



SenSoft
International GSA
Advantage!® Easy
SIP Catalog Upload
Service

Welcome Kit!

April 2011

GSA Advantage! Catalog Preparation

GSA Advantage! (<https://www.GSAadvantage.gov>) is the Federal Government's premier on-line catalog, information, and ordering system which gives authorized Government buyers the ability to quickly search, compare and order those products and services which best meet their needs. Buyers may also submit Request For Quotes using the GSA Advantage! "e-Buy" RFQ system which is integrated with GSA Advantage!.

Inclusion of your products and services on GSA Advantage! provides greater market exposure and increases potential for greater sales to Federal agencies and activities worldwide. Of course, it is also a requirement of your Schedule contract to post your products and services on GSA Advantage!

This Welcome Kit will provide the following information to get you started:

- What steps you must take before you start the SenSoft Easy SIP catalog upload process
- What information about your contract will you need to have available
- Which type of catalog is best for you – it could be Product (listing individual products which can be purchased directly on the website) or Text or a combination of Product plus Text.
- What Excel or Word/PDF files you may need for the upload process
- What specific data you will need for each product you offer
- Other optional data you may want to put in your Advantage! catalog
- Overview of the Steps to GSA Advantage!

A. **Important steps** to take before you prepare your catalog upload

- **Register:** Make sure your contract is registered on the Vendor Support Center (VSC) website and that you have the SIP/EDI password. The website is: [GSA Vendor Support Center Contract Registration](#) Click on MAS/VA and enter your contract number without hyphens or spaces
- **Contracting Officer Approved:** Verify that everything you are putting on GSA Advantage! has been approved by your GSA/VA Contracting Officer (CO). If you need to add, change, or delete items, or otherwise modify your contract and want assistance, please contact us.

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- **Modification Number and effective:** Have your latest contract Modification Number and Effective Date available. This is required and is presented to your Contracting Officer during catalog review. Using the correct date speeds the review process by telling the contracting officer which modification applies to your upload. NOTE: For the initial upload you just enter "original" for the modification number and today's date or the award date as the date.

B. **Contract Information** you will need to enter or verify:

- **Company:** Name, address, DUNS (D&B business identifier) and web address. These will show on GSA Advantage! Be sure the DUNS is the same one used to register on the VSC website.
- **Contact Information:**
 - **Ordering:** Contact, phone, fax and email address. The phone and fax will be shown on GSA Advantage! and the email will be used in the future for accessing your orders online.
 - **Contract administrator in your firm:** Contact name, phone, fax and email. The email address will be shown on GSA Advantage! as well as on GSA Schedules E-Library. This information must match the official contract records at GSA/VA.
- **Terms and Conditions:**
 - **Modification Number and Effective Date.** Enter the latest modification information.
 - **Minimum order amount:** Enter a specific dollar amount as listed in your contract.
 - **FOB terms:** Indicate geographic coverage for CONUS (continental US), Hawaii, Alaska and Puerto Rico. Then indicate shipping terms; most companies either price from origin (shipping cost added to invoice), or destination (shipping cost included in the price).
 - **Prompt payment terms:** Indicate if your contract includes a discount if paid in less than 30 days. For example, 1.5% in 10 days. 30 days net is the default.
 - **SIN numbers and maximum order amounts:** SIN (special item numbers) are awarded to your contract by GSA/VA based upon the types of products and services you offer. Some SINs have just one maximum order choice and others may have many choices. Your contract will have just ONE assigned to each of your SINs. You will need to **select the maximum amount for each SIN on our website when creating your catalog.**

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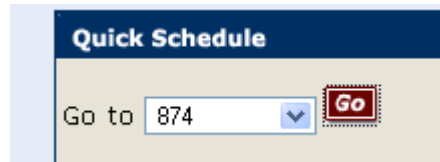
C. Which Catalog Type is best for you:

The choice you will make is to post either a Product catalog or a Text catalog or a combination of both.

- Text catalogs are used for services such as on a MOBIS schedule where you offer labor categories at hourly rates. These are items which are not commodities, not put in a shopping cart and do not have part #s. Text is also used with complex purchases that involve many decisions which are best handled by contacting the vendor directly. Furniture items are a good example.
- Product catalogs (also called data by GSA) are for items which have a part number, a specific price, description and maybe a photo. These could be click purchased directly from the GSA Advantage! website by indicating the quantity and placing them in a shopping cart.
- Product Catalog Plus Text Catalog is more common now. The Text Catalog will contain the terms and conditions (T&C) of your contract. It may also contain more detailed product specifications and relevant company information and is uploaded at the same time as your Product Catalog.

D. What Data Files do you need for the Catalog upload:

- **Text Catalog Uploads:**
 - For a Text catalog upload you only need a single PDF or Word document. This document should contain a cover page followed by your terms and conditions. It should then list by SIN number your services with associated pricing. **See APPENDIX A for a sample.**
 - Review what others have included in their catalogs on GSA Advantage! Start by going to the GSA Schedules E-Library website at: [GSA e-Library web site](#) Select your Schedule # in the top right of the



screen: Here we selected 874 (MOBIS). Then you can select a SIN like 874 1 and see all the contractors with contracts using that SIN. For each one you can see their TEXT catalog. Just click the terms and conditions icon.

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Contractors	Contract Terms & Conditions
ACCELLIGENCE LLC	
C. HARRIS COMPANIES, INC.	
SHER ASSOCIATES	

- **Product Catalog Uploads:**

- **Excel XLS or XLSX File:** For a Product Catalog upload you will need an Excel XLS or XLSX file or files. The file must be formatted by following a few basic rules:
 - Each product in your catalog must have certain **required data fields:**
 - Manufacturer part number
 - Product name (40 character short description)
 - Product description (up to 1000 characters)
 - GSA/VA price including IFF
 - List or Basis of Award Price (Most Favored Customer Price)
 - Country of Origin – as a 2 character code like US or MX for Mexico or the full name spelled correctly. For the latest list of codes and names go to: [Valid TAA Country Codes](#)
 - Unit of Issue – as a 2 character code like EA for each or BX for box. A code table is available on our website at: [Valid Unit of Issue or Unit of Sale Codes](#)
 - Manufacturer name
 - Delivery days like 3 or 10 and code (AE is shipped ARO, AF is delivered ARO).
 - SIN number
 - Photo filename or URL (web address of photo). GSA has a number of restrictions on photo file type, characters within the name, and size. The SenSoft Easy SIP system resolves most of these for you so that you can use the photos you have. We can accept any of these formats: .bmp, .gif, .jpg, .jpeg, .png, .psd, .psp, .thm, or .tif (we do not yet support Adobe PDF or photo formats).
- All these data fields must be in the same row in your XLS.
- All products must have all required data fields.

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- The Manufacturer part number must be unique within your contract. If you have duplicate part numbers, call us for suggestions.
- The GSA/VA FSS price must be less than or equal to the Basis of Award price (commonly the commercial list price). This is a GSA Advantage! restriction and is sometimes at odds with the actual negotiated terms which can have an FSS price greater than the Basis of Award price. If so call us for suggestions.
- **Optional data fields:** You may have additional optional columns or data fields like:
 - Extended descriptions—three columns allow you to fully describe your products. The information in these columns will be concatenated along with your Product Description column into one full description on GSA Advantage!
 - Web address – can be the same for all items like your home page or unique product specific pages.
 - UPC code
 - Warranty description – up to 80 characters
 - NSN – National Stock Number
 - UNSPSC (United Nations Standard Products and Services Code)
 - Order increment – like 5 would mean orders must be 5,10,15..
 - Vendor part number
 - Special feature code(s): GSA has a table of codes for various features such as Recycled material. SenSoft has an up-to-date listing of these codes at: [GSA Environmental or Feature Codes](#)

See APPENDIX B for a sample XLS.

- **Photo Files:** To display photos for some of your products on Advantage! you need to do the following:
 - Add a column to your XLS file described above and enter the photo filename (or URL) for items that you want a photo displayed. If you used column H for photo names and row 10 of your XLS has part # P123 you would enter its photo filename in Row 10 column H. The photo filename may be P123.jpg as an example.
 - Transmit the photo files to SenSoft so we can send them on to GSA. Sending them in a ZIP file works best, by email, through our

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web site, or via CD/DVD. Call us for suggestions if the zip file is larger than 100 MB.

- Alternatively, on your spreadsheet you can list the URL location for your photos and SenSoft will collect the photo from your web site.
- GSA will generate a thumbnail size image of your photo to display on the main product page. To see the full size image click on the thumbnail.
- **Text Files to complement a Product Catalog:** You can add a Text file to support your product catalog and it can be the same format as described above. The contents may be your contract terms and conditions or additional product detail or both.

E. Additional Special Data:

- Quantity discounts: Some contracts offer quantity discounts at the item level and this can be shown on GSA Advantage! either by adding a text statement to the description or sending discount data with each item. GSA Advantage does not support order or time based quantity discounts; only discounts based on the number or dollar amount of a single item can be computed by Advantage.
- Zone pricing: Some contracts have pricing set by zones or geographic areas of the country. If this applies to your contract you will enter additional columns of prices for each zone. You will then identify the states in each zone on our website form.
- Options and Accessories: GSA Advantage! supports the display of options/accessories and allows buyers to select these from a list. To send options/accessories you need to format your XLS file in a special format. A template is available for downloading at: www.SenSoft.com

F. Overview of the steps to GSA Advantage!:

- Register your contract on the GSA VSC and get your SIP/EDI eBuy password.
- Latest contract modification number is available.
- Contract terms and conditions and points of contact for ordering and contract administration are available.
- Data files are prepared: Word or PDF for a Text catalog or XLS for a product catalog.
- If you just want this done for you , email the files to sales@sensoft.com and include your contact information.
- If you are comfortable with web forms, go to the SenSoft website at: www.SenSoft.com

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- **Step 1:** Enter your contract number and choose a password.
- **Step 2:** Click the GSA Advantage/DoD EMALL button and select a Catalog Type – Product or Text. If a Product Plus Text option is desired, choose a Product catalog and the addition of the Text Catalog will be an option that is offered at the time you upload your files.
- **Step 3:** Fill in or verify contract terms information.
- **Step 4:** Upload appropriate files
- **Step 5:** Tell us about your XLS file format—which columns your data are in.
- **Step 6:** Initiate processing of your catalog by SenSoft. Most catalogs are processed in less than an hour. You are notified by email when the catalog is ready for review.
- **Step 7:** Review and Approve all data before it is sent to GSA
- **Step 8:** Wait for approval from your GSA/VA CO
- **Step 9:** Catalog may be on Advantage! 24 - 48 hours after your CO has reviewed and approved it.

Now your catalog is visible on GSA Advantage!

Just go to: www.gsaadvantage.gov and enter your contract number in the search box; your products and services will be displayed.

APPENDIX A: Sample TEXT Document

Please go to our web page at [Getting Started](#) for links to sample text files.

APPENDIX B: Sample XLS product File

This example shows the standard set of required data fields for a product catalog.

	A	B	C	D	E	F	G	H	I	J
1	Product Name	Product Description	Manufacturer	Manufacturer Part Number	Country of Origin	UNIT	SIN	List Price	GSA Price	JPG Image
2	Weekly Appt Book - Jan-Dec	Wkly Appt Book , Jan-Dec,8am-5pm,2PPW,3-1/4"x6-1/4"Page	AT-A-GLANCE	AAG7000505	US	EA	75-200	\$ 10.89	\$ 8.63	AAG7000505.jpg
3	Pocket Planner - Monthly	Pckt. Mthly. Planner ,Jan-Jan,Refill ,2PPM,3-1/2"x6-1/8"	AT-A-GLANCE	AAG7006405	MX	EA	75-200	\$ 29.00	\$ 16.32	AAG7006405.jpg
4	Monthly Planner	Monthly Planner, 2PPM, Classic, 6-7/8"x8-3/4"	AT-A-GLANCE	AAG701200506	JP	EA	75-200	\$ 15.59	\$ 11.03	
5	Pocket Planner - Monthly	Pckt. Mthly. Planner,Jan-Dec,2PPM,3-3/4"x6-1/8"Page	AT-A-GLANCE	AAG7012105	US	BX	75-200	\$ 15.00	\$ 11.51	AAG7012105.jpg
6	24-Hour Appt Book	24-Hour Appt Book, Jan-Dec, 1PPD, 4-7/8"x8"Page Size	AT-A-GLANCE	AAG7020305	GB	EA	75-200	\$ 21.19	\$ 16.60	AAG7020305.jpg
7	Daily Appointment Book	Daily Appointment Book,Jan-Dec,1PPD,4-7/8"x8"Page	AT-A-GLANCE	AAG7020705	US	EA	75-200	\$ 32.19	\$ 28.80	AAG7020705.jpg
8	13-Month Planner	13-Month Planner, Jan-Jan, 2PPM, 9"x11" Page Size	AT-A-GLANCE	AAG702600506	US	EA	75-200	\$ 15.79	\$ 12.76	
9	Weekly/Monthly Planner	Weekly/Monthly Planner, 2PPW, 2PPM, 6-7/8"x8-3/4"	AT-A-GLANCE	AAG7054505	GB	EA	75-200	\$ 46.19	\$ 34.55	
10	Executive Appointment Book	Dated Executive Appointment Book, 6-7/8"x8-3/4"	AT-A-GLANCE	AAG7065005	US	EA	75-200	\$ 23.39	\$ 18.90	AAG7065005.jpg
11	Notetaker Monthly Planner	Notetaker Monthly Planner,13 Months,Jan-Jan,9"x11"	AT-A-GLANCE	AAG7073005	MX	EA	75-200	\$ 18.49	\$ 11.80	AAG7073005.jpg

Here we show some of the optional data fields like: website, warranty and recycled special feature code.

D	E	F	G	H	I	J	K	L	M
Manufacturer Part Number	Country of Origin	UNIT	SIN	List Price	GSA Price	JPG Image	Recycled Content	Warranty	Web Site
AAG7000505	US	EA	75-200	\$ 10.89	\$ 8.63	AAG7000505.jpg	AB	90 day	www.allamerican.com
AAG7006405	MX	EA	75-200	\$ 29.00	\$ 16.32	AAG7006405.jpg		Standard Commercial	www.allamerican.com
AAG701200506	JP	EA	75-200	\$ 15.59	\$ 11.03			Standard Commercial	www.allamerican.com
AAG7012105	US	BX	75-200	\$ 15.00	\$ 11.51	AAG7012105.jpg	AB	Standard Commercial	
AAG7020305	GB	EA	75-200	\$ 21.19	\$ 16.60	AAG7020305.jpg			www.allamerican.com
AAG7020705	US	EA	75-200	\$ 32.19	\$ 28.80	AAG7020705.jpg			www.allamerican.com
AAG702600506	US	EA	75-200	\$ 15.79	\$ 12.76			30 day	www.allamerican.com
AAG7054505	GB	EA	75-200	\$ 46.19	\$ 34.55			Standard Commercial	
AAG7065005	US	EA	75-200	\$ 23.39	\$ 18.90	AAG7065005.jpg	AB	Standard Commercial	www.allamerican.com
AAG7073005	MX	EA	75-200	\$ 18.49	\$ 11.80	AAG7073005.jpg		Standard Commercial	www.allamerican.com

Appendix C: Describe the format of your XLS file

Here is an example of the screens used to specify your XLS format to the SenSoft Catalog Upload Service. Just fill in your XLS columns in the table shown below. This allows you to have SenSoft process your own formatted file.

SenSoft's data item name [?]	Value for items not in your spreadsheet [?]	Spreadsheet Column [?]
Manufacturer Part #		D
Contract Price with IFF		I
Commercial List Price		H
SIN	— <input type="button" value="v"/>	G
Manufacturer Name		C
Manufacturer Country	— <input type="button" value="v"/>	E
Second Production Point	— <input type="button" value="v"/>	
Unit of Issue	— <input type="button" value="v"/>	F
Quantity (Must be 1)	1 <input type="text"/>	
Delivery (Lead) Time Days	5 <input type="text"/>	
Delivery (Lead) Time Code	AF - PO Receipt to Delivery <input type="button" value="v"/>	

A	B	C	D	E	F	G	H	I	
Product Name	Product Description	Manufacturer	Manufacturer Part Number	Country of Origin	UNIT	SIN	List Price	GSA Price	JPG
Weekly Appt Book - Jan-Dec	Wkly Appt Book , Jan-Dec, 8am-5pm, 2PPW, 3-1/4"x6-1/4"Page	AT-A-GLANCE	AAG7000505	US	EA	75-200	\$ 10.89	\$ 8.63	AAG7
Pocket Planner - Monthly	Pckt. Mthly. Planner ,Jan-Jan, Refill, 2PPM, 3-1/2"x6-1/8"	AT-A-GLANCE	AAG7006405	MX	EA	75-200	\$ 29.00	\$ 16.32	AAG7
Monthly Planner	Monthly Planner, 2PPM, Classic, 6-7/8"x8-3/4"	AT-A-GLANCE	AAG701200506	JP	EA	75-200	\$ 15.59	\$ 11.03	