REQUEST FOR INFORMATION

Syndicated Data Core Services

1.0 PURPOSE AND INTRODUCTION

The Army Contracting Command–Aberdeen Proving Ground (ACC-APG), Installation and Technology Division, Aberdeen Proving Ground, Maryland, is issuing this Request for Information (RFI) to conduct market research and assess industry capability to meet the requirement for Syndicated Data Core Services in support of the Defense Commissary Agency (DeCA).

This is not a solicitation for proposals, a promise to issue a solicitation in the future, or a commitment to purchase any products or services. Interested parties are responsible for adequately marking proprietary or competition sensitive information contained within their response. Any information submitted by respondents to this RFI is strictly voluntary. The Government will not reimburse any company or individual for any expenses associated with preparing/submitting information in response to this posting. The information provided in this RFI is subject to change and is not binding on the Government. All costs associated with responding to this RFI will be solely at the interested party's expense.

The purpose of this RFI is to identify sources capable of providing established, commercial SaaS platforms, tailored commercial consulting, and commercial data feeds across 13 severable Areas of Interest (AOIs). These services will allow DeCA to meet its legislative responsibility to provide commissary patrons with savings when compared to the commercial marketplace. This requirement encompasses the delivery of syndicated point-of-sale data, shopper behavior analysis, economic modeling for savings methodologies, geospatial location intelligence, and regulatory data management.

2.0 BACKGROUND

The Defense Commissary Agency (DeCA) is a component of the Department of War (DoW) that provides enterprise-wide mission support to all U.S. uniformed services, including the Army, Marine Corps, Navy, Air Force, Space Force, and Coast Guard, in both continental United States (CONUS) and outside of the continental United States (OCONUS) locations. DeCA's mission is to deliver a vital benefit of the military compensation package that improves quality of life and readiness by providing grocery items at significant savings to military personnel and their families. DeCA operates a global system of 235 commissaries across 45 states, 13 countries, and two United States (U.S.) territories, with approximately 3,000 checkout lanes.

To support this global operation, DeCA requires a comprehensive solution that includes Program Support; Platform Usability featuring secure, highly available, full functionality for end-users with intuitive, self-service ad-hoc reporting capabilities; a comprehensive training program with enduring materials to ensure DeCA user proficiency; and Data Access and DeCA System Integration.

3.0 REQUESTED INFORMATION

Interested parties are requested to provide responses to the following areas. Please be specific and provide sufficient details to demonstrate your capabilities. Please indicate clearly if your company can provide a total or a partial solution. If only providing a partial solution, clearly indicate which of the Areas of Interest (AOIs) your company can address.

This document must address the following 13 Areas of Interest (AOIs):

AOI 1: CONUS Non-Fresh Data Services

The objective is to obtain market information on mature, syndicated Point-of-Sale (POS) data platforms covering the CONUS for all grocery retail competitors (non-fresh). DeCA is interested in identifying platforms with the capability to:

- Exclude random weight and UPC-driven Fresh Produce, Fresh Meat, Fresh Seafood, and Deli-Bakery-Sushi departments (Non-Fresh designation).
- 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).
- Support 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.
- Accommodate grouped items and geographic locations in a DeCA-defined hierarchy.

AOI 2: CONUS Fresh Data Services

The objective is to obtain market information on mature, syndicated Point-of-Sale (POS) data platforms covering the CONUS for all grocery retail competitors (Fresh). DeCA is interested in identifying platforms with the capability to:

- Include random weight and UPC-driven Fresh Produce, Fresh Meat, Fresh Seafood, and Deli-Bakery-Sushi departments (Fresh designation).
- 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).

AOI 3: CONUS Ecommerce Data Services

The objective is to obtain market information on mature, syndicated Point-of-Sale (POS) data platforms covering Ecommerce within CONUS for all grocery retail competitors. DeCA is interested in identifying platforms with the capability to:

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

AOI 4: OCONUS Non-Fresh Savings Methodology & Analysis

The objective is to identify expert commercial economic consulting services to design and execute a savings model where standard syndicated data is unavailable. DeCA is seeking information on industry's capability to:

- Cover all available grocery retail competitors (including traditional grocery stores, supercenters, dollar stores, club stores, convenience stores).
- Exclude random weight and UPC-driven Fresh Produce, Fresh Meat, Fresh Seafood, and Deli-Bakery-Sushi departments (Non-Fresh designation).
- 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.
- Deliver, utilizing the approved methodology, a timely and highly accurate monthly savings report aggregated by Commissary, Country, DeCA Area (Europe/Pacific), Total OCONUS, and by Category at each geographic level, across current month, QTD, and YTD timeframes.

AOI 5: OCONUS Fresh Savings Methodology & Analysis

The objective is to identify expert commercial economic consulting services to design and execute a savings model where standard syndicated data is unavailable. DeCA is seeking information on industry's capability to:

- Cover all available grocery retail competitors (including traditional grocery stores, supercenters, dollar stores, club stores, convenience stores).
- Include random weight and UPC-driven Fresh Produce, Fresh Meat, Fresh Seafood, and Deli-Bakery-Sushi departments (Fresh designation).
- 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.
- Deliver, utilizing the approved methodology, a timely and highly accurate monthly savings report aggregated by Commissary, Country, DeCA Area (Europe/Pacific), Total OCONUS, and by Category at each geographic level, across current month, QTD, and YTD timeframes.

AOI 6: Patron Panel Data Services

The objective is to identify customizable panel data services capable of tracking military shopper behavior. DeCA is interested in identifying services with the capability to:

- 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.

AOI 7: Competitor Location Intelligence

The objective is to identify commercially available geospatial/market datasets and tools. DeCA is interested in identifying tools with the capability to:

- Include all CONUS commissary locations, Hawaii, Alaska, and OCONUS locations, where 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.
- Detail competitor name, address, format, distance, and estimated grocery/total sales.
- Provide a user interface allowing filters by distance, DeCA Area, DeCA Zone, and Commissary.
- Utilize recurring, highly accurate data refreshes.

AOI 8: SNAP Eligibility Data Service

The objective is to identify niche regulatory compliance data feeds. DeCA is interested in identifying services with the capability to:

- 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, 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.

AOI 9: Competitor Pricing Percentile Data Services

The objective is to identify data services capable of providing DeCA with item-level market retails. DeCA is interested in identifying services with the capability to:

- Break out retail data by market impact, including regional retails and varying percentiles by movement (15%, 25%, 50%, Average).
- Cover all available grocery retail competitors (including traditional grocery stores, supercenters, dollar stores, club stores, convenience stores).

AOI 10: CONUS Manual Basket Shops

The objective is to identify industry capabilities for the manual collection and reporting of price data at commissaries and designated grocery retail competitors in the CONUS, Alaska, and Hawaii. DeCA is seeking information on industry's capability to:

- Conduct manual price shops to collect both regular and sale price data for brand name and private label products.
- Deliver regular and sale price data for products shopped in accordance with DeCA-provided store locations and product lists.
- Manage an annual scope of approximately 708 locations (177 commissaries and 531 designated competitors), executing approximately 25% of the locations quarterly.
- Shop a list of approximately 900 national brand SKUs and PLUs provided by DeCA.

AOI 11: OCONUS Manual Basket Shops

The objective is to identify industry capabilities for the manual collection and reporting of price data at commissaries and designated grocery retail competitors outside the contiguous United States (OCONUS), excluding Alaska and Hawaii. DeCA is seeking information on industry's capability to:

- Conduct manual price shops to collect both regular and sale price data for brand name and private label products.
- Deliver regular and sale price data for products shopped in accordance with DeCA-provided store locations and product lists.
- Manage an annual scope consisting of approximately 232 locations (58 commissaries and 174 designated competitors), executing approximately 25% of the locations quarterly.
- Shop a list of approximately 900 national brand SKUs and PLUs provided by DeCA.
- Shop a list of approximately 900 national brand SKUs and PLUs provided by DeCA.

AOI 12: CONUS Competitor Pricing Web Scrapes

The objective is to identify data scraping services capable of providing DeCA with item-level competitive retail pricing from websites within CONUS (including Alaska and Hawaii). DeCA is interested in identifying services with the capability to:

- Provide competitive retail data for the top 10 most impactful large-format grocery competitors in the market on a regional basis.
- Deliver this data on a bi-weekly basis.

AOI 13: OCONUS Competitor Pricing Web Scrapes

The objective is to identify data scraping services capable of providing DeCA with item-level competitive retail pricing from websites within OCONUS (excluding Alaska and Hawaii). DeCA is interested in identifying services with the capability to:

- Provide competitive retail data for the top 10 most impactful large-format grocery competitors in the market on a regional basis.
- Deliver this data on a bi-weekly basis.

In addition to the AOIs above, respondents should address the following questions:

- Technical Approach: What established, commercially available SaaS platforms or commercial data delivery methods (e.g., APIs, secure SFTP, web portals) do you recommend to meet these requirements? What are your standard commercial licensing terms, user seat limitations, and data usage/sharing restrictions for Government clients? How do you ensure system adaptability?
- Experience: Provide examples of similar systems developed for commercial or DoD/Government agencies. Describe your OCONUS implementation experience and your company's DoD security/CMMC certification level.
- Cost & Schedule: Provide an estimated Rough Order of Magnitude (ROM) price. Your ROM should include a detailed breakout of all primary software licensing costs, explicitly identify any additional commercial software required, and provide the itemized costs associated with those additional products. What contract or shared savings models incentivize early delivery? What is a realistic timeline for account provisioning, data ingestion/mapping, user training, and full onboarding of DeCA users?
- Risk Management: What are the primary risks associated with integrating a new system with other government systems, and how have you managed interoperability risks in the past?

4.0 RESPONSE INSTRUCTIONS

Please format your response as a single Portable Document Format (PDF) not to exceed five (5) pages (excluding cover page). Marketing materials may be included as attachments and do not count toward the page limit. Proprietary information must be clearly marked.

In your response, please include:

- Company name, address, CAGE code, and UEI number.
- Designated Point of Contact (Name, Title, Phone Number, Email).
- Business size and any applicable socio-economic statuses.
- Any existing government-wide contract vehicles on which your solution and associated services are available (e.g., NASA SEWP V, GSA MAS, etc.).

Final Response Submission:
Responses to this request for information must be received no later than 13:00 p.m. Eastern Standard Time on Friday, 3 July 2026. All submissions in response to this Request for Information shall be transmitted via email to the Contracting Specialist, Ms. Shelby Saum, at Shelby.a.saum.civ@army.mil. Use the email subject line “RFI_26_DeCA_SCDS”.