

DIGITAL MARKET



U.S. ARMY



PEO ENTERPRISE



DIGITAL MARKET

The Digital Market product office is committed to delivering a modernized and efficient experience, streamlining procurement processes and enhancing flexibility and accessibility for Army and DOD users.



MISSION

To deliver a singular marketplace experience, providing digital concierge services — including assisted acquisition, unparalleled value and a seamless experience for Army customers — to purchase enterprise-wide hardware, software and support services.

FAST FACTS



DIGITAL MARKETPLACE

Digital Market's future online ordering system will be a new digital experience and will be called "Digital Marketplace" with:

- Seamless catalog integration for vendors
- Intuitive e-commerce experience for customers

ENTERPRISE LICENSE AGREEMENTS

We're changing how we buy software licenses!

- Identifying Army needs
- Developing agreements
- Changing when we buy
- Maximizing investments

WHAT IS "DIGITAL MARKET"

Digital Market is a bold new product office within PEO Enterprise, designed to deliver a modern, user-centric IT acquisition experience. The introduction of a new product office with a new name, mission and vision reimagines how the Army and DOD acquire, manage and utilize IT hardware, software and services. By embracing Agile principles and accelerating procurement timelines, Digital Market provides a faster, more accessible and mission-aligned approach to delivering innovative IT solutions across the enterprise.

WHAT DOES "DIGITAL MARKET" DO?

The Digital Market team proudly oversees full lifecycle management of existing contracts, including ADMC3, ITES-SW2, ITES-3S and ITES-3H, ensuring their continued success and compliance through contract completion. The team is leading the way in modernizing Army IT acquisition by aligning new contract requirements, such as Enterprise License Agreements, under Digital Market and the IT E-Mart system. This approach will ensure a smooth transition to a next-generation acquisition platform, with innovative contract vehicles like the Marketplace for the Acquisition of Professional Services poised to enhance mission readiness, efficiency and value across the Army.

GOALS & PRIORITIES

- **Modernize traditional procurement practices**
- **Streamline and simplify acquisition processes**
- **Prioritize user-centric experiences**
- **Leverage automation to drive efficiency**
- **Improve flexibility and expand accessibility across the enterprise**



BY THE NUMBERS

04

IDIQ Contract
Vehicles

168

Vendor Contracts

6,625

Active User Accounts

94%

Contracts Awarded



"This effort will result in a more Agile, rapid and efficient way for users to procure IT products and services. As we usher in the era of the Digital Market product office, our team is dedicated to empowering the Army with innovative, efficient, and user-centric procurement solutions that will drive mission success well into the future."

- **Reginald Shuford, Acting Product Lead,
Digital Market**

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