

OFFICE OF INFORMATION TECHNOLOGY CATEGORY

# OneGov Strategy

## IT Software Initiative

### Industry Engagement

*Resources & Materials*

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# Introduction

The [OneGov Strategy](#) is GSA's enterprise approach to modernizing how the federal government procures and manages information technology, among other commodities. Rooted in President Trump's Executive Orders on [Eliminating Waste and Saving Taxpayer Dollars by Consolidating Procurement](#) and on [Ensuring Commercial, Cost-effective Solutions in Federal Contracts](#), this strategy supports a coordinated, governmentwide shift toward smarter, more secure, and more efficient commodity buying.

**Strategic goals:** GSA's OneGov Strategy, IT Initiative is guided by four core goals:

- **Unify IT buying** across agencies to reduce duplication and increase value.
- **Modernize acquisition models** to reflect how commercial IT is delivered today.
- **Strengthen strategic partnerships** with industry to foster innovation and accountability.
- **Standardize terms and performance expectations** to improve security, transparency, and mission outcomes.

## Engagement Expectations

Setting the stage for a successful OneGov engagement will require forging a strategic partnership through dynamic discussion and mutual accommodations, but it must start with information sharing.

There has been overwhelming interest by Industry to gain a deeper understanding of the future path of federal procurement and support to reimagine and implement that future. To ensure our interested Industry Partners receive the time and attention required to implement the sweeping changes articulated in the President's Executive Orders and policies, GSA has established a prioritization framework and key requirements for a successful OneGov Engagement, including:

- Establishing a direct contract between the Original Equipment Manufacturer (OEM) and the United States Government (USG), leveraging the existing FAR framework;
- Discounting catalog pricing for the full products and services catalog; and
- Discounting indirect contracting through resellers;

The following materials will help prepare Industry Partners for participation in a OneGov engagement.

## Process

We've developed a tiered framework to guide prioritization, ensuring all interested Original Equipment Manufacturers, Resellers, Service Providers, and Integrators have an understanding of the approach.

**Tier 1**, which is the current focus, includes software and cloud providers with more than \$500M in annual federal spend, a presence across all [24 CFO Act agencies](#), and a portfolio of FedRAMP-authorized cloud solutions (excluding on-premise). **Tiers 2 through 4** follow the same product scope but reflect decreasing levels of government spend and agency footprint:

- **Tier 2:** \$200M–\$500M in spend, 18+ CFO Act agencies
- **Tier 3:** \$50M–\$200M in spend, 10+ agencies
- **Tier 4:** \$10M–\$50M in spend, 5+ agencies

The OneGov team is working to determine a timeline for engaging OEMs and other IT companies that do not meet the Tier criteria above. Additional Information will be provided on the [OneGov site](#) (<http://ITVMO.gsa.gov/onegov>) as it becomes available.

## FAR Challenges & Next Steps

The OneGov Strategy is not just about pooling demand and negotiating better pricing. It's about fundamentally improving how we contract, by identifying and reducing compliance burdens that create friction between commercial vendors and government buyers. GSA is using OneGov as a vehicle to modernize our acquisition approach in areas that have historically caused delays, limited competition, or prevented the government from accessing cutting-edge solutions.

GSA is working with agencies, industry partners, and the FAR Council to explore and pilot meaningful reforms in key areas while supporting FAR 2.0 efforts to streamline and modernize acquisition rules across the board. As part of that, the FAR Council will issue model deviation language (by FAR part) to help agencies adopt best practices faster. As part of our ongoing engagement with OEMs, we've cataloged common OEM concerns and clearly identified which issues are negotiable, which are not, and what potential options or flexibilities exist within those boundaries. Although the [Revolutionary Federal Acquisition Regulation \(FAR\) Overhaul](#) will supersede this initial assessment of the most common OEM-identified barriers, the material below will likely help to address many of the identified barriers.

While a more detailed analysis follows, the table below provides a snapshot of the most common barriers, their associated top-line clause, and an initial assessment. The assessment determined whether they were **Negotiable, Statutory, Policy, Regulation, or Other**. If an OEM is interested in being a OneGov partner, it is required that OEMs work within this framework.

- **Statutory:** Established by an act of Congress and codified in the United States Code (U.S.C.). These are mandated by law and **cannot be waived, modified, or negotiated**.
- **Regulation:** Issued by federal agencies to implement statutory requirements, which are published in the Code of Federal Regulations (CFR) and include detailed guidance on how to comply with the law. Although **waivers or deviations** may sometimes be permitted, depending on the regulation and agency authority, these are **generally non-negotiable**.
- **Policy:** Established via the FAR Council through the regulatory process at the Office of Management and Budget (OMB) or by an agency within its FAR supplement, and **may be required** to standardize acquisition outcomes. Depending on circumstances and changes in the procurement environment, **deviations are permitted and usually require justification**.
- **Negotiable:** Contract terms and conditions that are subject to being negotiated based on what the government prescribes and taking into account how the contractor offers such terms commercially. These are normally negotiated and approved between the contracting officer and the contractor directly.

### High-level Table / Dashboard

| Topic  | Top-line Clause                                   | Assessment                   |
|--|---|------------------------------|
| Inspection & Acceptance                              | FAR 52.212-4                                      | Negotiable                   |
| Payments (Multiple)                                  | GSAM/R 552.212-4                                  | Policy                       |
| Warranty   | FAR 52.212-4(o)                                   | Negotiable                   |
| Order of Precedence                                  | FAR 52.212-4(s)                                   | Statutory                    |
| Indemnification by OEM (Patent Indemnity)            | FAR 52.212-4(h)                                   | Negotiable                   |
| Indemnification by USG<br>(Unauthorized Obligations) | FAR 52.212-4(u)<br>GSAR 552.212-4(u)              | Statutory                    |
| Compliance (Various)                                 | FAR 52  | Policy / Regulation (Mostly) |
| Reporting & Administrative                           | FAR 52.209-9<br>GSAR 552.238-81<br>FAR 552.238-88 | Policy                       |
| Most Favored Customer                                | GSAR 538.270-1;<br>GSAR 552.238-81                | Policy                       |
| Subcontracting & Small Business                      | FAR 52.219-8<br>FAR 52.219-9<br>FAR 52.219-16     | Regulation                   |
| Privacy Act  | FAR 52.224-1...2                                  | Statutory                    |
| Intellectual (or Gov't) Property                     | FAR 52.227-14...20                                | Regulation                   |
| Agency-specific Security Requirements                |   | Regulation                   |
| Invoicing  | FAR Part 32 & Agency<br>Supplemental Clauses      | Regulation                   |
| Mandatory Order Acceptance                           | FAR 52.216-22                                     | Policy                       |

# Frequently Asked Questions

## General

### What is the OneGov Strategy?

The OneGov Strategy is a governmentwide approach to modernizing how federal agencies procure and manage goods. Led by GSA, the strategy supports the goals of the March 2025 Executive Order on consolidating procurement to eliminate waste and increase value for taxpayers. It focuses on unifying acquisition, simplifying how agencies access technology, and strengthening strategic partnerships with industry.

The OneGov Strategy is a long-term, governmentwide effort to modernize how the federal government buys goods and services, starting with software. It reflects a shift from fragmented, agency-by-agency procurement to a more unified, strategic approach that reduces duplication, increases transparency, and delivers better value.

Our early efforts in the IT area are focused on building direct partnerships with OEMs, simplifying acquisition pathways, and establishing shared terms that benefit agencies across the board. We're building on successful models like our [Governmentwide Microsoft Acquisition Strategy](#) agreement and the recent cost-saving limited-time offers with several OEMs, which demonstrate the value of acting as one government. Details on current limited-time offers can be found on the [OneGov website](#).

As for rollout, we're taking a phased and collaborative approach, starting where the opportunity and need are most critical. Software is just the beginning. Over time, the strategy will expand to include additional IT categories and beyond. We'll continue to work closely with agencies, industry partners, and stakeholders to shape that evolution thoughtfully.

We're not announcing a fixed number of phases at this time because our goal is to remain flexible and responsive as agency needs, technology, and the market continue to evolve.

### What problem is this strategy solving?

Today, agencies often buy the same IT products at different prices, with different terms, through separate contracts. This creates inefficiency, increases costs, and limits visibility. The OneGov Strategy allows the government to act as a single customer, negotiating stronger terms, reducing duplication, and streamlining how we buy IT across agencies.

## **Why is the strategy starting with software?**

Software is one of the most widely used and most complex categories of government IT. It's also where legacy acquisition models — especially those built around resellers — are most misaligned with how software is now developed, priced, and supported in the commercial market. By starting with software, we can make early progress on standardization, cost savings, cybersecurity, and transparency, while building a scalable model for future IT categories.

## **What's next after software?**

Software is just the beginning. Future phases of the strategy may include other IT categories such as hardware, travel solutions, infrastructure, platforms, cybersecurity tools, and emerging technologies. Each phase will be informed by agency needs, vendor readiness, and the opportunity to drive meaningful improvements in cost, security, and performance.

# **Industry**

## **How will this benefit the industry?**

The OneGov Strategy benefits industry — both OEMs and Resellers — by simplifying and standardizing how the federal government engages with the commercial IT market.

Instead of negotiating separate terms, pricing structures, and licensing conditions with dozens of individual agencies, OEMs will engage through a single, governmentwide process. This reduces administrative burden, speeds up the procurement cycle, and provides greater predictability in how products and services are evaluated and acquired.

For Resellers, Integrators, and service providers, the strategy clarifies how they fit into the new model. By shifting the contractual relationship directly to the OEM, the need for Reseller or Provider support doesn't go away. Their services — like onboarding, license support, integration, and training — remain valuable and can be delivered under OEM-led agreements as subcontractors or authorized partners. This new model also allows for previously challenging requirements passed from the OEM to customers through the Resellers to be addressed directly with OEMs, eliminating costly engagements for Resellers as a conduit to address OEM-related terms and conditions.

The result is a more efficient, transparent, and scalable path to doing business with the USG, where issues are addressed once, not repeatedly, and market engagement becomes more strategic, not transactional.

# Working Directly with the U.S. Government

## **How will GSA have a “deeper, direct engagement with OEMs”?**

The OneGov Strategy calls for direct and more comprehensive engagements with OEMs to ensure that agencies are getting the best value, the right terms, and the support they need, without the added complexity that can come from multiple intermediaries.

By working directly with OEMs, GSA can negotiate consistent, governmentwide agreements that reflect our true buying power as a whole of government. This helps us address critical needs upfront — like licensing clarity, cybersecurity obligations, and service-level expectations — rather than asking each agency to negotiate those individually.

## **What does this mean for IT OEMs?**

Software OEMs will have the opportunity to work directly with GSA and federal buyers through new enterprise agreements that better reflect their commercial practices. This opens the door for more strategic partnerships, streamlined procurement, and more predictable engagement across the government.

## **Will this strategy eliminate the use of resellers, integrators, or service providers?**

No. The OneGov IT Strategy does not seek to eliminate the reseller and provider community. Instead, it aims to restructure the relationship between the USG, OEMs, and resellers to reflect how software is developed, delivered, and supported today.

In many cases, OEMs rely on resellers to provide valuable services such as license management, onboarding, training, and integration support. Those roles will continue to be important. What's changing is who holds the contract with the USG.

By shifting the relationship of contract to the OEM, we create a more direct line of accountability, especially for issues like cybersecurity, support commitments, and compliance requirements. These are areas where the federal government often needs information, access, or guarantees that only the OEM can provide.

In today's model, resellers and providers are often caught in the middle, responsible for obligations they can't control, such as data access for breach investigations, faster response times, or the ability to negotiate security terms and service-level agreements (SLAs). That dynamic creates frustration for both government buyers and the VARs themselves.

Under the OneGov Strategy, IT Initiative, OEMs will take direct responsibility for contract terms, while still having the flexibility to work with resellers as subcontractors or authorized partners. This model eliminates role confusion, improves accountability, and allows the entire ecosystem to operate more efficiently.

### **Do OEMs really want to sell directly to the government?**

We've seen real success with OEMs like Microsoft, AWS, and Elastic, all of whom have partnered with GSA to offer governmentwide solutions under direct agreements. These companies understand the benefit of streamlined, coordinated engagement with the USG.

We also recognize that OEMs often rely on partner networks to deliver key services. The OneGov model doesn't change that, it simply moves the primary contract relationship to the OEM, while allowing them to continue working with authorized partners as needed.

### **The federal acquisition system is complex. How can GSA expect OEMs that don't have their own schedules or government expertise to adapt?**

One of the goals of the OneGov Strategy is to make it easier, not harder, for OEMs to work with the USG. That's why we're creating standardized templates, onboarding support, and working with OEMs through established GSA vehicles, including the Multiple Award Schedule and other governmentwide contracts.

In many cases, the burden of compliance doesn't go away, it shifts to where it belongs: the OEM, who is responsible for the software, services, and security behind the offering. At the same time, OEMs can still designate partners to help manage the delivery, integration, or customer support. We're focused on smart accountability and enterprise efficiency, not additional red tape.

## **Additional Resources: Working Directly with the USG**

### **MAS Schedule and SIN structure**

The GSA Multiple Award Schedule (MAS), also commonly referred to as the GSA Schedule, is a comprehensive contract vehicle that streamlines how federal, state, and local governments purchase a wide variety of commercial products and services.

Here's where you can find detailed information about its structure, particularly the Special Item Numbers (SINs) and additional information on how to get a MAS contract.



# Official GSA Resources

1. [Roadmap to get a MAS contract](#): The GSA "Roadmap to Get a MAS Contract" outlines the step-by-step process for businesses to prepare, register, and submit a compliant offer for a Multiple Award Schedule, including required training, readiness assessments, solicitation review, checklist completion, and final submission via eOffer. If you're new to MAS, follow the [MAS Roadmap](#) guidance for preparing and sending an offer. Your business may be eligible to use [FASt Lane](#) and/or [Startup Springboard](#)
2. [GSA.gov](#) (the main GSA website)
  - GSA MAS Home Page: Look for sections dedicated to "Selling to GSA" under the Multiple Award Schedule program. These pages often provide high-level overviews and links to more detailed resources.
  - MAS Desk Reference Guide: GSA publishes documents like the "Multiple Award Schedules Desk Reference" (you can often find a PDF version with a quick search on GSA.gov). These guides provide comprehensive explanations of the program, its benefits, and how it works.
  - [Multiple Award Schedule IT](#): This page provides an overview of how federal, state, local, and tribal agencies can buy IT products, services, and solutions through the MAS IT contract vehicle and details about SINs and subcategories
  - [Interact Community](#) (buy.gsa.gov/interact/community/6/activity-feed): This is GSA's platform for industry partners and buyers to get updates, news, and engage with the MAS program office. You'll find announcements about solicitation refreshes, changes to SINs, and other important information.
3. [GSA eLibrary](#) (eLibrary.gsa.gov): This is the definitive public source for all GSA Schedule contract information.
  - You can search for specific MAS contracts, view awarded contractors, and most importantly, find the full list of Large Categories, Subcategories, and Special Item Numbers (SINs) along with their detailed descriptions.
  - It also contains the official MAS solicitation documents, including all clauses and terms & conditions.
  - How to use it: Navigate to the "Multiple Award Schedule (MAS)" section. You'll often find a direct link or a searchable table that outlines the categories and SINs.
4. [Vendor Support Center \(VSC\)](#): While primarily for current and prospective GSA contractors, the VSC provides a wealth of information, including resources related to the MAS solicitation refreshes and an archive of MAS newsletters.

## Next Steps

Gaining critical insight into Industry Partners allows for more productive initial engagements, allowing the teams to dive into discussions on challenges and short and long-term opportunities. Providing the information identified on the next page will give the OneGov team the foundation needed to outline a path forward.

## Vendor Profile

Develop a vendor profile that establishes and provides basic corporate and industry information. Please include the following:

- General corporate overview providing a brief summary of your products and services;
- Details on any key engagements with the USG in the last 12 months;
- Info on key executives;
- Provide a general to market route strategy;
- Provide total USG revenue for the last 3 years by year; and
- Provide a total number of resellers and list the top 10.

## Market Research

- Confirm your willingness to establish a governmentwide contact directly with GSA (bypassing the reseller channel), understanding that it would be a mandatory use vehicle for all federal agencies (100% of governmentwide spend for *OEM X*.
  - If you're unable to establish a direct contract, identify barriers and adverse impacts with respect to moving to a direct relationship with the USG.
- Provide the number of active contracts by agency.
- Provide a full list of products and services you and/or your channel provide to the USG, noting the top 10 most commonly used by federal agencies.
- Provide opportunities to improve/streamline the USG's software management, procurement practices, and Federal Acquisition Regulations (FAR) related to IT Commodities, Services, and Cloud.
- Suggest concepts to minimize duplicative engagements and workloads.
- Articulate general/specific compliance barriers related to security and terms and conditions, and compliance requirements the USG could take on if buying were consolidated.
- Convey ways in which products purchased by the federal government deviate from your commercial offerings and offer suggestions for narrowing that gap.

## Special Pricing and Promotional Offers

As part of the OneGov Strategy, IT Initiative, OEM partners are invited to voluntarily submit offers that align with this effort. This initiative, grounded in Executive Orders focused on eliminating waste and securing cost-effective, commercial solutions, seeks to deliver immediate value to agencies while laying the foundation for long-term transformation.

### Promotional Offer Form

By completing the form below, OEMs can propose discounts or pricing enhancements that will be reviewed for potential promotion to the federal community. The OneGov team asks that offers:

- Include discounts on currently available and broadly used products or services;
- Be available through the end of the current Administration (or 09/30/2028) at a minimum as this the current standard timeline;
- Be available for both current contract awards and new contract awards; and
- Exceed discounts currently available to agencies.

Participation is optional but reflects a shared commitment to delivering smarter, more secure, and more efficient IT solutions across government.

[Link to Promotional Offer Form](#)

[Link to Product Spreadsheet](#) to attach to form submission