GENERAL SERVICE ADMINISTRATION

Federal Supply Service
Authorized Federal Supply Schedule Price List

GSA Multiple Award Schedule
Federal Supply Group: Professional Service

Contract Number: GS-10F-0052R
Contract Period: 10/25/2019–10/24/2024
Pricelist current through mod PS-0042 effective August 12, 2020

Contractor:
Censeo Consulting Group, Inc.
1776 I St NW, Suite 1030
Washington, DC 20006
(o) (202) 296 – 0601
(f) (877) 514 – 4419
https://www.censeoconsulting.com

Contracts Administration Point of Contact
Kurt Young, Contracts Manager
kyoung@censeoconsulting.com
(o) (202) 591 – 3377
(f) (877) 514 – 4419

Business Size: Small Business
FSC/PSC Class: R707, R499

For more information on ordering from Federal Supply Schedules, go to:
http://www.gsa.gov/schedules

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 GSA Advantage! is: http://www.GSAAdvantage.gov.
CUSTOMER INFORMATION

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

<table>
<thead>
<tr>
<th>SIN</th>
<th>MODEL/DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541611</td>
<td>Integrated Consulting Services</td>
</tr>
<tr>
<td>541614SVC</td>
<td>Supply and Value Chain Management</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. **For 541611 and 541614SVC: Business Analyst I, $109.41 (2019-2020)**

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. The rates shown below include the Industrial Funding Fee (IFF) of 0.75%. **Please see the pricing table beginning on page 10.**

2. Maximum order. **$1,000,000.00**

3. Minimum order. **$100.00**

4. Geographic coverage (delivery area). **Domestic & Overseas delivery**

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

6. Discount from list, prices or statement of net price. **Government Net Prices (discounts already deducted)**

7. Quantity discounts. **None**

8. Prompt payment terms. **Net 30 days. Information for Ordering Offices: Prompt payments terms cannot be negotiated out of the contractual agreement in exchange for other concessions.**

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

**Government credit cards are accepted at or below the micro-purchase threshold.**
9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. **Government purchase cards are accepted.**

10. Foreign items (list items by country of origin) **None.**

11a. Time of delivery. **30 days ARO.**

11b. Expedited Delivery. **Contact Contractor’s Representative.**

11c. Overnight and 2-day delivery. **Contact Contractor’s Representative.**

11d. Urgent Requirements. **Contact Contractor’s Representative.**

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

13a. Ordering address

Censeo Consulting Group, Inc.
Attn: Contracts
1776 I St NW, Suite 1030
Washington, DC 20006
(202) 296-0601

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

14. Payment address

Censeo Consulting Group, Inc.
Attn: Accounts Payable
1776 I St NW, Suite 1030
Washington, DC 20006
(202) 296-0601

15. Warranty provision. **Standard Commercial Warranty is provided.**

16. Export packing charges, if applicable. **N/A**

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

18. Terms and conditions of rental, maintenance, and repair (if applicable) **N/A**

19. Terms and conditions of installation (if applicable). **N/A**

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). **N/A**
20a. Terms and conditions for any other services (if applicable) N/A

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

22. List of participating dealers (if applicable). N/A

23. Preventive maintenance (if applicable). N/A

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

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/. N/A

25. Data Universal Number System (DUNS) number. 132220604

COMPANY OVERVIEW

At Censeo, we help organizations run more efficiently, period. Running an organization and executing plans is hard work. Our proven approach to operational excellence and delivering results combines a focus on outcomes, data-driven insights and ongoing collaboration. By applying our proven approach and tools, used by dozens of clients including nearly every Federal government agency, across hundreds of engagements, we have delivered 5-15X ROI to our clients to date.

Our key service offerings include:
- Acquisition Excellence
- Strategy, Outcomes & Measurement
- Operational Improvement
- Human Capital Strategy

Acquisition Excellence

The Federal Government spends well over $500B on contracts each year while the US public sector spends over $2 Trillion as a whole. Getting the most value out those taxpayer dollars isn’t easy. Public sector leaders are burdened with significant budget cuts and limited resources while also being expected to drive innovation and customer-centricity in mission and service delivery. Plus, today’s acquisition environment includes rules, regulations and heightened oversight that makes the process very complex, time-consuming and confusing, especially for non-contracting professionals.

For the past 16 years, Censeo has been helping public sector organizations overcome these challenges and achieve improved outcomes and efficiency across all facets of the acquisition system.

What We Do

- Enabling and facilitating alignment between program offices and contracting to reduce frustration and poor outcomes
- Coordinating buying across the enterprise to eliminate redundancies and reduce acquisition lifecycle costs
- Defining clear mission outcomes as the driver of requirements definition to get the most value from the contracting process
- Researching and actively engaging with the market to align with industry standards while tapping into innovative vendor capabilities
- Collecting, enhancing and analyze spend data to develop actionable business insights that inform the acquisition strategy
- Increasing the effectiveness of the Acquisition function through improved policies, processes, technology, and talent
Censeo’s Acquisition Excellence Solutions enable improved acquisition outcomes through combining:

1. A proven approach for driving alignment and coordination between contracting and program offices
2. Deep expertise and a market research engine that has delivered results across hundreds of categories
3. A proprietary analytics engine that enhances and creates insights from disaggregated and incomplete acquisition data
4. An unparalleled ability to rapidly deliver hard dollar savings

**Our Acquisition Excellence Solutions:**

- **Strategic Sourcing and Category Management** – Leverage purchasing power and market forces to reduce costs and increase value for commonly procured goods and services
- **Mission Critical Procurement Support** – Develop strategies and orchestrate procurement/acquisition for the most complex purchases and programs an organization undertakes
- **Data Strategy and Analytics** – Improve visibility into spend, trends, and other key indicators, and use data to improve ROI on your procurement dollars
- **Acquisition Program Effectiveness** – Improve how acquisition works with its customers, and better balance compliance, control, and flexibility to improve outcomes

**Strategy, Outcomes & Measurement**

Complex public and social programs typically have long implementation paths, and are all too often prone to delays and cost / budget overruns. With significant budget cuts and limited resources, public sector leaders are being called upon to clean up their management of such programs, and produce tangible outcomes in shorter timeframes, while navigating constantly evolving mission requirements and other disruptions (e.g., technological advances, workforce changes).

Effective mission delivery requires more than just a vision and a strategy – it requires mastery of execution and how to make change happen. Effective execution goes beyond project planning and management – it most critically requires the entire organization to have a transparent and thorough understanding of the outcomes that are being driven toward, and how each team’s or each individual’s specific actions contribute to or detract from those outcomes – it is this that drives effective execution planning and management, and team engagement in and effective execution of those plans. Most complex programs typically suffer from fuzzy goals that are neither sharply defined / articulated nor cascaded across the organization, resulting in poorly thought through plans that are inherently difficult to monitor and manage, and inevitably veer off track.
Our Strategy, Outcomes & Measurement solutions solve this problem by clarifying long-term vision into concrete strategies and measurable outcomes at different levels of granularity, identifying challenges to and developing approaches for accelerating execution and scaling impact, and deploying proven tools and metrics for measuring progress:

- **Engage stakeholders throughout the vision and strategy development process** so that their needs and expectations inform the design of solutions. This includes describing the end results that an organization aims to deliver and identifying the strategies to achieve those results.
- **Define measurable outcomes** that can track program effectiveness and be benchmarked with comparable efforts.
- **Understand an organization’s current capabilities** to analyze performance data and identify ways to improve those capabilities including: collecting data, capturing data assumptions, identifying sources, assessing quality, standardizing calculations and reporting progress.
- **Communicate what an organization is discovering**, and use those lessons to continuously improve performance.
- **Develop a clear direction on how to course correct** strategies – as validated by business cases and other analyses -- so that they have greater impact.

**Our Strategy, Outcomes and Measurement Solutions:**

- **Outcome Definition and Alignment** – Identify what success looks like by engaging the perspectives of various stakeholders.
- **Strategic Planning and Execution** – Make a plan to achieve a program’s desired results, and arrange and implement activities by priority and time to completion.
- **Performance Metrics and Benchmarking** – Determine outcomes-driven performance metrics and set targets that are informed by internal and external benchmarks.
- **Data-Driven Measurement and Performance Management** – Manage resources and budget to improve performance.

**Operational Improvement**

With significant budget cuts, limited resources and hiring freezes, public sector organizations are coming under immense pressure to reduce inefficiency and improve mission delivery effectiveness by reforming the way their organizations are structured and operations are managed.

However, public sector leaders confront multiple barriers to improving their organizations’ effectiveness and efficiency, and will need to look beyond the usual annual across-the-board cost-cutting initiatives to drive sustainable operational improvements that do not compromise mission delivery. This is a complex change management challenge, where absent a thorough grasp of the details, execution is doomed to fail – achieving sustained operational efficiency requires an optimization of policies that dictate what work is done, the people, processes and systems to execute work, and management mechanisms to drive continuous improvement. While it is difficult enough to benchmark performance given the intricacies of most public sector
operations, and identify potential improvement opportunities at a high-level, it is far harder to identify the true drivers of inefficiency at a granular and actionable level, change processes, systems and organizational behaviors to eliminate these inefficiencies, and put in place a performance management discipline that sustains the improvements over time.

Our Operational Improvement solutions “peel back the onion” to find improvement opportunities at a granular enough and actionable level, and our experts will arm you with the insights and tools to execute fast and capture sustained benefits by taking these concrete actions:

- **De-average operating costs** (Administrative, IT, Facilities, etc.) and identify the true cost drivers, map these to specific mission outcomes enabled, eliminate cost line items that are not mission-critical, and reduce / optimize the remaining costs
- **Define the chain of activities truly needed to deliver the organization’s mission**, overlay this on what is currently being done, and identify and excise unnecessary / duplicative activities that can be eliminated without compromising mission outcomes
- **Identify the discrete process steps and systems needed to deliver mission-critical activities**, root cause the true drivers of inefficiency at each step, and optimize them to eliminate waste, remove bottlenecks and accelerate cycle times
- **Instrument activities and processes** by developing data-driven decision-making mechanisms to help managers and executives monitor progress and make smarter operational decisions

**Our Operational Improvement Solutions:**

- **Cost Benchmarking and Cost Reduction** – Understand your cost structure and true cost drivers, and identify cost reduction opportunities
- **Process Analysis and Improvement** – Identify the activities and processes truly needed to deliver mission outcomes, eliminate wasteful / duplicative activities, and optimize inefficient processes
- **Data-Driven Decision Making** – Instill a data-driven culture and tools to drive smarter operational decision-making at all levels of the organization
- **Program Analysis and Performance Improvement** – Ensure programs are aligned with agency mission and set up to effectively deliver against that mission
- **Support Function and Infrastructure Optimization** – Optimize overhead and administrative costs by streamlining mission support functions (Acquisition, HR, IT, Finance, Facilities & Fleet, etc.)

**Human Capital Strategy**

With significant budget cuts, limited resources and hiring freezes, public sector leaders are increasingly being asked to do more with the same or smaller workforce, delivering to changing mission requirements and priorities while simultaneously navigating and staying ahead of shifts in the skillset mix needed to execute on those requirements and priorities.
However, building a more effective organization goes beyond boxes and lines on an org chart – it encompasses aligning stakeholders against a clear and compelling vision, defining clear roles and responsibilities, placing people with the right skills in the right jobs, and making sure business processes, policies, systems, and data serve as enablers not inhibitors. While this is difficult enough to do once (e.g., during an organizational transformation), it is exponentially harder to execute in uncertain environments where mission needs are constantly evolving, the underlying drivers of the work (and consequently, workforce) needed to deliver those needs are poorly understood, and it is becoming increasingly harder to attract and retain high performing employees with the right skillsets (and agility to learn new skills) needed to do the job.

Our Human Capital Strategy solutions solve this problem by combining bulletproof fact bases, flexible analytical tools that can rapidly model different workforce scenarios, and a proven set of change and performance management approaches:

- **Utilize data-driven workforce planning tools** that can forecast future workforce needs, facilitate scenario testing and help organizations adapt to changing mission needs
- **Leverage customized competency models** that recognize the uniqueness of each organization’s mission and workforce needs and ensure that the right capabilities are in the right positions
- **Restructure and reorganize** in the face of changing budget environments and mission needs, using data and fact instead of anecdote and opinion
- **Use proven diagnostic and change tools** to engage employees, link the workforce to the work and develop mission-supporting cultures

**Our Human Capital Strategy Solutions:**

- **Workforce Planning** – Determine current and future workforce needs
- **Organizational Effectiveness** – Get the most from the workforce and position the workforce for success
- **Talent Management** – Acquire and maintain the optimal workforce

**LABOR CATEGORY DESCRIPTIONS**

The following labor categories are available under SINs 541611 & 541614SVC.

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<tbody>
<tr>
<td>541611, 541614SVC</td>
<td>Business Analyst I</td>
<td>$109.41</td>
<td>$112.15</td>
<td>$114.95</td>
<td>$117.82</td>
<td>$120.77</td>
</tr>
<tr>
<td>541611, 541614SVC</td>
<td>Business Analyst II</td>
<td>$142.23</td>
<td>$145.78</td>
<td>$149.43</td>
<td>$153.16</td>
<td>$156.99</td>
</tr>
<tr>
<td>541611, 541614SVC</td>
<td>Senior Business Analyst I</td>
<td>$164.11</td>
<td>$168.21</td>
<td>$172.42</td>
<td>$176.73</td>
<td>$181.15</td>
</tr>
<tr>
<td>541611, 541614SVC</td>
<td>Senior Business Analyst II</td>
<td>$196.93</td>
<td>$201.85</td>
<td>$206.90</td>
<td>$212.07</td>
<td>$217.37</td>
</tr>
<tr>
<td>541611, 541614SVC</td>
<td>Associate I</td>
<td>$242.89</td>
<td>$248.96</td>
<td>$255.19</td>
<td>$261.57</td>
<td>$268.11</td>
</tr>
</tbody>
</table>
The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable wage determination number. Failure to do so may result in cancellation of the contract.

### COMMERCIAL TITLES & DESCRIPTIONS

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Education</th>
<th>Experience</th>
<th>Position Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Analyst I</td>
<td>Bachelor's degree in related subject area</td>
<td>0 years' experience in a comparable field</td>
<td>Responsibilities for Business Analyst Is may include: 1) analyzing and assessing project issues and requirements; and 2) supporting research and quantitative analysis</td>
</tr>
<tr>
<td>Business Analyst II</td>
<td>Bachelor's degree in related subject area</td>
<td>2 years' experience in a comparable field</td>
<td>Responsibilities for Business Analyst IIs may include: 1) analyzing and assessing project issues and requirements; and 2) supporting research and quantitative analysis</td>
</tr>
<tr>
<td>Job Title</td>
<td>Education</td>
<td>Experience</td>
<td>Position Description</td>
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<tr>
<td>Senior Business</td>
<td>Bachelor's degree in related subject area</td>
<td>3 years' experience in a comparable field</td>
<td>Responsibilities for Senior Business Analyst Is may include: 1) analyzing and assessing issues influencing project completion; and 2) lead roles on small project work streams</td>
</tr>
<tr>
<td>Analyst I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior Business</td>
<td>Bachelor's degree in related subject area</td>
<td>4 years' experience in a comparable field</td>
<td>Responsibilities for Senior Business Analyst IIs may include: 1) analyzing and assessing issues influencing project completion; and 2) lead roles on small to medium size project work streams</td>
</tr>
<tr>
<td>Analyst II</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Associate I</td>
<td>Bachelor's degree in related subject area</td>
<td>5 years' experience in a comparable field</td>
<td>Responsibilities for Associate Is may include: 1) lead roles on large project work streams; and 2) quantitative and qualitative analysis on critical project issues</td>
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<td>(Master’s preferred)</td>
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<tr>
<td>Associate II</td>
<td>Bachelor's degree in related subject area</td>
<td>6 years' experience in a comparable field</td>
<td>Responsibilities for Associate IIs may include: 1) lead roles on large project work streams; and 2) quantitative and qualitative analysis on critical project issues</td>
</tr>
<tr>
<td></td>
<td>(Master’s preferred)</td>
<td></td>
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<tr>
<td>Senior Associate I</td>
<td>Bachelor's degree in related subject area</td>
<td>7 years’ experience of which a minimum of 5 years must be in a specific subject area</td>
<td>Responsibilities for Senior Associate Is may include: 1) leading analysis and management of project work streams; and 2) leading complex problem solving processes</td>
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<td></td>
<td>(Master’s preferred)</td>
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<tr>
<td>Senior Associate II</td>
<td>Bachelor's degree in related subject area</td>
<td>8 years’ experience of which a minimum of 6 years must be in a specific subject area</td>
<td>Responsibilities for Senior Associate IIs may include: 1) leading analysis and management of project work streams; and 2) leading complex problem solving processes</td>
</tr>
<tr>
<td></td>
<td>(Master’s preferred)</td>
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<tr>
<td>Managing Director I</td>
<td>Master’s degree in related subject area</td>
<td>10 years’ experience of which a minimum of 8 years must be in a specific subject area</td>
<td>Responsibilities for Managing Director Is may include: 1) management responsibility for complex projects, including financial and staff management; and 2) providing subject-matter expertise to advise project teams</td>
</tr>
<tr>
<td>Job Title</td>
<td>Education</td>
<td>Experience</td>
<td>Position Description</td>
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<tr>
<td>Managing Director II</td>
<td>Master’s degree in related subject area</td>
<td>12 years’ experience of which a minimum of 10 years must be in a specific subject area</td>
<td>Responsibilities for Managing Director IIs may include: 1) leading multiple complex project work streams; and 2) overall responsibility for project management</td>
</tr>
<tr>
<td>Partner</td>
<td>Master’s degree in related subject area</td>
<td>12 years’ experience of which a minimum of 10 years must be in a specific subject area</td>
<td>Responsibilities for Partners may include: 1) overall management and oversight for a portfolio of projects; and 2) providing subject-matter expertise to advise project teams</td>
</tr>
</tbody>
</table>

Experience and education may substitute for one another, as follows:

<table>
<thead>
<tr>
<th>Years’ Experience</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 years + High School diploma</td>
<td>Bachelor’s</td>
</tr>
<tr>
<td>2 years + Bachelor’s Degree</td>
<td>Master’s</td>
</tr>
</tbody>
</table>