMP, we created a survey to find out the answer. Is it the obvious answer—of course, Industry wants early exchange of acquisition information on future programs with the Government—or is it something else?

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This survey is an attempt to assist the NAVAIR organiza-

tion to determine the value of releasing draft Request for Proposal (RFP) documentation early in the acquisition lifecycle. The responses to this APMP-sponsored survey represent a good cross-section of companies with 119 people responding from across all levels within these organizations. The answer is that Industry favors draft RFP documentation early in the acquisition life cycle to begin to formulate our responses to the customer. Industry is aware that changes are inevitable and deals with changes as necessary.

While the largest population of respondents was from proposal staff, there were many executives and corporate staff from across the acquisition life cycle who also feel the same as the proposal staff.

The general conclusions from

This report are as follows:

- There should be an exchange of information as early as possible in the acquisition life cycle.
- Draft RFPs should be released as early as possible.
- Industry would rather have an RFP (that may change) earlier in the life cycle than a (stable) RFP later in the life cycle. Industry is usually amenable to changes. However, we would prefer if the changes were not significant, meaning that the entire document will change, therefore changing the approach the contractor has already taken.
- Industry would like to have conceptually stable requirements when a draft RFP is released.

# WHAT DOES INDUSTRY WANT?...

## Survey Results

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■ Industry would rather have the opportunity to comment on draft RFP sections as early as possible. Section M should be released as early as possible.

■ The majority of Industry would rather start the proposal process with draft RFP sections instead of waiting for the final RFP. Those sections that are most important (rated by most companies in the top five) are Sections L, M, Statement of Work (C), Performance Specification, and the WBS.

■ Industry does not believe that changing draft RFP requirements affects the credibility of the customer organization.

■ About half of Industry believes that the Government listens to the input that we make on draft RFP documents. At the same time, only about half

of Industry believes that the Government is providing adequate responses to comments and questions on draft RFP documentation.

In responding to provide comments and questions on the draft RFP, Industry adequately shields their win strategy information. This is not a concern.

The Government should continue its one-on-one meetings. These meetings definitely provide an outlet for Industry to resolve issues that normally don't get a response.

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The summary results of this survey represent the majority of the responses. Naturally,

there will be individuals who do not agree with the summary results as documented in this report. However, I believe that Industry has provided a consistent view to NAVAIR with this report and that there is value in the early exchange of information on competitive DoD acquisition programs. The bottom line response to the NAVAIR questionnaire is that Industry wants acquisition documentation as early as possible. The stability of the requirement and documentation appears to be less a concern than the lack of early information.

For a copy of the survey report, contact Jessica at [Jessica.morgenstern@gd-ais.com](mailto:Jessica.morgenstern@gd-ais.com) or attend her presentation on the survey at the Annual Conference, where copies of the survey report will be available. ■