



GSA Federal Acquisition Service

January 24, 2012

**FAS INSTRUCTIONAL LETTER 2011-12**  
**Supplement No. 1**

## MEMORANDUM FOR ALL FAS AND VA ACQUISITION ACTIVITIES

FROM:

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ASSISTANT COMMISSIONER  
OFFICE OF ACQUISITION MANAGEMENT (QV)



SUBJECT:

Implementation of the Initial Phase of the Point of  
Sale/Transactional Data (PoST) Initiative Pilot

1. Purpose. This supplement amends the level III transactional data elements listed in IL 2011-12 to be in-line with commercial level III data reporting requirements and to make clear that the data required does not represent additional burden on industry.
2. Background. IL 2011-12 provided guidance on the implementation of the initial phase of the pilot Point of Sale/Transactional Data (PoST) initiative. The IL instructed those Schedule solicitations that were participating in the pilot to include language in the SIN descriptions requiring transmission of level III transactional data. The language included a listing of the data elements required.

As a result of consultations with industry and GSA SmartPay since pilot rollout, it was determined that some of the data fields initially required are not part of the commercial standard for level III transactional data. In order to conform to standard commercial practices, the following fields from the Schedule requirement for transactional data are being removed: manufacturer's name and part number; ship-to zip code; order number; date contractor processed the charge/credit; contractor processing/transaction reference number for each charge/credit; and, minority/women-owned, service-disabled veteran-owned small business codes.

Also, since the initial rollout of the pilot initiative in summer of 2011, industry has expressed concerns over the additional burden perceived by the new requirement for level III data transmission, e.g. contractors would have to provide GSA with level III data in addition to the level III data provided to the merchant banks/credit card processors for the customer agency. Language is being added to the SIN description to clarify that the level III data requested in the PoST initiative does not require any additional action on part of contractors since the data will be automatically provided by the merchant banks/credit card processors to the customer agency.

3. Effective Date. Date of signature.
4. Termination Date. This IL remains in effect until it is cancelled.
5. Applicability. This IL applies to only those GSA/FAS acquisition activities awarding the Schedule contracts that have been selected for the pilot of the PoST initiative. The Schedules that are part of the pilot are: Schedule 67 SINs 19 100 and 20 316; Schedule 51 V SINs 105 001 and 105 002; and, Schedule 58 I Part 1 Products.
6. Reference Regulations. No new references to regulation.
7. Instructions / Procedures.
  - A. The Schedules participating in the pilot shall add the requirements of PoST (found in Appendix I) to the SIN descriptions within the solicitation. This addition shall occur through the GSA Form 1649 process. Refer to IL [2011-08](#) for guidance on how to complete the Form.
  - B. Solicitation Refresh: Refresh the applicable Federal Supply Schedule solicitations to incorporate the updated SIN descriptions in the next refresh cycle.

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## APPENDIX I

1) Point of Sale Program: The Contractor shall automatically provide the GSA Schedule price or lower sale price (unless a lower price was separately negotiated by the ordering agency) and tax exemption (where applicable) when presented with a GSA SmartPay purchase card in the following ordering channels:

- Mail order
- Telephone order
- E-mail
- Vendor Commercial Website
- Retail sales in physical storefront

The Contractor shall recognize the GSA SmartPay purchase card from the 4-digit prefix in the charge card numbers (called Bank Identification Numbers or BINs). The current GSA SmartPay BIN numbers are:

Visa: 4614, 4716 and 4486

MasterCard: 5565 and 5568

The sales draft, receipt or invoice generated as a result of the transaction shall show the final price charged. The final price may represent the GSA Schedule price or a lower sales price, if applicable.

2) Transactional Data Program: The Contractor must have the capability to capture and provide Level III data (sales data at line-item level) at point of sale to its order processor (e.g., merchant bank) for all purchases made with the GSA SmartPay purchase card. All Level III data must also be available for reporting to the Government. At a minimum, fields must include:

- Unit cost
- Quantities
- Unit of measure
- Product codes
- Product descriptions
- Total purchase amount
- Ship-from zip code
- Freight amount
- Order date
- Discount amount
- Debit/credit indicator
- Customer

- Payment date
- Merchant's name
- Merchant's city
- Merchant's state
- Merchant category code/business code
- Merchant taxpayer identification number (TIN)
- 1099 status and merchant zip code
- Transaction number

The fields listed above are intended to match with commercial level III data reporting requirements. All that is required of the Contractor is to transmit this data to its order processor (e.g., merchant bank). No transactional data is due to GSA directly.