



**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is: <http://www.gsadvantage.gov>

**General Services Administration
Federal Supply Service
Human Resources & Equal Employment Opportunity Services
Schedule 738X**

CONTRACT NUMBER:
GS-02F-0071W

Period Covered by Contract:
December 9, 2009 to December 8, 2014

Bersin & Associates, LLC

6114 La Salle Avenue Suite 417

Oakland, CA 94611

Phone: (561) 306-3576

Fax: (561) 455-0136

<http://www.bersin.com/>

General Services Administration
Management Services Center Acquisition Division
Supplement # _____, dated _____.

Business Size: **Small**

DUNS: **04-102-5326**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

GSA AWARDED TERMS AND CONDITIONS Bersin & Associates, LLC

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

SIN 595-21: Human Resource Services

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.

Please see attached pricelist for details.

- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate not applicable for this item.

Please see attached pricelist for details

2. Maximum order.

\$1,000,000; per SIN/per Order

3. Minimum order.

\$100

4. Geographic coverage (delivery area).

48 contiguous states and Washington, DC

5. Point(s) of production (city, county, and State or foreign country).

**Bersin & Associates, LLC
6114 La Salle Avenue Suite 417
Oakland, CA 94611
USA**

6. Discount from list prices or statement of net price.

Net GSA pricing is listed in the attached pricing tables

7. Quantity discounts.

Purchase Order	Additional Discount
\$250,000 to \$275,000	1%
\$275,001 to \$500,000	2%
\$500,001 and above	3%

8. Prompt payment terms.

0%, Net 30 Days

- 9a. Government purchase cards *are accepted* at or below the micro-purchase threshold.

- 9b. Government purchase cards *are not accepted* above the micro-purchase threshold.

10. Foreign items (list items by country of origin).

Not Applicable

11a. Time of delivery.

Research Programs and Solutions Library:

48 hours within receipt of order

Impact Research Conference:

Refreshed annually and occurs over a 2 day period once a year

HR Strategic Advisory Services:

To be negotiated between Contractor and Ordering Agency

11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery.

Expedited delivery time is to be negotiated between Contractor and Ordering Agency

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery.

Delivery is available for 1 to 3 Days after receipt of order and depending on product availability.

11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery.

Urgent Requirements delivery time is to be negotiated between Contractor and Ordering Agency

12. F.O.B. point(s).

Destination

13a. Ordering address(es).

**Bersin & Associates, LLC
6114 La Salle Avenue Suite 417
Oakland, CA 94611
USA
Phone: (561) 306-3576
Fax: (561) 455-0136**

13b. Ordering procedures: **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.**

14. Payment address(es).

**Bersin & Associates, LLC
6114 La Salle Avenue Suite 417
Oakland, CA 94611
USA
Phone: (561) 306-3576
Fax: (561) 455-0136**

15. Warranty provision.

Not Applicable

16. Export packing charges, if applicable.

Not Applicable

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).

Bersin & Associates, LLC will accept Government Purchase Cards for purchases up to, but not above the micro-purchase threshold of \$3,000.

18. Terms and conditions of rental, maintenance, and repair (if applicable).

Not Applicable

19. Terms and conditions of installation (if applicable).

Not Applicable

- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable).

Not Applicable

- 20b. Terms and conditions for any other services (if applicable)

Not Applicable

21. List of service and distribution points (if applicable).

Not Applicable

22. List of participating dealers (if applicable).

Not Applicable

23. Preventive maintenance (if applicable).

Not Applicable

- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).

Not Applicable

- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at:

www.Section508.gov/.

Not Applicable

25. Data Universal Number System (DUNS) number:

04-102-5326

26. Notification regarding registration in Central Contractor Registration (CCR) database.

Bersin & Associates, LLC is registered; CAGE Code No. 36XW9 active in CCR



Labor Category Descriptions

LABOR CATEGORY	DAILY RATE YEAR 1
TITLE: Principal Analyst/Advisory Consultant	\$2,931.83
<p>Education: Bachelor's Degree in Business Administration, Management, Human Resources, or other related discipline from an accredited college or university.</p> <p>Experience (please include minimum number of years experience required): Minimum 15 years of specialized experience in Human Resources management and/or professional consulting services. Minimum of 7 years of project and client management experience. Strong verbal and written communications skills is required.</p> <p>Functional Responsibility:</p> <ul style="list-style-type: none"> • Represents the organization at top level policy and planning meetings. • Utilizes functional area expertise gained through direct HR industry experience to assess the operational and functional baseline of an organization and its organizational components • Provides expert advice, assistance, guidance and counseling in support of organizational improvement efforts in such areas as program and project management, project integration, and program oversight for projects relating to compensation programs, benefits, staff and organizational development, employment and recruitment, and reward and recognition programs. • Counsel management and employees with processes that will enable them to meet increasingly difficult HR challenges and result in long-term cost savings while achieving organizational needs. • Provides guidance in HR management by recommending, designing, and/or conducting related programs. • Guides the implementation and identification of talent management program inadequacies and/or deficiencies that affect the functional area's ability to support or meet organizational goals. • Participates in account strategy sessions, strategic assessments and design reviews to validate enterprise approaches and associated work products, and technology implementations. • Provides guidance and direction to other consultants by acting in a consulting and/or advisory capacity. • Expert in the use of relevant analytical, methodological, and management tools needed to organize, perform and deliver the human resources services being provided. • Maintains responsibility for planning, execution, and completion of a project or task order, including setting goals, timetables, and quality standards. • Experience in trend projection and forecasting methods and determining future supply and demands of employees • Provides client with extensive knowledge of the full-range of talent management concepts, practices, laws, policies, rules, regulations, precedents, and procedures that will enable client to accomplish a variety of difficult and complex assignments that have an organization-wide scope and functional impact. • Experience with HR function reviews related to outsourced HR operations 	



Labor Category Descriptions

LABOR CATEGORY	DAILY RATE YEAR 1
TITLE: Senior Analyst/Advisory Consultant	\$2,443.19
<p>Education: Bachelor's Degree in Business Administration, Management, Human Resources, or other related discipline from an accredited college or university.</p> <p>Experience (please include minimum number of years experience required): This position requires a minimum of 10 years of Human Resources project management and/or professional consulting services. In addition, 7 years of specialized experience in research, analytics and management reporting is required.</p> <p>Functional Responsibility:</p> <ul style="list-style-type: none"> • Provides senior leadership for projects relating to Talent Management and Enterprise Learning. Areas of expertise include, but are not limited to, compensation programs, benefits, effective staffing, organizational development, system integration, employment and recruitment, and reward and recognition programs. • Supply guidance for management and employees to establish cost-effective methods for managing the workforce objectives in a proactive fashion • Maintains specialized knowledge of HR business issues and processes related to the best practices for implementing complex business change. • Provide updates, recommendations, design, and guidance in various programs related to HR • Experienced in translating strategic plans into action plans, developing resource needs, developing continuous improvement strategies, improving organizational performance and developing improvements to process management. • Provides project management support and guidance and direction on strategic matters for projects or tasks • Analyze workforce trends to determine future supply and demand of employees • Provides interface with client leadership • Conducts studies to include risk analysis, contingency planning and feasibility studies • Participates in account planning sessions, assessments and design reviews to validate enterprise approaches and associated work products, and technology implementations. • Provides guidance in the implementation of HR programs and unit test plans • Develops reports and deliverables for dissemination to the client • Applies broad management skills and applicable human resources functional and technical expertise to guide project teams in delivering client solutions or to manage the day-to-day operations of projects. • Lead clients through streamlining, reengineering and transforming business processes • Lead reviews of outsourced functions, concerning transition, project status, results, and possible recommendations for change during contract period 	



Labor Category Descriptions

LABOR CATEGORY	DAILY RATE YEAR 1
TITLE: Staff Analyst/Advisory Consultant	\$1,954.55
<p>Education: Bachelor's Degree in Business Administration, Management, Human Resources, or other related discipline from an accredited college or university.</p> <p>Experience (please include minimum number of years experience required): Minimum of 7 years experience in a professional services consulting role and/or Human Resources. In addition, 5 years of specialized experience in research, analytics and management reporting is required.</p> <p>Functional Responsibility:</p> <ul style="list-style-type: none"> • Under general supervision, assists in consulting and analysis of data relating to Talent Management and Enterprise Learning. Areas of expertise include, but are not limited to, compensation programs, benefits, effective staffing, organizational development, system integration, employment and recruitment, and reward and recognition programs. • Guidance in performance management planning through the targeted development of detailed actions for improvement • Performs consulting activities to assist clients in developing process improvements. • Provide management and HR professionals with guidance and resources necessary to meet talent management objectives • Provides analysis of business and client needs, organizational resources, and management processes. • Devises or modifies procedures to implement human resources solutions for clients. • Assists in developing solutions through research and fact-finding combined with the basic understanding on human resources consulting. • Provides project support through data collection and materials development. May perform as an analyst supporting the completion of project tasks through compiling of data based on research findings, drafting reports as needed, and performing other necessary services to support the program within estimated time frames. • Performs day-to-day tasks, under the direction of the senior consultant or above, to fulfill the stated project objectives and create deliverables. 	



Labor Category Descriptions

LABOR CATEGORY	DAILY RATE YEAR 1
TITLE: Associate Analyst/Advisory Consultant	\$1,465.91
<p>Education: Bachelor's Degree in Business Administration, Management, Human Resources, or other related discipline from an accredited college or university.</p> <p>Experience (please include minimum number of years experience required): Minimum of 5 years experience in a professional services consulting role and/or Human Resources. In addition, 2 years of specialized experience in research, analytics and management reporting is required.</p> <p>Functional Responsibility:</p> <ul style="list-style-type: none"> • Carries out data collection and analysis in support or project objectives as defined by Staff Consultant or above. • Performs quantitative analysis, qualitative analysis, benchmarking and research on topics that are relevant to the project. • Provide resources and support for executives and stakeholders in meeting HR departmental objectives • Compiles information assembles into a usable format. • Work with managers to identify human capital needs and opportunities and develop programs, tools and techniques for managers. • Conducts basic research on various talent management-related topics and is involved in the administering of surveys. • Provide training and related resources in the development of HR programs • Applies subject matter knowledge related to primary disciplines and functional specialties for strategic planning and implementation oriented to higher value, lower cost human resource management systems and programs. • Guide a competency framework to track performance management • Tasks encompass concept development and requirements analysis, and cover life cycle management services activities across a range of human resource disciplines, assisting managers with resolution of their most complex challenges. • Performs studies, reviews, and assessments related to specific human resource functional areas or to evaluate performance relative to client objectives • Provides assistance in evaluating, auditing and implementing quality standards or internal controls • Works closely with clients and other team members to research, analyze, and achieve stated objectives as set by task orders and statements of work 	



SIN	Research Advisory Program Description	Product Number	GSA Price
<p>At the core of Bersin & Associates Research Advisory Program memberships is its extensive Research Library. The online Bersin & Associates Research Library contains hundreds of research reports, bulletins, case studies, presentations, and other materials on a wide range of HR topics and technologies related to enterprise learning and talent management. As a research member, you'll find research results, analysis, and documented best practices on budgeting, effective staffing, use of learning management systems, system integration, performance management, leadership development, integrated talent management — virtually anything an HR professional needs to know. You also have access to vendor profiles, MarketMaps, and market analysis for key technology areas, such as learning management systems, rapid e-learning tools, content development tools, and performance management systems, and talent management suites. The Research Library expands weekly with new materials. An efficient search engine helps you pinpoint the information you're seeking – allowing you to search by keyword, document type, industry, author, or subject area to find the information most relevant to you.</p>			
<p>Single User License This annual membership level features the following: <i>Unlimited Online Library Access:</i> Includes Talent Management and Enterprise Learning Libraries <i>Unlimited Email Analyst Support:</i> Through ask-the-experts website access <i>Power Briefings:</i> Periodic in person presentations around our latest HR research and findings. This is a half day (4 hour) briefing and supports 15 to 20 individuals. <i>Webinars:</i> Periodic presentations around our latest HR research and findings delivered over the web. <i>Advisory Support:</i> Up to 2 hours of direct advisory support from our one of our HR advisory consultants</p>			
595-21	Supported Users: 1	4300-00-01	\$4,397.74
<p>Workgroup Membership This annual membership level features the following: <i>Unlimited Online Library Access:</i> Includes Talent Management and Enterprise Learning Libraries <i>Unlimited Email Analyst Support:</i> Through ask-the-experts website access <i>Power Briefings:</i> Periodic in person presentations around our latest HR research and findings. This is a half day (4 hour) briefing and supports 15 to 20 individuals. <i>Webinars:</i> Periodic presentations around our latest HR research and findings delivered over the web. <i>Advisory Support:</i> Up to 2 hours of direct advisory support from our one of our HR advisory consultants</p>			
595-21	Supported Users: Up to 5	4300-00-07	\$9,284.11
<p>Corporate Membership This annual membership level features the following: <i>Unlimited Online Library Access:</i> Includes Talent Management and Enterprise Learning Libraries <i>Unlimited Email Analyst Support:</i> Through ask-the-experts website access <i>Power Briefings:</i> Periodic in person presentations around our latest HR research and findings. This is a half day (4 hour) briefing and supports 15 to 20 individuals. <i>Webinars:</i> Periodic presentations around our latest HR research and findings delivered over the web. <i>Advisory Support:</i> Up to 6 hours of direct advisory support from our one of our HR advisory consultants <i>Scorecards:</i> Includes the completion of one of three scorecards (Talent Management, Enterprise Learning or Leadership Development) - compared to high-impact research <i>Distributions Rights:</i> Members have the ability to distribute our research items to up to 20 peers who do not have membership access. <i>Solutions Library:</i> Access to our database of vendors and vendor profiles from the HR community</p>			
595-21	Supported Users: Up to 15	4300-00-03	\$16,613.68
<p>Enterprise Membership This annual membership level features the following: <i>Unlimited Online Library Access:</i> Includes Talent Management and Enterprise Learning Libraries <i>Unlimited Email Analyst Support:</i> Through ask-the-experts website access <i>Power Briefings:</i> Periodic in person presentations around our latest HR research and findings. This is a half day (4 hour) briefing and supports 15 to 20 individuals. <i>Webinars:</i> Periodic presentations around our latest HR research and findings delivered over the web. <i>Advisory Support:</i> Up to 20 hours of direct advisory support from our one of our HR advisory consultants. <i>Scorecards:</i> Includes the completion of one of three scorecards (Talent Management, Enterprise Learning or Leadership Development) - compared to high-impact research <i>Distributions Rights:</i> Members have the ability to distribute our research items to up to 100 peers who do not have membership access. <i>Solutions Library:</i> Access to our database of vendors and vendor profiles from the HR community <i>Onsite Analyst Visit:</i> One day (8 hour) custom HR research presentation at customer facility. Discussion centers on customer's current strategic efforts.</p>			
595-21	Supported Users: Up to 30	4300-00-05	\$36,159.18

SIN	Product	Product Description	Product Number	GSA Price
Additional Resources				
595-21	Solutions Library (for Workgroup Membership)	Database of vendors and vendor profiles from the HR community	4300-00-09	\$2,931.83
595-21	Impact Research Conference (Non Member Price)	Annual Research Conference showcasing HR best practices as well as presentations from HR executives.	4402-00-02	\$1,265.57
595-21	Impact Research Conference (Member Price)	Annual Research Conference showcasing HR best practices as well as presentations from HR executives.	4402-00-02-1	\$972.39



		<i>Base Term</i>				
SINs	Labor Category	GSA Daily Rate Year 1	GSA Daily Rate Year 2	GSA Daily Rate Year 3	GSA Daily Rate Year 4	GSA Daily Rate Year 5
595-21	Principal Analyst/Advisory Consultant	\$2,931.83	\$3,019.78	\$3,110.37	\$3,203.68	\$3,299.79
595-21	Senior Analyst/Advisory Consultant	\$2,443.19	\$2,516.48	\$2,591.98	\$2,669.74	\$2,749.83
595-21	Staff Analyst/Advisory Consultant	\$1,954.55	\$2,013.19	\$2,073.58	\$2,135.79	\$2,199.86
595-21	Associate Analyst/Advisory Consultant	\$1,465.91	\$1,509.89	\$1,555.19	\$1,601.84	\$1,649.90