Agenda

- **What** Is the Unique Entity ID and **when** Is it Changing?
- **Why** Is the Change from the DUNS Number to Unique Entity ID (SAM) Happening?
- **What** Does the Unique Entity ID (SAM) **Mean for Me**?
- **How** Do I Get a Unique Entity ID (SAM) without Registering?
- Preview: Incorporating Getting a Unique Entity ID (SAM) into the SAM.gov entity registration process
What Is the Unique Entity ID and When Is it Changing?
What Is the Unique Entity ID?

DUNS Number

The authoritative unique entity identifier used by the federal government today is the **DUNS Number**

- The DUNS Number is a 9-character numeric value
- Managed, granted, and owned by Dun & Bradstreet

<table>
<thead>
<tr>
<th>DUNS</th>
<th>012345678</th>
</tr>
</thead>
</table>

Unique Entity ID (SAM)

The authoritative unique entity identifier used by the federal government in the future will be the **Unique Entity ID (SAM)**

- The Unique Entity ID (SAM) is a 12-character alphanumeric value
- Managed, granted, and owned by the government

| SAM        | ABC012345678 |
**When is the Unique Entity ID Changing?**

<table>
<thead>
<tr>
<th>Today</th>
<th>On April 4, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUNS Number is the authoritative identifier</td>
<td>Unique Entity ID (SAM) is the authoritative identifier</td>
</tr>
<tr>
<td>Unique Entity ID (SAM) is available in search and display of all IAE systems, not authoritative</td>
<td>DUNS Number is not available in IAE systems</td>
</tr>
<tr>
<td>Users can get a Unique Entity ID (SAM) in SAM.gov with with a DUNS Number from D&amp;B</td>
<td>Users can get a Unique Entity ID (SAM) in SAM.gov—the DUNS Number is no longer needed</td>
</tr>
<tr>
<td>Entities with a UEI (SAM) only or a registration can be viewed on SAM.gov by searching entity information</td>
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</tbody>
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Why Is the Change from the DUNS Number to Unique Entity ID (SAM) Happening?
Why Is the Change from DUNS to Unique Entity ID Happening (1 of 2)?

- Changing from DUNS to the Unique Entity ID (SAM) is a federal government-wide initiative.
- OMB directed federal agencies to complete their transition to the Unique Entity ID (SAM) no later than April 4, 2022.

- GSA’s role in the federal transition is to provide a Unique Entity ID (SAM) to entities.
- GSA is also preparing all IAE systems (SAM.gov, FPDS, FAPIIS, etc.) to use the new Unique Entity ID.
The federal government is **streamlining** the entity registration process and **making it easier for entities** to do business with the federal government.

- This change simplifies the process of registering your organization to do business with the federal government.
  - Entities will be assigned an identifier during registration or can request one at SAM.gov without needing to register.
  - You will not need to go to a third party to obtain an identifier or to get help.
Federal agencies you do business with will provide information about how to use the Unique Entity ID in their award and payment processes.

- For example, Grants.gov has already initiated its transition.
- Go to: [grants.gov/web/grants/forms/planned-uei-updates.html](https://grants.gov/web/grants/forms/planned-uei-updates.html)

Federal agencies are managing their own Unique Entity ID transition plans.

- They will update their own:
  - Grant award processes and systems
  - Procurement award processes and systems
  - Invoicing and payment processes and systems
What Does the Unique Entity ID (SAM) Mean for Me?
I already have a SAM.gov registration.

You’ve already been assigned a Unique Entity ID!

It’s viewable on your entity registration record in SAM.gov.
I’m a sub-awardee NOT registered in SAM.gov and I use the DUNS Number for subaward reporting.

You can request a Unique Entity ID (SAM) in SAM.gov **today**. A DUNS Number is still required. **No registration will be required.**

Continue to use your DUNS Number for reporting. Starting on **April 4, 2022**, you will only use the Unique Entity ID (SAM) for reporting.
Before April 4, 2022, go to D&B and get a DUNS Number, then go to SAM.gov to register your entity. You will be assigned a Unique Entity ID (SAM) as a part of the SAM.gov registration process.
I’m going to register my entity in the future. Do I still need the DUNS Number? How do I get a Unique Entity ID (SAM)?

After April 4, 2022, you will be assigned a Unique Entity ID (SAM) as part of the SAM.gov registration process. You no longer need to get a DUNS Number for SAM.gov entity registration.
See our new page on the transition on SAM.gov, linked from the homepage.
Access the **NEW UEI Quick Start Guide** or view the video on Getting a Unique Entity ID.
How Do I Get a Unique Entity ID (SAM) without Registering?
Right now on SAM
Once signed in you can select “Get Started” from the homepage, entity landing page, and workspace to get a help page for determining which path to take
- entity registration process
- just need a UEI (SAM)

If you select just to get Unique Entity ID (SAM), you will be taken to enter the entity information.

If you need a full registration to receive awards or assistance from the federal government, you will need to select ‘register entity’ from this screen.

If you already have a registration, you already have a UEI (SAM). Just go to the main search to view the UEI (SAM).
Get a Unique Entity ID in SAM.gov (1 of 3)

1. Select “Get Started” from Entity Management widget in Workspace or SAM.gov home page

2. Select “Get Unique Entity ID”

3. You enter your entity’s DUNS Number, legal business name, and physical address

4. The validation service finds match and displays your entity’s name and address

5. You confirm, if correct

6. You certify you are authorized to make transactions on behalf of the entity

7. SAM.gov displays your Unique Entity ID

8. You’re done if all you need is a Unique Entity ID. You can choose to continue to start an entity registration if you’d like to.
Get a Unique Entity ID in SAM.gov (2 of 3)

4a The validation service does not find a match

5 Check your information and try again

6 If still no match found, go to Dun & Bradstreet and update your information if needed

7 Go back to SAM.gov 1–2 business days after you make changes to your Dun & Bradstreet record and try again
Get a Unique Entity ID in SAM.gov (3 of 3)

4b. The validation service finds a match and it has already been assigned an entity ID.

5. You confirm, if correct.

6. You certify you are authorized to make transactions on behalf of the entity.

7. SAM.gov displays the Unique Entity ID. You’re done if that’s all you needed. You can choose to continue to start an entity registration if you’d like to.
Preview: Incorporating Getting a Unique Entity ID (SAM) into the SAM.gov Entity Registration Process
Once signed in:

from any of the “Get Started” pages a help page for determining which path to take

- entity registration process
- just need a UEI (SAM)

If you opt to complete the full registration, you will be taken to the purpose of registration page.

If you select just to get Unique Entity ID (SAM), you will be taken to enter the entity information.

If you already have a registration, you already have a UEI (SAM). Just go to the main search to view the UEI (SAM).
First Step

This is the first step in the future non-federal entity registration.

In the new registration workflow you will see:

✓ Additional help on screen
✓ Changes to look and feel
✓ UEI (DUNS) is still used for validation
✓ UEI (SAM) assigned with current process.

Purpose of Registration

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.

What type of entity are you registering?

- Business or Organization
- U.S. State Government
- U.S. Local Government
- Tribal Government
- Foreign Government

Why are you registering this entity to do business with the U.S. government?

- I want to be able to bid on federal contracts or other procurement opportunities. I also want to be able to apply for grants, loans, and other financial assistance programs.
- I only want to apply for federal assistance opportunities like grants, loans, and other financial assistance programs.
This page informs you of upcoming steps you will need complete.

You can decide to change the Purpose of Registration or continue forward.

Specific help for those ‘interested only in federal assistance opportunities’ at bottom of page.
This is a help page to ensure you are ready to complete the registration process.

The Unique Entity ID does not change the required documents and information for you to register in SAM.
1. Enter Entity Information

Easy view of steps so you know where you are in process.

Unique Entity Identifier is still authoritatively the DUNS until April 4th 2022.

Entity validation to get the UEI (SAM) will be against D&B information.

Fields adapt based on user input, e.g. country will change ZIP fields and entering the ZIP will auto-populate the state and city.
2. Confirm Entity Information

Matches displayed are based on a comparison of data entered by the user to D&B data.

We do take a near match. In the case shown “Parkway” was entered by the user, and “PKWY” is in the record.

Just as with registrations, the entity can determine whether they want the UEI to show publicly or just be restricted to federal users.

If no matches are found, the user will be directed to D&B, as they are still the source until April 4th.
3. Request the UEI

Three outcome scenarios:

a. Entity is already registered in SAM
b. Entity has already been claimed and assigned a UEI in SAM
c. Entity has not been claimed in SAM

This previews the first scenario. If the entity is already registered in SAM, the user will be notified and given an easy path to request a role.
This previews the second scenario where a Unique Entity ID (SAM) has already been assigned to the entity in SAM. You will see the following message.

You are now associated to the entity and can accept any updates from D&B for items such as address changes.

The entity is NOT registered at this point. We do provide that in text on screen and an “easy” button for the user to start the registration from the confirmation page.
The third path is when the Unique Entity ID (SAM) has not been assigned to the entity. You will see the following screen.

You must certify you are authorized to take this action for the entity.
Starting in April 2022, the DUNS field will no longer be in the data entry screen, and will no longer show on any search or display pages.

We will also have a “Create incident” option available when you find no matches for your entity. The option will open a ticket that includes your input from step 1, and any matches shown to you in step 2.

The created ticket will go directly to the entity validation service specialists within the help desk.

You can also upload additional documents or text to help the agent reviewing the issue.

You will get a notification of the FSD incident number.
We Want Your Feedback!

Our feedback tool is on the footer of all pages on SAM.gov

We welcome you to provide feedback on this site.
If you have a technical issue or need a question answered, please go to the Federal Service Desk.
The Integrated Award Environment

See latest on how GSA is preparing for the federal transition at:
GSA.gov/EntityID

Join us on Interact for the latest updates:
interact.gsa.gov/group/integrated-award-environment-iae-industry-community

Join the Technical Interface Community by emailing
IAE_Admin@gsa.gov
Questions?

Thank you!