



**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 is available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is <http://www.GSAAdvantage.gov>.

**Mission Oriented Business Integrated Services (MOBIS)
Federal Supply Schedule 874**

**FSC Group 874
FSC Class R499**

**Contract Number: GS-10F-0359S
Contract Period: August 01, 2011 through July 31, 2016**

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

For more information, please contact:

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**Simpler North America, L.P.
401 Liberty Avenue, 22nd Floor
Pittsburgh, PA 15222-1005
Website: <http://www.simpler.com>
Business Size: Large**



CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s): 874-1

1b. Pricing: Valid for all sites. Prices shown herein are Net (discount deducted).

| | PERIOD | | | | |
|-------------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Labor Category/ Task | 01 August 2011 - 31 July 2012 | 01 August 2012 - 31 July 2013 | 01 August 2013 - 31 July 2014 | 01 August 2014 - 31 July 2015 | 01 August 2015 - 31 July 2016 |
| Value Stream Analysis (per task) | \$23,370.00 | \$23,370.00 | \$23,370.00 | \$23,370.00 | \$23,370.00 |
| Rapid Improvement Events (per task) | \$15,818.00 | \$15,818.00 | \$15,818.00 | \$15,818.00 | \$15,818.00 |
| Alignment Review (per task) | \$3,895.00 | \$3,895.00 | \$3,895.00 | \$3,895.00 | \$3,895.00 |
| Strategy Deployment (per task) | \$3,895.00 | \$3,895.00 | \$3,895.00 | \$3,895.00 | \$3,895.00 |
| Lean Master Sensei (daily rate) | \$3,895.00 | \$3,895.00 | \$3,895.00 | \$3,895.00 | \$3,895.00 |

* Prices for years beginning 01 August 2012 will be escalated in accordance with Department of Labor, Bureau of Labor Statistics, Employment Cost Index, Table 5, Occupational Group: Management, Professional and Related.

** Prices are inclusive of .75% IFF



- 1c. **Hourly Rates:** Contact POC.
2. **Maximum Order:** \$1,000,000.00
3. **Minimum Order:** \$100.00
4. **Geographic Coverage:** Domestic and overseas
5. **Point(s) of Production:** 401 Liberty Avenue, 22nd Floor
Pittsburgh, PA 15222-1005
6. **Discount from List Prices:** All prices listed are net prices.
7. **Quantity Discounts:**

For work under individual task orders totaling \$1,500,000.00 to \$2,499,999.99, Simpler will provide a ten percent (10%) discount on all hourly labor rates; and

For work under individual task orders totaling more than \$2,500,000.00, Simpler will provide a twenty percent (20%) discount on all hourly labor rates.
8. **Prompt Payment Terms:** 2% 10, Net 30 Days.
- 9a. **Acceptance of Government Purchase Cards:** Government purchase cards are accepted at or below the micro-purchase threshold.
- 9b. **Acceptance of Government Purchase Cards:** For use of Government purchase cards above the micro-purchase threshold, please contact point of contact (POC) listed above.
10. **Foreign Items:** None
- 11a. **Time of Delivery:** To be specified on each task order.
- 11b. **Expedited Delivery:** To be specified in each task order.
- 11c. **Overnight and 2-day Delivery:** To be specified in each task order.
- 11d. **Urgent Requirements:** Not applicable.
12. **F.O.B. Point:** Destination
- 13a. **Ordering Address:** 401 Liberty Avenue, 22nd Floor



Pittsburgh, PA 15222-1005

13b. Ordering Procedures: For Supplies and Services, the ordering procedures, information of Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment Addresses:

Payment via Check/U.S. Mail:

Simpler North America, LP
PO Box 643979
Pittsburgh, PA 15264-3979

International Funds:

Same as above

Payment via EFT:

PNC Bank N.A.
620 Liberty Avenue, 31st Floor
Pittsburgh PA 15230
9-Digit ABA Routing Number: 043000096
Account name: Simpler North America, LP.
Account Number: See Invoice

- 15. Warranty Provision:** Standard Commercial Warranty
- 16. Export Packing Charges:** Not Applicable.
- 17. Terms and Conditions of Government Purchase Card Acceptance:** Government purchase cards will be acceptable for payments. Bank account information for electronic transfers will be shown on the invoices.
- 18. Terms and Conditions of Rental, Maintenance, and Repair:** Not Applicable.
- 19. Terms and Conditions of Installation:** Not Applicable.
- 20. Terms and Conditions of Repair Parts:** Not Applicable.
- 21. Terms and Conditions for any Other Services:** Not Applicable.
- 22. List of Participating Dealers:** Not Applicable.
- 23. Preventive Maintenance:** Not Applicable.
- 24a. Special Attributes:** Not Applicable.
- 24b. Section 508:** If applicable, Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services will be addressed on a task order basis. The EIT standards can be found at: www.Section508.gov/.



25. Data Universal Numbering System (DUNS) Number: 807371518

26. Central Contractor Registration (CCR) Database:

Simpler North America, L.P., is registered in the CCR.

TIN: 26-1595491

CAGE: 51SM8

SERVICE CONTRACT ACT

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire MOBIS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA 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 SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable wage determination number. Failure to do so may result in cancellation of the contract.



WHY CHOOSE SIMPLER NORTH AMERICA, L.P.

Simpler North America, L.P. ("Simpler"), was founded in 1996 and is the largest exclusively Lean Transformation ("Lean") consulting company in the world today. Simpler has a geographic presence in North America, Europe, Latin America and Asia.

Simpler has leveraged its industry knowledge and experience to facilitate Lean and LeanSix Sigma ("LSS") enterprise transformations at entities in a wide variety of industries, including many customers in the public sector. These implementations have occurred in over 20 countries and at over 500 organizations. Simpler's customers range in size from 50 employees to well over 20,000.

Simpler's primary mission is providing Lean enterprise implementation assistance to major business enterprises and government agencies worldwide. On an enterprise-wide basis, we transform the business operations of entire companies and agencies, leading to more efficient operations.

We have since 1996 been providing Lean implementation services for supply chain, logistics, manufacturing, re-manufacturing, repair and overhaul maintenance, service administration and health care activities. Simpler is engaged in over two hundred (200) enterprise-wide Lean and LSS transformations in the United States. We have provided support to the DOD at the Pentagon, base, depots, and field support levels. We also support non DOD agencies such as the Veteran's Administration, Washington Closure Hanford, Savannah River Remediation to name a few.

Simpler's successes are a result of the application of an Enterprise Transformation Strategy based on the Simpler Business System® ("SBS"). This model, which Simpler will utilize to meet agency objectives in the performance of task orders under a resultant MOBIS contract, is predicated on Executive Leadership Training, Value Stream Analysis, Rapid Improvement Events, Strategy Deployment and periodic Lean Maturity Assessments and Alignment Reviews. These enterprise transformations employ strategies, techniques, and tools of the Toyota Business System ("TBS"), which includes the best practices, principles, and infrastructure of both Lean enterprise and Six Sigma activities.

Each full-scale implementation begins with an Executive Lean Workshop. The workshop provides agency leadership with the practical fundamentals of Lean, an understanding of their role as Lean leaders and what to expect during the Lean process. In addition, Simpler conducts additional sessions with leadership, providing the opportunity for leadership to select, prioritize and organize the enterprise effort and align internal resources.

The SBS targets the application of Lean in an enterprise approach, but executes locally via Rapid Improvement Events. Business performance will be enhanced by moving the culture of the agency to one of continuous improvement using a prescribed set of Lean tools under the guidance of a Simpler consulting professional or "Sensei."



A continuous improvement culture will be a prominent characteristic of the organization of each agency for which we perform a Lean transformation. Each implementation will include a Value Stream Mapping and Analysis ("VSM&A") event designed to develop the particular agency's specific 12 month future state and implementation plan. The future state plans will be tailored to that individual agency's specific needs and goals, but will also be aligned to the overall enterprise strategy. After the initial VSM&A, monthly Rapid Improvement Events ("RIEs") will also be conducted.

RIEs will be an important part of the Lean consulting services provided to each agency. The Events are 4.5 days of intense, focused effort on selected goals by agency management. The event selection will be derived from the agency's Value Stream (current and future state VS maps), and the teams themselves are a cross-functional team of agency professionals that will create amazing results within a one week period of time. The events are the engine that fuels the change process and the process is learned by completing multiple RIEs. Through the implementation of multiple events, initial resistance to change is diminished and impressive results are attained.

During implementation, Simpler initially introduces strategy at the executive level of the organization. By identifying the key financial and other goals, action themes, drivers and watch indicators, Simpler can verify that it has identified what is required to move the agency or company in the direction it wishes to move.

Once the strategy is developed at the executive level, Simpler will deploy the goals to the site or business unit level. Policy/strategy deployment facilitates understanding and acceptance by all in an agency or company and allows all to align themselves, presenting an agency that is "in sync." Also during implementation, quarterly alignment reviews are completed.

The alignment review provides an opportunity for the decision-makers and selected managers to discuss the progress of the Lean improvement initiative. The alignment review is designed to discuss results, accomplishments, lessons learned and future opportunities.

Alignment reviews are normally conducted after several Rapid Improvement Events, allowing the organization to have the opportunity to observe the process and determine if changes are needed as the process moves forward. Resources required and next steps are topics that typically consume large portions of an alignment review.

The implementation of Lean achieves the very essence of the goals of Executive Order 12637, which called for the establishment of a government-wide program to improve the quality, timeliness and efficiency of services provided by the Federal Government.

Through the implementation of Lean, agencies are more capable of fulfilling mission-oriented work because of the achievement of more timely performance and more efficient performance, in terms of a reduction of costs. Simpler will provide guidance to user agencies to allow these agencies to cut costs and work flow days in a significant and measurable manner. Simpler will facilitate



communication among user agency professionals, allowing for the exchange of ideas of improvement and efficiency.

Simpler's consultants or "sensei" coach customers. Simpler achieves success by acting as coaches to customers to develop our customer's employees and professionals and to help them learn by doing. Simpler has a longstanding success in its industry because it has implemented controls and quality measures that ensure that our goals, as well as the goals of our customers, are met.

User agencies will define specific, measurable Lean objectives, either in their requests for task order proposals or during the initial stages of performance. Results will be calculated and tracked by the user agency's chief financial officer or accounting staff.



SIMPLER MOBIS SERVICE OFFERINGS SIN 874-1 Consultation Services

As part of the services to be provided by Simpler pursuant to SIN 874-1, Simpler will complete the following tasks.

- **Value Stream Analysis** – the Value Stream Analysis process is a combination of Lean tools and techniques used to analyze a business process and to prescribe a plan, with timeline and assignments, for transforming the process and achieving breakthrough results.

The Value Stream Analysis event is a learn-by-doing process conducted with the enterprise or site leadership and the Lean core team. The final steps of the Value Stream process are to finalize improvement ideas and to construct a "Future State" map using the ideal state as the compass.

A gap analysis between current and future state maps is performed, followed by the creation of an action plan to eliminate those gaps consisting of target areas for improvement and activities necessary to transform the value stream.

The final activity is to establish a change management strategy engaging stakeholders to accelerate implementation of the future state.

- **Rapid Improvement Event** – the Rapid Improvement Event is comprised of four and one half (4½) days of rapid, focused, team action driving towards a deliverable that is a changed, more effective process that yields improvements to the organization.
- **Lean Maturity Assessment and Alignment Reviews** – the process of becoming Lean is a continuous improvement process that takes place in a series of steps as management systems are rebuilt and work habits are changed.

The elements of a Lean Maturity Assessment and Alignment Review include: internal examination/assessment; defined business objectives and goals; right capitalization plan; right type, frequency, and intensity of improvement activity; and right work and management habits.

Simpler, together with the user organization, will assess result at the cell, value stream/facility and enterprise levels. These assessments provide feedback and structure to the transformation process.



- **Strategy Deployment** – Strategy Deployment is a management process to re-focus the business enterprise and all of its various levels on achieving breakthrough process improvement rather than on marginal improvements or the maintenance of status quo.

The Strategy Deployment process is designed to ensure Simpler's client organizations achieve their expected goals and objectives; identify barriers/obstacles; and begin to develop their go-forward strategy necessary to accelerate transformation.



GSA LABOR CATEGORY DESCRIPTIONS FOR SIN 874-1

In order to meet our qualifications, our Sensei possesses the following experience and professional criteria:

Labor Category: Lean Master Sensei

Minimum General Experience:

- General manager/plant manager with profit and loss responsibilities leading a Brownfield Lean conversion with in depth knowledge of Toyota Production System (TPS) tools to include:
 - Setup reduction tools
 - Total Productive Maintenance (TPM)
 - Creation of /management of Flow cells, Standard work, and pull systems
 - Visual Management/6S
- Demonstrated world class results while leading the transformation
- Participation in at least 100 events supported by TPS lineage consultants (Shingijutsu, Simpler, Toyota, etc.)
- Ability to communicate-lead and teach at all levels of organization
- Demonstrated capability to develop an enterprise-wide Lean transformation strategy

This experience is the key to having Master Sensei who can coach/mentor and provide “critical” feedback on progress, while assisting in the development of plans for the future. All of the above are essential in driving not only the initial phase of a Lean Enterprise Transformation, but to develop next generation strategies for our clients.



Functional Responsibility:

Lean Master Sensei's deliver Lean enterprise transformation efforts with demonstrated bottom line improvements of 20-50% in measurements such as productivity, lead time, on-time delivery, turn-around time, capacity, and profitability. Lean Master Sensei's coach and mentor senior executives who have profit and loss responsibility for their business. Lean Master Sensei's teach clients to understand the organizational systems and personnel issues that Lean enterprise transformation entails. They teach the use of Lean performance metrics and accounting practices, policy deployment (Strategy Alignment and Deployment), communication campaigns, personnel redeployment, and restructuring to align and drive an organization through of the various phases of an "enterprise-wide transformation".

Minimum Education: BS or BA; MBA preferred

Minimum Work Experience: 8 years