

Navega hacia el éxito: Tu guía para contratos gubernamentales y automatización de búsquedas



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Descripción

Este webinar ofrece a empresarios y dueños de pequeñas y medianas empresas (PyMEs) las herramientas esenciales para acceder y competir por contratos gubernamentales. Se enfocará en los procesos de contratación federal y cómo la automatización de búsquedas puede optimizar las oportunidades de éxito. Los participantes aprenderán a identificar oportunidades a través de sistemas electrónicos como SAM.gov, a comprender los requisitos clave para la licitación en el ámbito federal y a implementar herramientas digitales para mejorar la eficiencia de sus búsquedas y aplicaciones.

El webinar estará estructurado en dos partes principales: la primera tratará sobre la navegación y comprensión de los portales de contratación gubernamental y la segunda parte abordará cómo la automatización de procesos de búsqueda puede aumentar la competitividad y ahorrar tiempo. Al finalizar, los participantes habrán adquirido conocimientos prácticos que les permitirán mejorar su resiliencia empresarial mediante la participación efectiva en el proceso de contratación federal.



Objetivos

- Conocer los portales y sistemas clave para la contratación federal, como SAM.gov.
- Comprender los requisitos fundamentales para la licitación en contratos gubernamentales, explicados de manera clara y concreta a lo largo del webinar.
- Aplicar estrategias básicas de automatización de búsquedas para identificar oportunidades de contratación gubernamental.
- Analizar cómo la automatización puede mejorar la eficiencia y reducir el tiempo invertido en la búsqueda de contratos.
- Evaluar la capacidad de su empresa para competir por contratos gubernamentales mediante el uso de una lista de verificación proporcionada al finalizar el webinar.



Introducción al gasto federal

- Cada año, el gobierno federal gasta miles de millones en bienes y servicios.
- En el año fiscal 2023 el gobierno de Estados Unidos gastó \$759 billones de dólares*.
- Este es un mercado vasto y diverso, donde tanto pequeñas como grandes empresas pueden competir.

* Fuente: <https://www.gao.gov/>

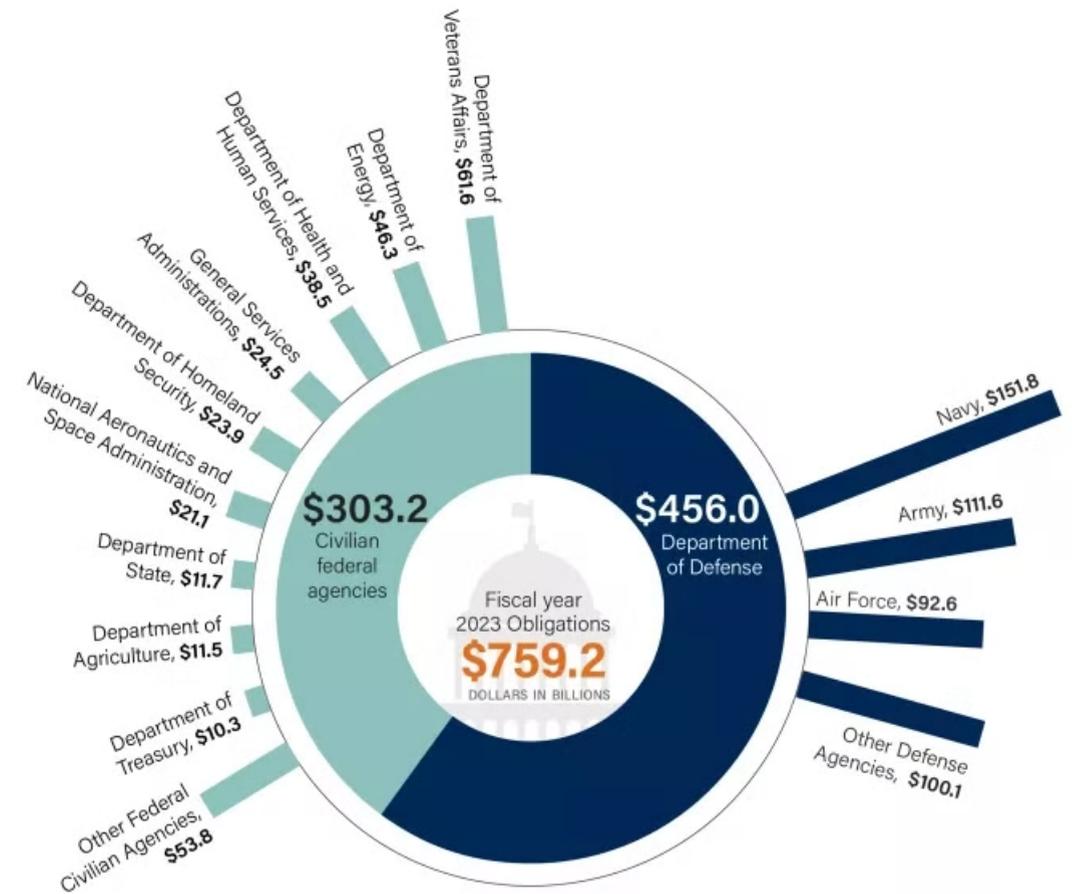
Oportunidades en los contratos gubernamentales

El gobierno de EE.UU. compra todo tipo de servicios; desde básicos hasta proyectos de alta tecnología.

Siempre busca proveedores confiables registrados en SAM y con perfiles optimizados en SBDS.

Los contratos varían en tamaño, duración y requisitos.

WHICH AGENCIES WERE RESPONSIBLE FOR THE MOST CONTRACT DOLLARS?



Source: Analysis of FY2023 FPDS-NG data.



Desafíos en la búsqueda de contratos

- El acceso a la información a tiempo es crucial.
- Sin las herramientas correctas, muchas empresas pierden oportunidades clave simplemente por no descubrirlas a tiempo.



Desafíos en la búsqueda de contratos



Entender el proceso de compra



Mantenerse informado de cambios regulatorios



Construir relaciones con las agencias gubernamentales



Conocer la competencia



Desempeño positivo en la ejecución del contrato



Herramientas de automatización

- Existen diferentes plataformas dónde buscar oportunidades contractuales con el gobierno.
- En cada una de ellas se pueden automatizar alertas personalizadas que ayudan a gestionar propuestas y realizar un seguimiento de las oportunidades.



Beneficios de la automatización

Con la automatización, las empresas pueden optimizar la búsqueda de contratos y enfocarse en preparar propuestas sólidas reduciendo significativamente los tiempos de reacción y mejora las tasas de éxito.

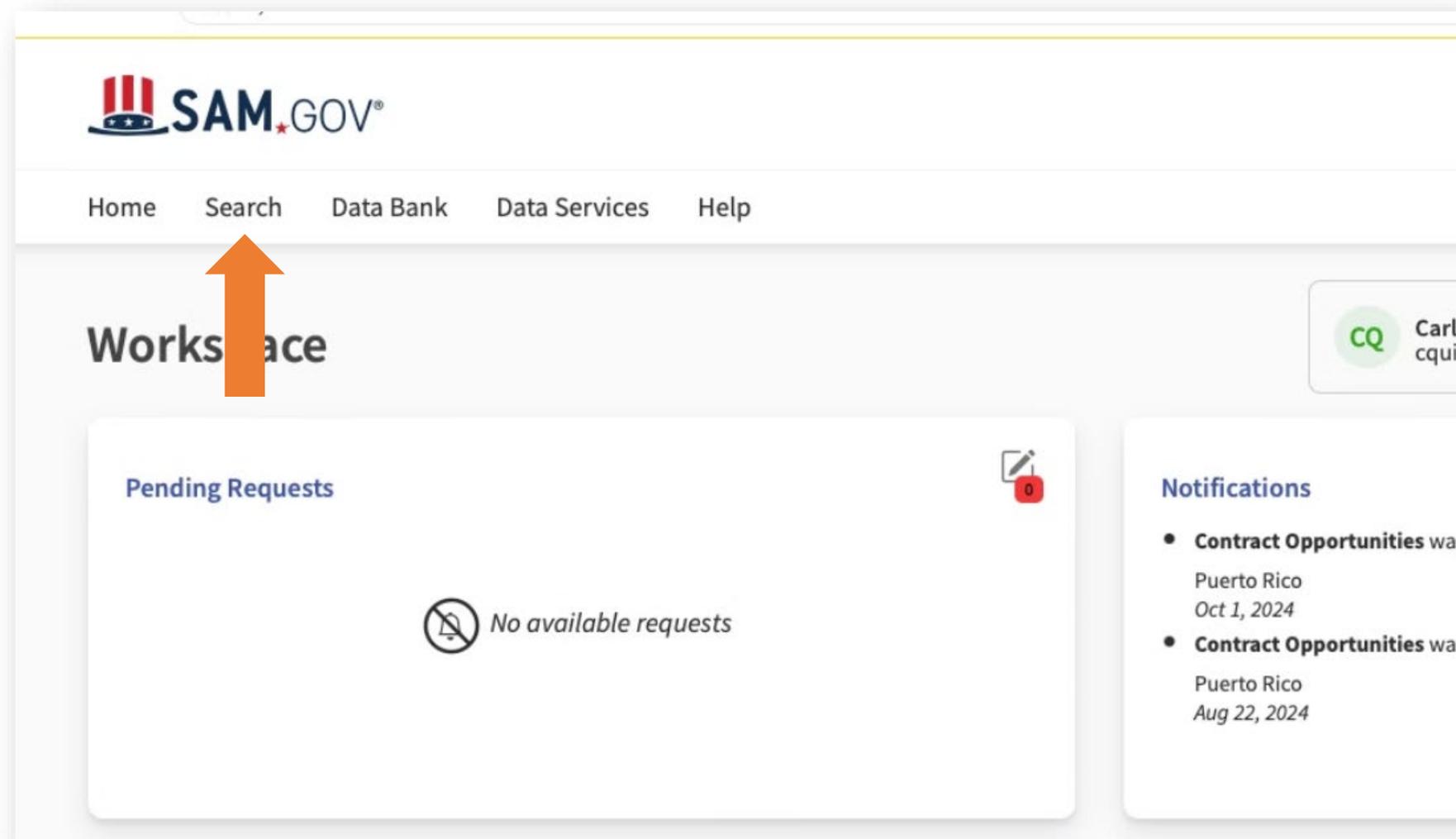




Búsqueda en SAM.gov

1 Ingresar en SAM.gov

2 Hacer clic en search



Búsqueda en SAM.gov

- Seleccionar del menú desplegable:
contract opportunities

The screenshot displays the SAM.gov search page. At the top, the SAM.gov logo is visible, followed by navigation links for Home, Search, Data Bank, Data Services, and Help. Below the navigation is a search bar with a dropdown menu set to 'All Words' and a search input field containing the text 'e.g. 1606N020Q02'. A search button with a magnifying glass icon is to the right of the input field. Below the search bar, a 'Select Domain' dropdown menu is open, showing a list of options: 'All Domains', 'Contract Opportunities', 'Assistance Listings', 'Entity Information', 'Federal Hierarchy', and 'Wage Determinations'. An orange arrow points to the 'Contract Opportunities' option. To the right of the dropdown menu, there is a 'Filter By' dropdown menu and a 'Select' button with a left-pointing arrow and the text 'Choose your filter'.



Búsqueda en SAM.gov

1 En la parte inferior del menú, seleccionar *place of performance*

2 Seleccionar Puerto Rico

The screenshot shows the SAM.gov search interface. At the top, there is a 'Select Domain' dropdown menu set to 'Contract Opportunities'. Below this is a 'Filter By' section with a minus sign. The main search area is titled 'Keyword Search' and includes a 'Simple Search' button and a 'Search Editor' button. Under 'Simple Search', there are three radio button options: 'Any Words', 'All Words' (which is selected), and 'Exact Phrase'. Below these options is a text input field containing 'e.g. W91QVN-17-R-008'. A list of filter categories is shown on the right side of the search area, including 'Federal Organizations', 'Dates', 'Notice Type', 'Product or Service Information', 'Set Aside', 'Place of Performance', 'Zip Code', 'State / Territory', 'Contract Awardee', and 'Status'. The 'Place of Performance' filter is expanded, showing a 'Zip Code' field with 'e.g. 20001', a 'State / Territory' dropdown menu with 'puerto' entered and 'PR - Puerto Rico' selected, and a 'Select Country' dropdown menu. An orange arrow points to the 'PR - Puerto Rico' selection. To the right of the search area is a 'Select Criteria' panel with a back arrow and the text 'Choose your filters and run your report to begin'.



Búsqueda en SAM.gov



Consultar las oportunidades disponibles

The screenshot displays the SAM.gov search interface. At the top, the SAM.gov logo is visible along with navigation links for Home, Search, Data Bank, Data Services, and Help. A search bar contains the text "e.g. 1606N020Q02". To the right of the search bar are buttons for "Search Results", "Saved Searches", and "Actions".

On the left side, there is a "Filter By" section with a "Keyword Search" area. It includes radio buttons for "Any Words", "All Words" (which is selected), and "Exact Phrase". Below this is a search input field with the example text "e.g. W91QVN-17-R-008". Further down are expandable filters for "Federal Organizations", "Dates", "Notice Type", "Product or Service Information", "Set Aside", and "Place of Performance". At the bottom of the filter section are fields for "Zip Code" (with "e.g. 20001") and "State / Territory" (with "puerto" entered and "PR - Puerto Rico" as a suggestion).

The main content area shows search results. It starts with "Showing 1 - 25 of 55 results" and a "Sort by" dropdown set to "Updated Date". The first result is titled "Pre-packaged meals for 482nd- Annual Training" with a "Contract Opportunities" button. It lists the Notice ID as W912LR25Q0001 and provides details about the purpose, department (DEPT OF DEFENSE), subtier (DEPT OF THE ARMY), and office (W7PA USPFO ACTIVITY PR ARNG). It also shows the current date offers due (October 15, 2024 at 10:00 AM AST), notice type (Updated Combined Synopsis/Solicitation), and updated/published dates (Oct 11, 2024).

The second result is titled "U.S. Army Corps of Engineers Antilles Office Quality Assurance Laboratory" with a "Contract Opportunities" button. It lists the Notice ID as DACW175250000100 and provides details about the solicitation, department (DEPT OF DEFENSE), subtier (DEPT OF THE ARMY), and office (W074 ENDIST JACKSNVLE). It shows the current date offers due (November 01, 2024 at 11:59 PM AST), notice type (Original Solicitation), and updated/published dates (Oct 11, 2024).

The third result is titled "Pre-packaged meals for 201st MFTR" with a "Contract Opportunities" button. It lists the Notice ID as W912LR25Q0002 and provides details about the purpose, department (DEPT OF DEFENSE), subtier (DEPT OF THE ARMY), and office (W7PA USPFO ACTIVITY PR ARNG). It shows the current date offers due (October 15, 2024 at 10:00 AM AST), notice type (Updated Combined Synopsis/Solicitation), and updated/published dates (Oct 11, 2024).

The fourth result is titled "Industry Day - USACE Caribbean District (former Task Force VIPR) - Design-Build for Civil Works Discussion - Rio Puerto Nuevo Supplemental Contract 7" with a "Contract Opportunities" button.



Búsqueda en SAM.gov

1 Abrir el menu *actions*

2 Hacer clic en *save*

The screenshot shows the SAM.gov search results page. At the top, there is a navigation bar with the SAM.gov logo and links for Requests, Notifications, Workspace, and Sign Out. Below this is a secondary navigation bar with Home, Search, Data Bank, Data Services, and Help. The main search area includes a search bar with the text "e.g. 1606N020Q02" and a search button. To the right of the search bar are buttons for "Search Results", "Saved S", and "Actions". The "Actions" menu is open, showing options for "Save" and "Download". An orange arrow points to the "Save" option. On the left side, there is a sidebar with "Select Domain Contract Opportunities" and "Filter By" sections. The main content area displays search results for "Pre-packaged meals for 482nd- Annual Training" with details such as Notice ID, Amendment, Purpose, and Department/Agency information.



Búsqueda en SAM.gov

1 Abrir el menú *actions*

2 Hacer clic en *save*

3 Guardar la búsqueda

The screenshot shows the SAM.gov search results interface. At the top, there is a search bar with the text "e.g. 1606N020Q02" and a magnifying glass icon. To the right of the search bar are three buttons: "Search Results", "Saved Searches", and "Actions" (with a three-dot menu icon). Below the search bar, there is a "Sort by" dropdown menu set to "Updated Date". The main content area displays search results, including a "Pre-packaged meals for 482nd- Annual Training" notice with details like "Notice ID: W912LR25Q0001" and "Amendment 001 to Notice W912LR25Q0001". A "Save Search?" dialog box is overlaid on the page, asking "Do you want to save this search?". It includes a "Saved Search Name" field with the placeholder text "Elija el nombre de su búsqueda" and a character limit of "Up to 45 characters". The dialog has "Cancel" and "Save" buttons.



Búsqueda en SAM.gov

- Consulte su búsqueda en *saved searches*

The screenshot shows the SAM.gov interface. At the top, there is a navigation bar with the SAM.GOV logo, a search bar, and links for Requests, Notifications, Workspace, and Sign Out. Below this is a secondary navigation bar with Home, Search, Data Bank, Data Services, and Help. The main content area is titled 'Saved Searches' and features a search input field with the placeholder text 'e.g. My Asphalt Pavement Sea'. To the right of the search bar are two buttons: 'Search Results' and 'Saved Searches', with an orange arrow pointing to the latter. Below the search bar, there are several filter checkboxes on the left: All Domains, Assistance Listings, Contract Opportunities, Entity Information, Federal Hierarchy, Wage Determinations, and Responsibility / Qualification. A 'Search By Name' field is also present. The main results area shows 'Showing 1 - 2 of 2 results' and a table with the following data:

Name	Date Last Ran	Date Last Saved	Actions
+ PR Extended 3M	Oct 8, 2024	Oct 8, 2024	⋮
+ PR-3M	Oct 10, 2024	Oct 7, 2024	⋮

At the bottom of the results area, there is a pagination control showing '1 of 1' and a 'Results per page' dropdown set to '25'. A 'Sort by' dropdown menu is also visible, set to 'Date Last Saved'.



Búsqueda en SAM.gov

1 Consulte su búsqueda en *saved searches*

2 Haga clic en *notify*

The screenshot displays the SAM.gov interface for 'Saved Searches'. At the top, there are navigation links for 'Requests', 'Notifications', 'Workspace', and 'Sign Out'. Below this is a navigation bar with 'Home', 'Search', 'Data Bank', 'Data Services', and 'Help'. The 'Search' tab is active, and a search bar contains the text 'e.g. My Asphalt Pavement Sea'. To the right of the search bar are buttons for 'Search Results' and 'Saved Searches'. The main content area shows 'Showing 1 - 2 of 2 results'. On the left, there are several filter checkboxes: 'All Domains', 'Assistance Listings', 'Contract Opportunities', 'Entity Information', 'Federal Hierarchy', 'Wage Determinations', and 'Responsibility / Qualification'. Below these is a 'Search By Name' field and a 'Dates' dropdown. A 'Reset' button is at the bottom left. The search results table has columns for 'Name', 'Date Last Ran', 'Date Last Saved', and 'Actions'. The first row is '+ PR Extended 3M' with 'Date Last Ran' of 'Oct 8, 2024' and 'Date Last Saved' of 'Oct 8, 2024'. The second row is '+ PR-3M' with 'Date Last Ran' of 'Oct 10, 2024' and 'Date Last Saved' of 'Oct 7, 2024'. An 'Actions' menu is open for the 'PR-3M' row, listing 'Edit Name', 'Duplicate', 'Delete', 'Notify', and 'Download'. The 'Notify' option is highlighted with an orange arrow. The 'Results per page' dropdown is set to 25, and the page shows '1 of 1' results.

Name	Date Last Ran	Date Last Saved	Actions
+ PR Extended 3M	Oct 8, 2024	Oct 8, 2024	
+ PR-3M	Oct 10, 2024	Oct 7, 2024	Actions Edit Name Duplicate Delete Notify Download



Implementación de herramientas

Implementar la automatización es una inversión estratégica. El proceso de integración de estas herramientas debe alinearse con los procesos existentes de la empresa para maximizar su efectividad.

The screenshot displays the SAM.GOV interface. At the top, there is a navigation bar with the SAM.GOV logo and links for Requests, Notifications, Workspace, and Sign Out. Below this is a secondary navigation bar with Home, Search, Data Bank, Data Services, and Help. The main content area shows a search bar with the text 'e.g. My Asphalt Pavement' and a search button. To the right of the search bar are buttons for 'Search Results' and 'Saved Searches'. Below the search bar, there are filter options on the left, including 'All Domains', 'Assistance Listings', 'Contract Opportunities', 'Entity Information', 'Federal Hierarchy', 'Wage Determinations', and 'Responsibility / Qualification'. A 'Search By Name' field is also present. The search results are displayed in a table with columns for Name, Date Last Ran, Date Last Saved, and Actions. The table shows five results: PR Extended, PR, USVI, Rep Dominicana, and Haiti.

Name	Date Last Ran	Date Last Saved	Actions
+ PR Extended	Sep 4, 2024	Feb 9, 2022	⋮
+ PR	Aug 27, 2024	Oct 5, 2021	⋮
+ USVI	Aug 27, 2024	Oct 5, 2021	⋮
+ Rep Dominicana	Jun 5, 2024	Oct 5, 2021	⋮
+ Haiti	Mar 5, 2024	Aug 19, 2021	⋮



Casos de éxito



Estudio reciente

Un estudio reciente mostró que las empresas que utilizan plataformas de automatización tienen un 30% más de probabilidades de ganar contratos gubernamentales en comparación con aquellas que no lo hacen.



Impacto de la automatización

Las empresas que adoptan la automatización experimentan un aumento significativo en sus oportunidades de contratación gubernamental.

Conclusiones

● Resumen de beneficios

- La automatización facilita la búsqueda de contratos
- Ahorra tiempo y mejora la eficiencia
- Permite a las empresas enfocarse en estrategias de crecimiento

● Importancia de la estrategia combinada

- Combinar el conocimiento del mercado de contratos gubernamentales con herramientas de automatización puede maximizar las oportunidades y el éxito.





Recursos adicionales



Videos

- <https://www.youtube.com/watch?v=ORJ2M4ETYvo>
- <https://www.youtube.com/watch?v=U7sjf6Ei0Mg>



Documentos

- 2.4 Quick Start Guide for Grant Registrations.pdf
- 2.4 Quick Start Guide for Contract Registration.pdf



Sitios web

- <https://sam.gov/>
- <https://www.unisonglobal.com/product/marketplace>
- <https://www.deltek.com/en/government-contracting/govwin/federal>
- <https://www.fsd.gov/>
- <https://www.sba.gov/es/contratacion-federal/guia-sobre-contratacion/como-ganar-contratos>
- https://www.fsd.gov/gsafsd_sp?id=kb_article_view&ysparm_article=KB0016844
- <https://www.census.gov/naics/>

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