

# SAM-System for Award Management





# AGENDA

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- ❖ SAM – What is it and why do I need it?
  - ❖ FREE!
- ❖ Updates/Changes to SAM
- ❖ Optimize My SAM
- ❖ Future Updates



# What is SAM?

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## System for Award Management

The System for Award Management (SAM) is an official website of the U.S. government. There is no cost to use SAM. You can use this site for FREE to:

Register to do business with the U.S. government

Update or renew your entity registration

Check status of an entity registration

Search for entity registration and exclusion records

# SAM

[www.sam.gov](http://www.sam.gov)

The screenshot shows the SAM.gov website homepage. At the top, there is a navigation bar with the SAM logo and a "Log In" button. Below the navigation bar, there are several alerts and a main content area. The main content area includes a section titled "Getting Started" with three main actions: "Create A User Account", "Register Entity", and "Search Records". Each action has a corresponding icon and a brief description. At the bottom of the page, there is a footer with the GSA logo, version information, and a list of links including Search Records, Disclaimers, FAPIIS.gov, Data Access, Accessibility, GSA.gov/LAE, Check Status, Privacy Policy, GSA.gov, About, and USA.gov.

View assistance for SAM.gov

**SAM**  
SYSTEM FOR AWARD MANAGEMENT

A NEW WAY TO SIGN IN - If you already have a SAM account, use your SAM email for login.gov. Log In Login.gov FAQs

HOME SEARCH RECORDS DATA ACCESS CHECK STATUS ABOUT HELP

ALERT - June 11, 2018: Entities registering in SAM must submit a [notarized letter](#) appointing their authorized Entity Administrator. Read our [updated FAQs](#) to learn more about changes to the notarized letter review process and other system improvements.

ALERT - Users who previously bookmarked this site will need to update their bookmark on November 5, 2018. Users may continue to navigate directly to sam.gov, only the bookmarked url will be affected.

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- Register to do business with the U.S. government
- Update or renew your entity registration
- Check status of an entity registration
- Search for entity registration and exclusion records

### Getting Started

**Create A User Account**  
Start by creating a SAM user account.

**Register Entity**  
After creating your SAM user account, log in to register to do business with the U.S. government.

**Search Records**  
Do a public search for existing entity registration records or exclusion records.  
Federal users can log in to see additional information.

GSA  
IBM v1.P.18.20180820-1228  
WWW6

Search Records Disclaimers FAPIIS.gov  
Data Access Accessibility GSA.gov/LAE  
Check Status Privacy Policy GSA.gov  
About USA.gov  
Help

This is a U.S. General Services Administration Federal Government computer system that is "FOR OFFICIAL USE ONLY." This system is subject to monitoring. Individuals found

## SAM IS FREE

Watch out for emails and phone calls from marketers. They will tell you that your SAM is incomplete, incorrect, expired, or about to expire and will want to charge to “assist”.





# SAM Updates and Changes

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# Update #1

SAM implemented a new login process using login.gov

Login.gov is mandatory for all SAM users, new and existing

The screenshot shows the SAM.gov website interface. At the top, there is a navigation bar with the SAM logo and the text "SYSTEM FOR AWARD MANAGEMENT". A yellow callout box highlights a new sign-in option: "A NEW WAY TO SIGN IN - If you already have a SAM account, use your SAM email for login.gov." with a "Log In" button and a link to "Login.gov FAQs". Below the navigation bar, there are several alerts and a list of services. The "Getting Started" section includes three main options: "Create A User Account", "Register Entity", and "Search Records", each with an icon and a brief description. The footer contains the GSA logo, contact information, and various links.

View assistance for SAM.gov

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- Register to do business with the U.S. government
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- Search for entity registration and exclusion records

**Getting Started**

Create A User Account **Register Entity** **Search Records**

Start by creating a SAM user account. After creating your SAM user account, log in to register to do business with the U.S. government. Do a public search for existing entity registration records or exclusion records. Federal users can log in to see additional information.

GSA IBM v1.P.18.20180820-1228 WWW6

Search Records Data Access Check Status About Help Disclaimers Accessibility Privacy Policy FAPIIS.gov GSA.gov/IAE GSA.gov USA.gov

This is a U.S. General Services Administration Federal Government computer system that is "FOR OFFICIAL USE ONLY." This system is subject to monitoring. Individuals found

# Login.gov

An official website of the United States government

LOGIN.GOV

HOME PLAYBOOK SECURITY DEVELOPERS HELP MANAGE ACCOUNT

## Simple, secure access to government services online

login.gov offers the public secure and private online access to participating government programs. With one login.gov account, users can sign in to multiple government agencies. Our goal is to make managing federal benefits, services and applications easier and more secure.



### Simple and secure for the public

Because login.gov is a shared service, users need fewer passwords and learn fewer interfaces. Also, security experts protect one service instead of many. Dedicated teams of design and security experts also will continuously improve it.



### Saving time and money

login.gov handles software development, security operations, and customer support. This frees up government departments to focus on their missions while reducing costs and improving security.



### Built cooperatively

login.gov works with the private sector and nonprofits to identify and implement best practices and new standards.

login.gov builds on groundwork laid by the [National Institute of Standards and Technology](#), the [Cybersecurity National Action Plan](#), and the [Federal Acquisition Service](#).

# Know before you go...

## login.gov

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- ❖ Your email is used as your login – give this some thought
  - ❖ Businesses with an existing SAM MUST know what email was used for the Entity Administrator
- ❖ You will need to verify your email
- ❖ You need access to your phone
  - ❖ You will be either called or texted with a PIN. You choose method. You will also be urged to print a Personal Key – 16 digit



Let's go

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[www.login.gov](http://www.login.gov)



# Logging Into SAM

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- ❖ What do you need to have in order to sign in?
  - ❖ Every time you log into your account, you will need your email address, your password, and access to your phone
  - ❖ After you have entered your email address and password, login.gov will send to your phone a security code, which you will need to enter into the security code field in order to be logged in securely

# Update #2

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## ❖ Notarized Letter

How did the notarized letter review process change on June 29, 2018?

### Answer :

Effective June 29, 2018, **all** non-Federal entities who create or update their registration in SAM.gov will **no longer** need to have an approved Entity Administrator notarized letter on file before their registration is activated.

*Hint: This applies to you if your SAM.gov Purpose of Registration is either Federal Assistance or All Awards. Check SAM.gov to find your Purpose of Registration.*

All non-Federal entities still must mail the original, signed copy of the notarized letter to the Federal Service Desk. Failure to do so within 60 days of activation may result in the registration no longer being active.

# Notarized Letter

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**NOTE: GCAP has a template**

- ❖ Rules seem to change regularly
- ❖ FSD has stated that the Notarized Letter is not required unless the entity received an email from SAM asking for the letter – this was the most recent response from the Federal Service Desk.
- ❖ However, their website states: All non-Federal entities still must mail the original, signed copy of the notarized letter to the Federal Service Desk.



# Optimize Your SAM

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**op•ti•mize**

('ɒp tə ,maɪz)

**v. -mized, -miz•ing. v.t.**

- 1.** to make as effective, perfect, or useful as possible.
- 2.** to make the best of.

# 10 Points To Optimize your SAM

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1. Make sure your SAM is always accurate and up to date  
SAM expires once a year – know your expiration date  
if you have updates or changes be proactive – such  
as: banking information, POC, NAICS, average  
annual income, address, etc
2. Know what is in YOUR SAM  
MPIN, NAICS, Certifications? What is in YOUR SAM?
3. Make it ALL match  
OR Corporate Division, D & B and SAM must match –  
mandatory  
GCAP has a hotline to D & B – we can assist with  
expediting changes



# Optimize your SAM

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4. Representations and Certifications  
Do not guess, ask GCAP
5. Points of Contact – POC  
Unless it is you, give this some thought
6. DSBS – Very important part of your SAM registration  
GCAP can review and assist with this
7. Review your SAM for accuracy  
Are you a small business. If not, why?

# Optimize Your SAM

## 8. GCAP advises that you make your SAM public information viewable:

**What is the "SAM Search Authorization" in SAM, and how is it used?**

**Answer :**

When you choose not to provide SAM Search Authorization, your entity management registration information will not be visible to the public. Choosing not to provide authorization to have your entity included in the SAM public search may result in a reduction in Federal Government business opportunities. Subcontractors who choose this option will also not be visible to prime contractors. However, entities that have not provided SAM Search Authorization will still be visible to users with For Official Use Only data access, which includes all federal government users.

**NOTE:** If you are an SBA certified HUBZone or 8A firm (or applying for one of these certifications), your company's information must be displayed in the SAM Public Search.

# 9. Complete All Sections of Your SAM



Figure 4.2: Registration Overview

**Register Entity** | **Overview**

Registration Overview

SAM Entity Management registrants are required to submit detailed information on their entity in the following categories, depending on the purpose of the registration:

- Core Data**  
Mandatory for all registration types. Includes, but is not limited to, an entity's DUNS and/or DoDAAC, name, address, CAGE or NCAGE, code, TIN or EIN number, general information, financial information, and details about any proceedings in which the entity may currently be involved.
- Assertions**  
Documents self-assertions from each entity. Includes, but is not limited to, data about the types of goods and services the entity provides, the entity size, optional Electronic Data Interchange (EDI), and disaster relief data.
- Representations & Certifications**  
Documents an entity's representations and certifications related to their small business status, responses to commonly used Federal Acquisition Regulation (FAR) and Defense Federal Acquisition Regulation Supplement (DFARS) provisions/clauses, and Architect-Engineer Responses (SF330 Part II).
- Points of Contact**  
Mandatory for all registration types. The entity will be asked to provide contact information for any mandatory POC based on the information they provided during the registration process. Includes, but is not limited to, accounts receivable, electronic business, and government business.

**Notes:**  
An entity within the SAM system includes prime contractors, organizations or individuals applying for assistance awards, those receiving loans, sole proprietors, corporations, partnerships, and any Federal government agencies desiring to do business with the government.  
Entity Administrators and/or Entity Registration Representatives are responsible for ensuring the accuracy of an entity registration in SAM. An entity registration must be renewed every 365 days in order to remain active and will expire if it is not updated in a timely manner. An expired registration may affect the ability to do business with the Federal government.

[START REGISTRATION](#)

# 10. Search and Track Your SAM

Figure 4.63: SAM Status Tracker Tool

The screenshot shows the SAM Status Tracker tool interface. At the top is a navigation menu with links: HOME, SEARCH RECORDS, DATA ACCESS, CHECK STATUS (highlighted with a red box), ABOUT, and HELP. Below the navigation is a sidebar on the left with a 'Learn About Registration Status' section containing links for 'How do I start a registration?', 'What is Draft status?', 'What is Work in Progress status?', 'What is Submitted status?', 'What is Active status?', and 'What is Expired status?'. Below this is a 'What If?' section with links for 'What if my entity fails TIN validation?' and 'What if my entity fails CAGE Code validation?'. The main content area is titled 'SAM Status Tracker' and 'Check Entity Registration Status'. It includes a 'Page Description' section explaining that users can check registration status by entering a DUNS Number or CAGE Code, and that the tool only returns publicly-searchable records. Below the description is a section titled 'Use the SAM Status Tracker Now' which contains two search forms. The first form is for DUNS Number, with input fields for 'DUNS Number' and 'Plus 4 (Optional)', and 'Search' and 'Reset' buttons. The second form is for CAGE Code, with input fields for 'CAGE Code' and 'Search' and 'Reset' buttons.

The SAM Status Tracker uses seven circles to represent the registration process: Core Data, Assertions, Reqs & Certs, POCs, Submit, Processing, and Active. Visual indicators in the circles, text underneath the circles, a status message in bold above the circles and user messaging combine to give the registration status.

# Status Tracker

Figure 4.64: SAM Status Tracker – Registration Status

### SAM Status Tracker

Check registration status by typing in a DUNS number.

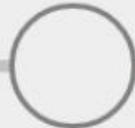
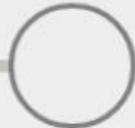
DUNS Number  Plus 4 (Optional)

Or, check registration status by typing in a (N)CAGE Code.

(N)CAGE Code

#### Status: Work in Progress

Continue your SAM registration by completing the Points of Contact (POC) section.

						
<b>Core Data</b>	<b>Assertions</b>	<b>Reps &amp; Certs</b>	<b>POCs</b>	<b>Submit</b>	<b>Processing</b>	<b>Active</b>
Completed	Not Required	Not Required	In Progress			



# Your SAM of the Future

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# SAM, Coming Soon...

<https://beta.sam.gov/>

- ❖ What does this mean to you?
  - ❖ **Keep your original website passwords up to date!**  
This helps ensure a smooth transition.  
You will be able to migrate or request roles as the original web sites are retired. Watch for each original website's transition to know when to set up your roles here.
  - ❖ **I have an account at an original website (e.g., SAM, FBO, CFDA, FPDS). Do I need to sign up on this site?**  
Yes, you do need to sign up. If you create an account here, you will be able to migrate roles from the original websites or request a new role. Sign up or sign in. Then go to your user profile to get started.

# Replacing DUNS #

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- ❖ There is a solicitation out now to replace the DUNS #
- ❖ What does this mean to you?
  - ❖ Well...we aren't sure yet. But we will keep our clients posted. Surely the incumbent, Dun & Bradstreet will submit a proposal, and should they be awarded, the transition may be very smooth. Should a different business be awarded, we will be trained and share with our clients

# Meet SAMMI

The Unique Entity Identifier in the System for Award Management (SAM) is currently the Data Universal Number System (DUNS®) number with which entities register. The unique entity identifier is tied in SAM to the legal Entity name, 'doing business as' name, and the physical address that corresponds to it. Entities awarded Federal procurement and grants actions, with limited exceptions, are required to register in SAM. The information from SAM is used throughout the government, to include all aspects of the procurement and financial assistance processes.

The government will be transitioning away from the DUNS numbering system to a new government owned unique entity identifier (UEI). The new SAM Managed Identifier (SAMMI), will be used within SAM and the Integrated Award Environment (IAE) as a primary key to identify every existing and new entity within SAM.gov. IAE recognizes that a change to any new unique entity identifier will require a significant transition in IAE and downstream systems. To enable a successful transition to the SAMMI while minimizing the impact to Government operation, IAE has planned for an extensive transition period and anticipates transition to the new UEI be completed by 2020.

# SAM Registration Requirement Change

**Effective Oct. 26, you must be registered in SAM before you submit a federal bid, proposal or quote**

That latitude goes away on October 26, 2018. On that date, FAR Subpart 4.1102 is officially amended to require all entities (i.e., vendors, including joint ventures) to be registered in SAM at the time they submit an offer (a bid or proposal) or submit a quotation to a federal agency. In essence, vendors who are not registered in SAM are ineligible to submit offers or quotes – effective October 26, 2018.

Keep in mind that the SAM registration process can take time to complete. If you're planning to compete for a federal contract in the future, you should complete your SAM registration as far in advance as possible. And, if you are already registered in SAM, remember that your SAM registration must be renewed at least annually – and renewed whenever any part of your registration needs to be updated.

# Questions?

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