STATEMENT OF OBJECTIVES (SOO)

SYNDICATED DATA CORE SERVICES

June 4, 2026

1.0 PURPOSE

The purpose of this Statement of Objectives (SOO) is to obtain commercial Syndicated Data Core Services. This capability is essential for the Defense Commissary Agency (DeCA) to meet its legislative responsibility to provide commissary patrons with savings when compared to the commercial marketplace. DeCA is seeking innovative, commercial platforms, tailored commercial consulting, and commercial data feeds across 13 severable Areas of Interest (AOIs).

2.0 SCOPE OF MISSION

The Defense Commissary Agency (DeCA or the Agency) is a component of the Department of War (DoW) reporting to the Under Secretary of War for Personnel and Readiness. DeCA is headquartered at Fort Lee, Virginia, and operates a worldwide system of 235 commissaries in 45 states, 13 countries and two U.S. territories (approximately 3,000 lanes including self-checkouts). DeCA is a global agency, with annual sales over $4.6 billion and employing more than 14,000 people. DeCA Commissaries sell food and related household items to Active, Reserve, and National Guard members of the Uniformed Services, retirees of these Services, service-related disabled veterans, authorized family members, and other authorized patrons (customers).

3.0 SCOPE OF REQUIREMENT

The scope of this effort encompasses the delivery of syndicated point-of-sale data, shopper behavior analysis, economic modeling for savings methodologies, geospatial location intelligence, and regulatory data management. To align with the commercial market and maximize competition, this requirement is divided into 13 distinct and severable Areas of Interest (AOIs):

- AOI 1: CONUS Non-Fresh Data Services
- AOI 2: CONUS Fresh Data Services
- AOI 3: CONUS Ecommerce Data Services
- AOI 4: OCONUS Non-Fresh Savings Methodology & Analysis
- AOI 5: OCONUS Fresh Savings Methodology & Analysis
- AOI 6: Patron Panel Data Services

- AOI 7: Competitor Location Intelligence
- AOI 8: SNAP Eligibility Data Service
- AOI 9: Competitor Pricing Percentile Data Services
- AOI 10: CONUS Manual Basket Shops
- AOI 11: OCONUS Manual Basket Shops
- AOI 12: CONUS Competitor Pricing Web Scrapes
- AOI 13: OCONUS Competitor Pricing Web Scrapes

4.0 OPERATING CONSTRAINTS & DEFINITIONS

The Contractor's proposed solution must adhere to the following mission boundaries:

- Geographic Scope (CONUS): For AOI 1, AOI 2, AOI 3, AOI 6, AOI 7, AOI 9, AOI 10, and AOI 12, the solution must encompass the 48 contiguous states, the District of Columbia, Alaska, Hawaii, and Puerto Rico. For AOI 10, the scope does not need to include Puerto Rico. AOI 7 includes CONUS, Alaska, and Hawaii and all other OCONUS locations, if available. AOI 8 includes CONUS, Alaska, Hawaii, Puerto Rico, and Guam.
- Geographic Scope (OCONUS): For AOI 11, the solution must encompass all countries and US Territories that DeCA operates commissaries in. AOI 13 encompasses all OCONUS locations as reflected in Attachment 1.
- DeCA-Eligible Patrons: For AOI 6, the solution must capture data from households authorized to shop at a military commissary (e.g., active duty, retired, Guard, Reserve, and authorized veterans).
- Cybersecurity and Information Safeguarding: The Contractor's proposed solution(s) must meet all applicable DoW cybersecurity policies. Anticipated compliance levels range from CMMC Level 1 (for AOIs involving only Federal Contract Information - FCI) up to CMMC Level 2 (for AOIs requiring the handling or processing of Controlled Unclassified Information - CUI). The formal determination of required security controls will be evaluated later in the acquisition process as part of formal proposals based on the vendor's proposed solution.
- Data Rights & Internal Use: The Government requires a standard commercial internal use license for underlying proprietary data and platforms, granting the Government the irrevocable right to ingest, store, merge, and utilize the provided commercial datasets internally within the DeCA enterprise IT environment (including the SAP/Advanced Retail Technology Suite (ARTS) system) for official business analysis and pricing strategies. The Government requires unlimited rights to all bespoke reports, economic methodologies, and analyses specifically generated for DeCA.

- Locations: The specific DeCA commissary locations requiring support are identified in Attachment 1 – DeCA Commissary Locations; subject to change. Offerors must ensure their proposed solutions provide coverage for all locations listed, as applicable to the proposed AOI(s).

5.0 PERFORMANCE OBJECTIVES

5.1 General Objectives (Applicable to all proposed AOIs)

The objective is to obtain a solution that includes comprehensive support services, specifically:

- Program Support: On-site, highly responsive, subject matter expert support for systems, ad-hoc analysis, market insights, and issue resolution.
- Platform Usability: For any user-facing portal, secure, highly available (e.g., 99.5% uptime), full functionality for end-users (e.g., 99.5%), access that provides intuitive, self-service ad-hoc reporting capabilities (including multidimensional filtering), internal collaboration/sharing, and standard data exporting (e.g. .csv, .xlsx).
- Training: A comprehensive training program (initial, recurring, and on-demand) with enduring materials to ensure DeCA user proficiency. If applicable, on-site subject matter expert will provide in-person training, as requested by DeCA.
- Data Access and DeCA System Integration: Highly reliable, automated mechanisms (e.g., API, SFTP) to ingest complete datasets into DeCA enterprise systems, including the SAP-based ARTS environment. Delivery methods and formats must utilize industry-standard data structures natively ingestible by SAP without requiring custom middleware development. The Contractor's solution must support data mapping and synchronization to DeCA-defined product hierarchies, including the transition to the GS1 Global Product Classification (GPC) standard. The objective includes providing necessary technical documentation (e.g., API dictionaries, data schemas), dedicated technical support during the initial setup phase until successful end-to-end data ingestion is validated by the Government, and immediate notification (within 3 hours) of any transfer failures.

5.2 AOI 1: CONUS Non-Fresh Data Services

The objective is to obtain a mature, commercial syndicated Point-of-Sale (POS) data platform covering the CONUS for all grocery retail competitors (including traditional grocery stores, supercenters, dollar stores, club stores, convenience stores) (Non-Fresh). The proposed solution should achieve the following:

- Non-Fresh does not include random weight and UPC driven Fresh Produce, Fresh Meat, Fresh Seafood, and Deli-Bakery-Sushi departments.
- Enable comparative analysis against all grocery retail competitors.

- Provide a comprehensive suite of industry-standard retail performance metrics (e.g., sales, units, distribution, market share, lift, and patron savings).
- Provide high-volume ad-hoc querying for user-defined lists of at least 1,000 unique products.
- Deliver timely and comprehensive Post-Promotional Analysis reports following bi-weekly events.
- Provide grouped items and geographic locations in a DeCA defined hierarchy.

5.3 AOI 2: CONUS Fresh Data Services

The objective is to obtain a mature, commercial syndicated Point-of-Sale (POS) data platform covering the CONUS for all grocery retail competitors (including traditional grocery stores, supercenters, dollar stores, club stores, convenience stores) (Fresh). The proposed solution should achieve the following:

- Fresh includes random weight and UPC driven Fresh Produce, Fresh Meat, Fresh Seafood, and Deli-Bakery-Sushi departments.
- Enable comparative analysis against all grocery retail competitors.
- Provide a comprehensive suite of industry-standard retail performance metrics (e.g., sales, units, distribution, market share, lift, and patron savings).

5.4 AOI 3: CONUS Ecommerce Data Services

The objective is to obtain a mature, commercial syndicated Point-of-Sale (POS) data platform covering the Ecommerce CONUS for all grocery retail competitors (including traditional grocery stores, supercenters, dollar stores, club stores, convenience stores). The proposed solution should achieve the following:

- Inclusive of all items (Fresh and Non-Fresh).
- Enable comparative analysis against grocery retail competitors.
- Provide a comprehensive suite of industry-standard retail performance metrics.

5.5 AOI 4: OCONUS non-Fresh Savings Methodology & Analysis

The objective is to obtain expert commercial economic consulting to design and execute a savings model where standard syndicated data is unavailable. The proposed solution should achieve the following:

- For all available grocery retail competitors (including traditional grocery stores, supercenters, dollar stores, club stores, convenience stores).
- Non-Fresh does not include random weight and UPC driven Fresh Produce, Fresh Meat, Fresh Seafood, and Deli-Bakery-Sushi departments.

- Develop, operate, and maintain a defensible, transparent, and verifiable methodology to calculate patron savings for OCONUS commissaries.
- Ensure the methodology is based on a representative sample or full non-fresh assortment of product offerings (including food, non-food, national brand, and private label) against local grocery retail competitors.
- Utilizing the Government-approved methodology, deliver a timely, highly accurate monthly savings report aggregated by Commissary, Country, DeCA Area (Europe/Pacific), Total OCONUS, and by Category at each of these geographic levels, across current month, QTD, and YTD timeframes.

5.6 AOI 5: OCONUS Fresh Savings Methodology & Analysis

The objective is to obtain expert commercial economic consulting to design and execute a savings model where standard syndicated data is unavailable. The proposed solution should achieve the following:

- For all available grocery retail competitors (including traditional grocery stores, supercenters, dollar stores, club stores, convenience stores).
- Fresh includes random weight and UPC driven Fresh Produce, Fresh Meat, Fresh Seafood, and Deli-Bakery-Sushi departments.
- Develop, operate, and maintain a defensible, transparent, and verifiable methodology to calculate patron savings for OCONUS commissaries.
- Ensure the methodology is based on a representative sample or full fresh assortment of product offerings against local grocery retail competitors.
- Utilizing the Government-approved methodology, deliver a timely, highly accurate monthly savings report aggregated by Commissary, Country, DeCA Area (Europe/Pacific), Total OCONUS, and by Category at each of these geographic levels, across current month, QTD, and YTD timeframes.

5.7 AOI 6: Patron Panel Data Services

The objective is to obtain a customization of a commercial panel data service to understand military shopper behavior. The proposed solution should achieve the following:

- Establish and manage a statistically representative panel of DeCA-eligible patron households.
- Collect and provide timely access to purchasing data (items, stores shopped, format) and comprehensive household demographic data (including, but not limited to: age, marital status, household size, income level, and commissary privilege status).

- Deliver derived industry-standard metrics (e.g., purchase frequency, share of wallet, brand loyalty) and reporting capabilities that enable DeCA to answer critical shopper behavior questions, including who patrons are, where and when they shop, and what factors influence their purchasing decisions.

5.8 AOI 7: Competitor Location Intelligence

The objective is to obtain a commercial geospatial/market dataset and tool. The proposed solution should achieve the following:

- Includes all CONUS commissary locations, Hawaii, and Alaska and all other OCONUS locations, if available.
- Provide an accurate dataset identifying all grocery retail competitors (including traditional grocery stores, supercenters, dollar stores, club stores, convenience stores) within at least a 40-mile radius of specified commissaries.
- Include competitor name, address, format, distance, and estimated grocery/total sales.
- Provide an interface allowing users to filter by distance, DeCA Area, DeCA Zone, and Commissary.
- Refreshed on a reoccurring basis with highly accurate data.

5.9 AOI 8: SNAP Eligibility Data Service

The objective is to obtain a niche regulatory compliance data feed. The proposed solution should achieve the following:

- Deliver a highly accurate, comprehensive master data file containing current, state/territory-specific SNAP-authorized item lists.
- Provide this complete master file on a monthly basis. The objective is to receive the file no later than five (5) business days prior to the start of the following month to allow sufficient time for ingestion and quality assurance.
- Provide a rapid emergency response mechanism to investigate and correct any "Critical Data Errors" (incorrectly flagged SNAP items) within 24 hours of Government notification.

5.10 AOI 9: Competitor Pricing Percentile Data Services

The objective is to provide DeCA with item level market retails comprised of the ability to break out the retail by market impact to include regional retails and the varying percentiles by movement (15%, 25%, 50%, Average, for all available grocery retail competitors (including traditional grocery stores, supercenters, dollar stores, club stores, convenience stores).

5.11 AOI 10: CONUS Manual Basket Shops

The objective is for the collection of data via manual price shops and reporting of data at commissary and DeCA identified grocery retail competitors in the contiguous United States (CONUS) and outside the contiguous United States (OCONUS) at the following locations: Alaska and Hawaii.

- Conduct manual price shops collecting both regular and sale price data for brand name and private label products, as applicable.
- Deliver the resulting regular and sale price data, as applicable, comprised of brand name and private label products shopped at the commissary and competitor locations in accordance with the list of store locations and products provided by DeCA
- The scope would consist of approximately 708 locations, comprised of 177 commissaries and 531 designated competitors, annually.
    - Each quarter will consist of approximately 25% of the commissaries and their designated competitors located within the local commuting area of each commissary.
- Shop a list of approximately 900 national brand SKUs and PLUs provided by DeCA.

5.12 AOI 11: OCONUS Manual Basket Shops

The objective is for the collection of data via manual price shops and reporting of data at commissary and DeCA identified grocery retail competitors outside the contiguous United States (OCONUS) not to include the following locations: Alaska and Hawaii.

- Conduct manual price shops collecting both regular and sale price data for brand name and private label products, as applicable.
- Deliver the resulting regular and sale price data, as applicable, comprised of brand name and private label products shopped at the commissary and competitor locations in accordance with the list of store locations and products provided by DeCA
- The scope would consist of approximately 232 locations, comprised of 58 commissaries and 174 designated competitors, annually.
    - Each quarter will consist of approximately 25% of the commissaries and their designated competitors located within the local commuting area of each commissary.
- Shop a list of approximately 900 national brand SKUs and PLUs provided by DeCA.

5.13 AOI 12: CONUS Competitor Pricing Web Scrapes

The objective of this requirement is to provide DeCA with item-level capturing of the competitive retails from their website, within CONUS (to include Alaska or Hawaii), for the top 10 most impactful large format grocery competitors in the market on a regional basis.

- Provided bi-weekly.

5.14 AOI 13: OCONUS Competitor Pricing Web Scrapes

The objective of this requirement is to provide DeCA with item-level capturing of the competitive retails from their website, within OCONUS (not to include Alaska or Hawaii), for the top 10 most impactful large format grocery competitors in the market on a regional basis.

- Provided bi-weekly.