

The logo of the Defense Logistics Agency (DLA) is a circular emblem. It features a globe with a blue and white grid pattern. Overlaid on the globe is a bald eagle with its wings spread, perched on a shield with vertical red and white stripes. A yellow banner arches over the eagle's head with the word "LOGISTICS" in black. Two vertical yellow banners on either side of the eagle contain the words "DEFENSE" and "AGENCY" respectively.

# **DLA Aviation Reverse Auction Program Overview**

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# Aviation Reverse Auction Program

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- Objectives
- Reverse Auction Overview
- Guidance



# Objective

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- DLA Director's Guidance for FY12:
  - “Achieve significant price reductions across DLA's materiel and service acquisitions.”
- Directive Type Memorandum, dated June 12, 2012
  - Directed that Reverse Auction be used to establish pricing for all fully competitive procurements
- DLA Aviation Guidance, issued March 15, 2012
  - Effective April 1, 2012, the use of DLAD provision 52.215-9023, Reverse Auctions, shall be used in all manual, competitive solicitations valued at \$100,000 and over.



# Why Reverse Auction?

- Reverse Auction is a pricing tool
  - allows offerors to submit real-time, electronic bids in response to competitive solicitations
- Establishes the final price offered
  - Final price in conjunction with the evaluation factors identified in the solicitation form the basis of award
- Does not change the evaluation or award process



# Guidance

- The Reverse Auction tool may be used in a wide range of circumstances including:
  - Pricing of competitive commercial and non-commercial items
  - Long term and one time buys
- Required on all acquisitions  $> \$100K$ 
  - Competitive or Multiple Sources identified
  - Two or more acceptable offers



# Guidance (Continued)

- Requirements of the Reverse Auction Provision 52.215-9023(d):
  - Offerors agree to participate in the auction
  - Prices may be publicly disclosed during the auction
  - Identities will remain anonymous
  - Offerors are not required to revise their price during the auction
- Exceptions to the Reverse Auction Provision
  - Written exceptions render the proposal unacceptable, or bids non-responsive
  - Offer will not be evaluated further
- Source Selection process is not changed



# Guidance (Continued)

- Offered Prices:
  - Lowest price is disclosed to all auction participants
  - Number of participants is not disclosed
  - Identities will remain anonymous
  - Offerors are not required to revise their price
  
- Offers of the Same Price:
  - Reverse Auction tool identifies the ‘Lead’ / ‘Non-Lead’
    - Lead offeror sees only their bid; Non-Lead will see the identical price
    - Lead offeror is considered the low bid
    - DLA is revising policy to specifically prohibit tie offers / bids



# Guidance (Continued)

- After the Auction:
  - Final Offered Prices will be used
  - All Evaluation Factors will be utilized as cited in the solicitation
  - Award decision will be based on the “Best Value” to the Government
  - Award may not be made to the lowest offered price
- Source Selection process is not changed





# Reverse Auctioning Pricing tool (Rapt) Training for Suppliers



Gwendolyn Pearson  
Reverse Auction Program Manger



# Accessing Procurex Sourcing Site

- Buyers may load you in advance and invite you to a specific auction
- The initial Procurex Inc. email invitation will:
  - Notify you of an event
  - Direct you to the Procurex Inc. webpage to create a password using your email for log in
- Navigate to [dla.procurexInc.com](http://dla.procurexInc.com)
  - Login by entering your email and password
  - If you want to register in advance, you may do so at the Procurex website -“Register Your Company”
    - See Seller ‘Software Training’ Guide for more instruction
- *Reminders:*
  - Allow for Procurex emails to come to your inbox—prevent them from going to SPAM
  - Email updates will be sent when changes are made to a scheduled auction





# Navigating within the Procurex Site

- Once you login to the website, we recommend that you familiarize yourself with the site by reviewing the training tutorials that are available to you.
  - View “Training Tools” by selecting “Seller Software Training”
    - This is a Vendor/Supplier User Guide brief that will provide instructions in submitting bids (instructions show sample auction and may not reflect exact screens used in Aviation auctions)
- To Bid in an event, go to the “Event Tools”
  - Select “Accept/View/Bid in Events”
  - Select your auction of choice (i.e. solicitation number)
  - View parameters and terms of the auction





# Navigating within the Procurex Site (continued)

- To allow additional users from your company to have access to the auction, go to “Administration” on the home page after you log in:
  - Select “Maintain my company users” to add additional contacts
- If you have questions regarding the following:
  - Solicitation—contact the buyer.
  - Auction—contact the Primary Point of Contact listed in Contacts
  - DLA Aviation’s Reverse Auction Program – contact Program Manager, Gwen Pearson at (804) 279-4077 or at [dlaavnrevauc@dla.mil](mailto:dlaavnrevauc@dla.mil).



# Procurex Screen Shots



Home | Help | Log Out

DLA Demo Vendor 3

Portal ▾ Procurex ▾ Profile

October 24, 2012 -- 15:13 EST

Welcome, Fred Francis

Change Procurex Account Options

Administration	Training Tools	Event Tools
<ul style="list-style-type: none"><li>MAINTAIN MY COMPANY USERS</li><li>MODIFY MY COMPANY PROFILE</li><li>MODIFY GENERAL INFORMATION:<ul style="list-style-type: none"><li>CLASSIFICATION CODES</li><li>SEARCH KEYWORDS</li><li>SEARCH CATEGORIES</li></ul></li></ul>	<div>Training</div> <ul style="list-style-type: none"><li>SELLER SOFTWARE TRAINING</li></ul>	<div>Seller</div> <ul style="list-style-type: none"><li>ACCEPT/VIEW/BID IN EVENTS</li><li>VIEW A COMPLETED EVENT</li><li>VIEW ADVERTISED EVENTS</li><li>VIEW QUESTIONNAIRES</li></ul> <div>Spread the Word About Procurex!</div> <ul style="list-style-type: none"><li>DO YOU THINK YOUR COMPANY COULD BENEFIT FROM USING PROCUREX? SEND AN <a href="#">E-MAIL</a> TO YOUR PURCHASING MANAGER TO RECOMMEND THIS EASY-TO-USE, AFFORDABLE TOOL THAT CAN HELP YOUR COMPANY SAVE TIME AND REDUCE THE COST OF PURCHASED MATERIALS. <a href="#">CLICK HERE TO SEND AN E-MAIL.</a></li></ul>

- After logging in see the three categories:
  - “Administration”: allows you to update company information and add additional users
  - “Training tools”: Allow to review “Seller Software Training” brief
  - “Event Tools”: Allow you to select to:
    - accept, view and bid in an event
    - view completed events



# Procurex Screen Shots



[Home](#) | [Help](#) | [Log Out](#)

DLA Demo Vendor 4

Portal ▾ Procurex ▾ Profile

October 24, 2012 -- 16:54 EST

## Notes:

- To sort the list of events, click on the column header that you wish to sort by.
- To reverse the sort order, click on the same column header again.

## Current Events

Event Status	Type	Response	Number	Event Name	Company	Pre-bid Start Date	Pre-bid End Date	Start Date
Activated	AUCTION	No Answer	<a href="#">[00018-00062]</a>	<a href="#">Training 10/26/2012 GCP</a>	DLA Aviation	n/a	n/a	10/26/2012 11:00 (EST)
Suspended	AUCTION	Accepted	<a href="#">[00018-00117]</a>	<a href="#">SPM400 Training 10/19/2012 (Training Event)</a>	DLA Aviation	n/a	n/a	10/19/2012 10:55 (EST)
Suspended	AUCTION	Accepted	<a href="#">[00018-00118]</a>	<a href="#">Test Fixed auction 10/19/2012 (Training Event)</a>	DLA Aviation	n/a	n/a	10/19/2012 11:15 (EST)
Activated	AUCTION	No Answer	<a href="#">[00020-00003]</a>	<a href="#">Supervisory KOs (Training Event)</a>	DLA Distribution	n/a	n/a	10/25/2012 09:30 (EST)
Suspended	AUCTION	No Answer	<a href="#">[00021-00007]</a>	<a href="#">SP0600-13-R-XXXX Mock (Training Event)</a>	DLA Energy	n/a	n/a	10/05/2012 10:41 (EST)
Suspended	AUCTION	No Answer	<a href="#">[00022-00009]</a>	<a href="#">Miscellaneous Parts PR # 0012345678 SPM7MC-12-Q-1234 (Training Event)</a>	DLA Land and Maritime	n/a	n/a	09/13/2012 13:45 (EST)

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For comments and questions email [service@ProcurexInc.com](mailto:service@ProcurexInc.com). You may also contact us by phone at 1-866-412-7161 (toll free).

Note: This site uses pop-up windows for functionality purposes. Pop-up blockers could cause needed windows to not appear. Please disable your pop-up blockers for our site.

You are viewing the [dla.procurexinc.com](http://dla.procurexinc.com) reverse auction portal powered by [www.ProcurexInc.com](http://www.ProcurexInc.com)

- After selecting “Accept/View/Bid in Events”, select the specific “EVENT NAME” you want to bid in; usually titled by solicitation number



# Procurex Screen Shots

[00018-00062] Training 10/26/2012 GCP for DLA Aviation

## AuctionParameters

- Split Lot
- Automatic Extensions - Low Bid Only
- View Lead/Not Lead Bidder
- Allow Bids Greater Than Starting Price
- View Lowest Bid

Page Last Refreshed 10/24/2012 16:56:58(EST)

Bidding Starts On: 10/26/2012 11:00 (EST)

Scheduled End Time: 10/26/2012 11:30:00 (EST)

Current End Time: 10/26/2012 11:30:00 (EST)

Bids in last 2 minute(s) extend auction by 3 minute(s)

**View**

## Notes:

- In order to participate, you must review the details for the Event and click the 'Continue' button below. The next page will provide you with the options to specify whether your company is interested in participating and if so, whether you agree with the Terms and Conditions.

[Contact Information](#) | [Terms and Conditions](#) | [Comments](#)

Item	Description	Quantity	Unit of Measure	Min. Decrement	Start Price
<a href="#">9999-99-999-1234 Clin 0001</a>	Widget 123	1,000.0000	EA	0.50000	100.00000
<a href="#">9999-99-999-1234 CLIN 0002</a>	Widget 123	500.0000	EA	0.50000	150.00000
<a href="#">9999-99-999-1234 Govt FAT</a>	Widget 123 1 test is 3 samples	1.0000	TE	0.01000	1.00000

Currency: USD

Total Bid Starting Price: 175,001.00000

[Continue](#)

- View auction date and times
- View contact Information
- View terms and conditions

Page Last Refreshed 10/24/2012 16:56:58(EST)

Bidding Starts On: 10/26/2012 11:00 (EST)

Scheduled End Time: 10/26/2012 11:30:00 (EST)

Current End Time: 10/26/2012 11:30:00 (EST)

Bids in last 2 minute(s) extend auction by 3 minute(s)



# Procurex Screen Shots

[00018-00062] Training 10/26/2012 GCP for DLA Aviation

## AuctionParameters

- Split Lot
- View Lead/Not Lead Bidder
- View Lowest Bid
- Automatic Extensions - Low Bid Only
- Allow Bids Greater Than Starting Price

Page Last Refreshed 10/24/2012 17:03:07(EST)

Bidding Starts On: 10/26/2012 11:00 (EST)

Scheduled End Time: 10/26/2012 11:30:00 (EST)

Current End Time: 10/26/2012 11:30:00 (EST)

Bids in last 2 minute(s) extend auction by 3 minute(s)

## Accept Training 10/26/2012 GCP Invitation

Note: Before you will be allowed to place any bids you must have read and agreed to the [Terms and Conditions](#)

☒ I have read and agreed to the Terms and Conditions

Note: The following choices determine whether your company will participate in the Training 10/26/2012 GCP.

- ☒ We will participate in this Auction
- ☐ We will not participate in this Auction
- ☐ We will advise (I understand I have until the time bidding starts for this Auction to make my decision)

Company Comments:

Save Response

- Review auction parameters
- View and agree to the Terms and Conditions
- Select if you will participate





# Procurex Screen Shots

DLA Demo Vendor 4

[00018-00062] Training 10/26/2012 GCP for DLA Aviation

## AuctionParameters

- Split Lot
- Automatic Extensions - Low Bid Only
- View Lead/Not Lead Bidder
- Allow Bids Greater Than Starting Price
- View Lowest Bid

Page Last Refreshed 10/24/2012 17:05:56(EST)

Bidding Starts On: 10/26/2012 11:00 (EST)

Scheduled End Time: 10/26/2012 11:30:00 (EST)

Current End Time: 10/26/2012 11:30:00 (EST)

Bids in last 2 minute(s) extend auction by 3 minute(s)

Tasks: [View Your Bids](#) | [View Contact](#) | [View Terms](#) | [Event Documents](#) | [View Comments](#) | [Broadcast Log](#) | [Help](#)

Time remaining until end of auction

You have bid 1 times.

Last Message:  [Chat](#)

Time Remaining  
Days: 1 18:23:51

Item	Qty	UoM	Start Price	Previous Bid Price	Previous Ext. Bid Price	Min Dec	New Bid Price	Notes
<a href="#">9999-99-999-1234 Clin 0001</a>	1,000.00000	EA	100.00000			0.50000	<input type="text"/>	<a href="#">add</a>
<a href="#">9999-99-999-1234 CLIN 0002</a>	500.00000	EA	150.00000			0.50000	<input type="text"/>	<a href="#">add</a>
<a href="#">9999-99-999-1234 Govt FAT</a>	1.00000	TE	1.00000			0.01000	<input type="text"/>	<a href="#">add</a>

Currency: USD

Total Bid Value: 0.00000

Lead bid Price

Bid entry field

[Preview Bid](#)

[View Auction Status](#)

[Reset](#)

[Close](#)

- View Start Price which may be the lead bid price
- View Tasks for additional information, such as:
  - View Your Bids
  - View Contacts (included Primary POC)
  - View terms of the auction

- Auction Status allows you to see your prices in comparison to the Lead bid Price



# Procurex Screen Shots

[00018-00062] Training 10/26/2012 GCP for DLA Aviation

Event Status for Training 10/26/2012 GCP - Powered by ProcurexInc.com - Windows Internet Explorer

https://dla.procurexinc.com/Login/DynaQuote/Seller/Dialogs/EventStatus.aspx?EventID=168

### DLA Demo Vendor 4

Bidding in this event starts on 10/26/2012 11:00 (EST).

[00018-00062] Training 10/26/2012 GCP for DLA Aviation

Page Last Refreshed: 10/24/2012 17:11:23 (EST)      Bidding Starts On: 10/26/2012 11:00 (EST)  
Bidding Ends On: 10/26/2012 11:30:00 (EST)  
0 Minute Auto Extension

You have bid 1 times.

**Time Remaining**  
Days: 1 18:18:13

	Your Bid	Lowest Bid	Position
9999-99-999-1234 Clin 0001			NOT LEAD
9999-99-999-1234 CLIN 0002			NOT LEAD
9999-99-999-1234 Govt FAT			NOT LEAD

Currency: USD      Total Bid Value: 0.00000

Refresh   Close

Note: Data were calculated based on last refresh. Click 'Refresh' to get updated information.

This page automatically refreshes every 30 seconds  
( Last refreshed on 10/24/2012 17:11:23 EST )

Page Last Refreshed 10/24/2012 17:05:56(EST)  
Bidding Starts On: 10/26/2012 11:00 (EST)  
Scheduled End Time: 10/26/2012 11:30:00 (EST)  
Current End Time: 10/26/2012 11:30:00 (EST)  
Bids in last 2 minute(s) extend auction by 3 minute(s)

Chat      **Time Remaining**  
Days: 1 18:18:13

Start Price	Previous Bid Price	Previous Ext. Bid Price	Min Dec	New Bid Price	Notes
100.00000			0.50000	<input type="text"/>	<a href="#">add</a>
150.00000			0.50000	<input type="text"/>	<a href="#">add</a>
1.00000			0.01000	<input type="text"/>	<a href="#">add</a>

Total Bid Value: 0.00000

Preview Bid   View Auction Status   Reset   Close



- View Auction Status open up another window showing your position of 'Lead' or 'Not Lead'



# Procurex Screen Shots

Start Price	Previous Bid Price	Previous Ext. Bid Price	Min Dec	New Bid Price	Notes
100.00000			0.50000	<input type="text" value="120.00"/>	<a href="#">add</a>
150.00000			0.50000	<input type="text" value="165.00"/>	<a href="#">add</a>
1.00000			0.01000	<input type="text" value="300.00"/>	<a href="#">add</a>

Total Bid Value: 0.00000

[Preview Bid](#) [View Auction Status](#) [Reset](#) [Close](#)

- Input your prices then select “Preview Bid” to verify prices

	Qty	UoM	Start Price	Previous Bid Price	Min Dec	New Bid Price	Total Bid Price	Notes
	1,000.00000	EA	100.00000		0.50000	120.00000	120,000.00000	
	500.00000	EA	150.00000		0.50000	165.00000	82,500.00000	
	1.00000	TE	1.00000		0.01000	300.00000	300.00000	
							Total Bid Value: 202,800.00000	

Press “Place Bid” to save your bid.

- In order to submit your price you must click “Place Bid” [Place Bid](#) [Revise Bid](#) [Reset](#) [Close](#)
  - *Note: An error message may appear at bottom of page, e.g price entered did not meet minimum decrement or price entered is higher than your initial offer. If so re-enter the correct price, preview, and place bid again.*



# Procurex Screen Shots

- Automatic Extensions may occur if lead bids are submitted within the last few minutes of the auction
- Once the bids have stopped and the auction has ended, it will show as completed

Place Event Bid for (SPM40012RMOCK) - Powered by ProcurexInc.com - Windows Internet Explorer

https://dla.procurexinc.com/Login/DynaQuote/Seller/Dialogs/AuctionBid.aspx?EventID=438&EventType=Auction

**DLA Demo Vendor 1**

[00018-0001] SPM40012RMOCK for DLA Aviation

AuctionParameters

- Split Lot
- Automatic Extensions
- View Lead/Not Lead Bidder
- Allow Bids Greater Than Starting Price

Page Last Refreshed 09/10/2012 12:28:47(EST)  
Bidding Starts On: 09/10/2012 12:15 (EST)  
Scheduled End Time: 09/10/2012 12:25:00 (EST)  
Current End Time: 09/10/2012 12:25:00 (EST)  
Bids in last 1 minute(s) extend auction by 2 minute(s)

Tasks: [View Your Bids](#) | [View Contact](#) | [View Terms](#) | [Event Documents](#) | [View Comments](#) | [Broadcast Log](#) | [Help](#)

You have bid 1 times.

Last Message:  [Chat](#)

**Event Complete**

Item	Qty	UoM	Start Price	Previous Bid Price	Previous Ext. Bid Price	Min Dec	New Bid Price	Notes1
<a href="#">Mock Item: Widget 0001</a>	100.00000	EA	1,000.00000	1,000.00000	100,000.00000	5.00000	<input type="text" value="1000.00000"/>	<a href="#">add</a>
<a href="#">Mock Item: Widget 0002</a>	150.00000	EA	1,000.00000	1,000.00000	150,000.00000	5.00000	<input type="text" value="1000.00000"/>	<a href="#">add</a>

Currency: USD

Total Bid Value: 250,000.00000

[Preview Bid](#) [View Auction Status](#) [Reset](#) [Close](#)

Internet | Protected Mode: On



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# Questions?