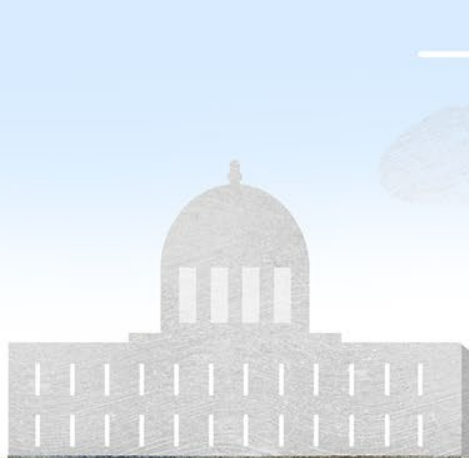# Getting a Unique Entity ID (SAM)

Katherine Rollins
Lead Program Manager, SAM.gov

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Agenda

- **What Is a Unique Entity ID?**

- **When Is the Unique Entity ID 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?

What Is the Unique Entity ID?

TODAY

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

- The DUNS Number is a 9-character numeric value

- Managed, granted, and owned by Dun & Bradstreet

APRIL 4, 2022

The authoritative unique entity identifier used by the federal government 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

The DUNS Number will remain the authoritative identifier until 4/3/2022

When Is the Unique Entity ID Changing?

SAM.GOV®

When is the Unique Entity ID Changing?

Unique Entity ID (SAM) is available in IAE systems

The federal government stops using the DUNS Number to identify entities

Today	On April 4, 2022
◉ DUNS Number is the authoritative identifier	◉ Unique Entity ID (SAM) is the authoritative identifier
◉ Unique Entity ID (SAM) is available in API extracts search and display of all IAE systems, not authoritative	◉ DUNS Number is not available in IAE systems
◉ Users can get a Unique Entity ID (SAM) in SAM with validation through DUNS/D&B	

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)?

The move from DUNS to the Unique Entity ID (SAM) is a **federal government-wide initiative**.

OMB has directed federal agencies/systems to complete their transition to the Unique Entity ID (SAM) no later than April 4, 2022.

GSA's role in the federal transition is, in part, to assign the Unique Entity ID (SAM) as part of the entity registration process.

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.**

Agency Implementation across the Federal Government

Federal agencies are **implementing their own** Unique Entity ID transition plans by April 4, 2022.

- They will manage updates to their own:
    - Procurement award processes and systems
    - Grant award processes and systems
    - Invoicing and payment processes and systems

Federal agencies you do business with will directly issue information about changes to the award and payment processes.

- For example, Grants.gov has already initiated its transition.
- Go to: **grants.gov/web/grants/forms/planned-uei-updates.html**

What Does the Unique Entity ID (SAM) Mean for Me?

SAM.gov Account

- Anyone can sign up for a SAM.gov account

- An email address, password, and multifactor authentication method are all that's required

- Takes only a few minutes to set up at Login.gov

- Gives access to SAM.gov data and other functionalities related to searching, viewing, and downloading government award data

Unique Entity ID (SAM)

- The alphanumeric identifier used by the government to identify organizations and businesses

- Requires a SAM.gov account

- Today, requires validation of a DUNS Number, legal business name, and physical address

- Used in some federal award processes, such as subcontract reporting

Registering an Entity

- To bid on or apply for federal awards as a prime awardee, you need a registration

- Requires a SAM.gov account

- A Unique Entity ID (SAM) will be assigned to you as part of registration if you don't already have one

- Assertions, representations & certifications, and other business documentation, like banking information, is required for registration

I'm an entity already registered in SAM.gov

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.

I pull award data and reports from IAE systems and view the DUNS Number.

The Unique Entity ID (SAM) **is available now**, along with the DUNS Number, in SAM.gov APIs, data extracts, and the FPDS Atom Feed.

On April 4, 2022, only the new Unique Entity ID will be provided and **the DUNS field will go away**.

I search for entity and contract award information using the DUNS Number.

Today, you can use the DUNS Number and/or the Unique Entity ID (SAM) to search entities. Starting on April 4, 2022, you can only use the Unique Entity ID (SAM).

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)?

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.

To check if the above examples apply or find more help for how the transition impacts you, see our consolidated help information on UEI Transition on FSD.gov home page.
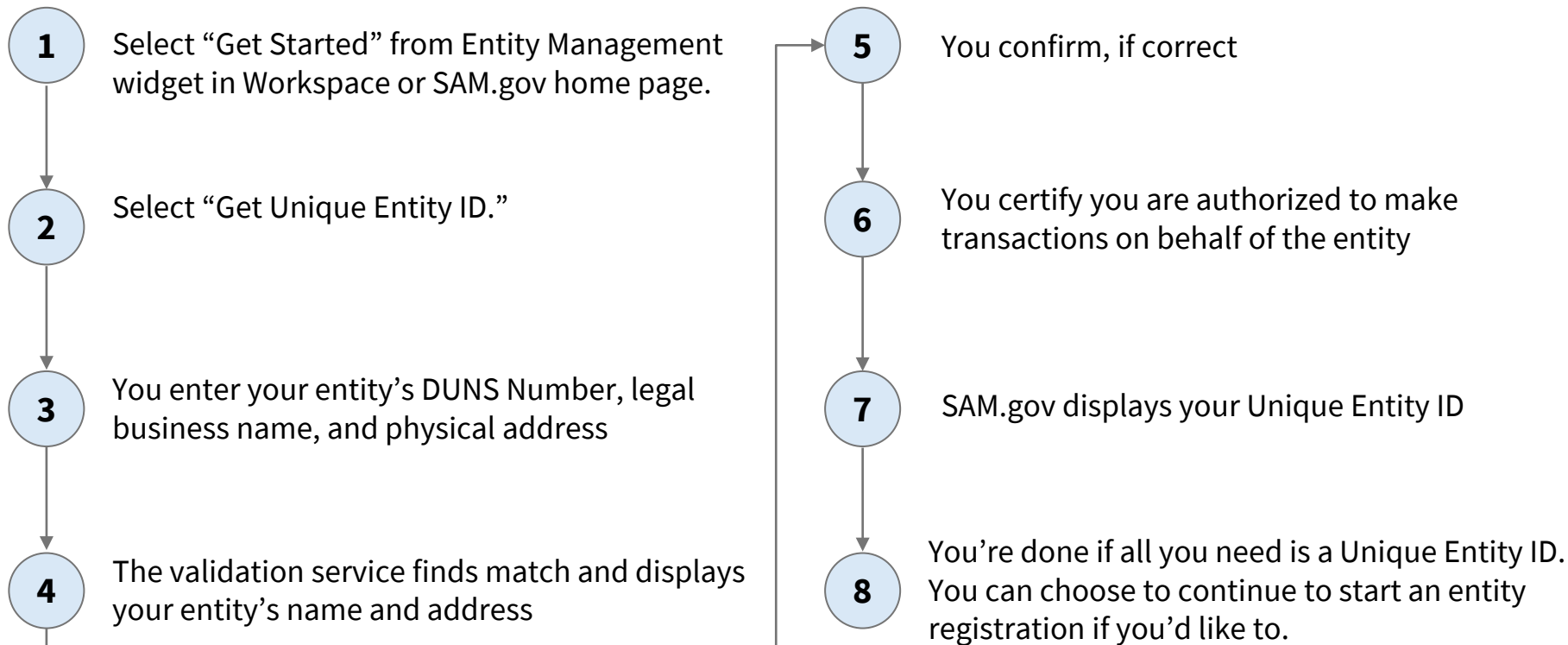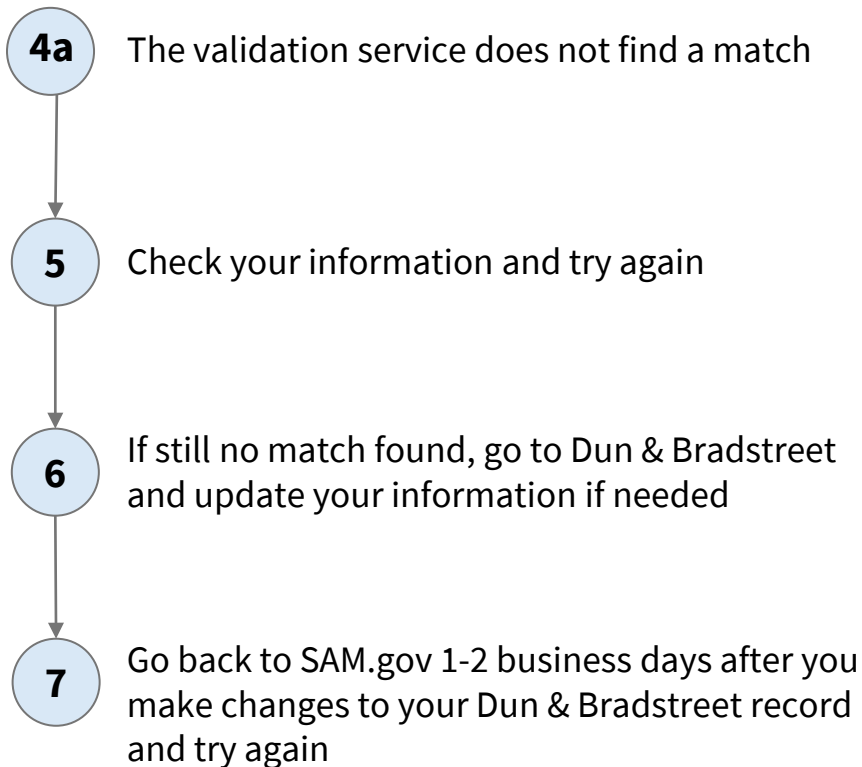
Access it here.

Access the NEW UEI Quick Start Guide

Getting a
Unique Entity ID (SAM)
Overview

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.

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

Enter Entity Information
All the following information will be used to validate your entity, unless marked as optional.

ⓘ **No Match Found**
We were unable to find a match for the information you entered. Please check your DUNS number, Legal Business Name, and Physical Address to be sure they are accurate then try to validate information again. If you are unable to match your information, please contact Dun & Bradstreet.
Go to Dun & Bradstreet ↗

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.

1   Enter Entity Information   2   Validate Information   3   Request UEI   4   Receive UEI

Receive UEI

You have already been assigned a Unique Entity ID.

N9JAWEY8SJD5

(i)   **Unique Entity ID already assigned**
This entity has already been assigned the following unique entity ID, but is not registered in SAM. There are likely other users already also associated with this entity.

VERIFIED MATCH:

US TEST COMPANY 549   ● Public

DUNS   UNIQUE ENTITY ID:
362261773

SAM   UNIQUE ENTITY ID:
N9JAWEY8SJD5

PHYSICAL ADDRESS
3501 CORPORATE PKWY
CENTER VALLEY, PA 18034
US

You have finished getting your Unique Entity ID, select **Done** to return to your workspace.
To continue with registration, select **Continue Registration**.

[Continue Registration]   [Done]

Walkthrough: How Do I Get a Unique Entity ID (SAM) without Registering?

New Homepage Options

SAM.GOV®

Home   Search   Data Bank   Data Services   Help

‹ Entity Management

Get Started

Register Entity

An entity registration allows you to bid on government contracts and apply for federal assistance. As part of entity registration, we will assign you a Unique Entity ID (SAM).

Comprehensive and current entity information is an essential part of the federal award process. It is important to prepare your information and allow sufficient time to understand and accurately complete your registration. You only need to complete and manage it here to remain eligible for federal awards.

You must renew your registration every 365 days for it to remain active.

Register Entity

Get Unique Entity ID (SAM)

If you only conduct certain types of transactions, such as reporting as a sub-awardee, you may not need to complete an entity registration. Your entity may only need a Unique Entity Identifier.

You can get a Unique Entity ID (SAM) for your organization without having to complete a full entity registration.

Get Unique Entity ID

Once signed in:
from any of the "Get Started" pages a help page for determining which path to take
- full entity registration process
- just need a UEI (SAM)

If you opt to complete the full registration, your entity will be assigned a UEI (SAM) automatically as part of the process. No additional steps needed, and all current validations and requirements remain.

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

Enter Entity Information
All the following information will be used to validate your entity, unless marked as optional.

DUNS | Unique Entity ID

Legal Business Name
If you are acting on behalf of a limited partnership, LLC, or corporation, your legal business name is the name you registered with your state filing office.

Physical Address
Your physical address is the street address of the primary office or other building where your entity is located. A post office box may not be used as your physical address.

Country

Street Address 1

Street Address 2 (Optional)

ZIP Code (+4)

City   State

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 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.

Validate Information

The information you provided matches the following entity:

YOU ENTERED:

US TEST COMPANY 849

DUNS UNIQUE ENTITY ID:
362261781

PHYSICAL ADDRESS
3501 CORPORATE PARKWAY
CENTER VALLEY, PA 18034
US

WE FOUND THE FOLLOWING MATCH:

US TEST COMPANY 849

DUNS UNIQUE ENTITY ID:
362261781

PHYSICAL ADDRESS
3501 CORPORATE PKWY
CENTER VALLEY, PA 18034-8232
US

☑ Allow the selected record to be a public display record.
If you feel displaying non-sensitive information like your registration status, legal business name and physical address in the search engine results poses a security threat or danger to you or your organization, you can restrict the public viewing of you record in SAM's search engine. However, your non-sensitive registration information remains available under the Freedom of Information Act to those who download the SAM public data file. Learn more about SAM public search results ☑.

Enter Entity Information

All the following information will be used to validate your entity, unless marked as optional.

ⓘ **No Match Found**

We were unable to find a match for the information you entered. Please check your DUNS number, Legal Business Name, and Physical Address to be sure they are accurate then try to validate information again. If you are unable to match your information, please contact Dun & Bradstreet.

Go to Dun & Bradstreet ☑

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 be 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 a 'easy' button for the user to start that process from the confirmation page.

The last 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.

1 Enter Entity Information — **2** Validate Information — **3** Request UEI — **4** Receive UEI

Request UEI

You have completed validation. Select **Request UEI** to be assigned a Unique Entity ID.

VERIFIED MATCH:

US TEST COMPANY 549 • Public

DUNS UNIQUE ENTITY ID:
362261773

PHYSICAL ADDRESS
3501 CORPORATE PKWY
CENTER VALLEY, PA 18034
US

Before requesting your UEI, please certify that you are authorized to conduct transactions under penalty of law to reduce the likelihood of unauthorized transactions conducted for my entity. Then select **Request UEI.**

☐ I certify that I am authorized to conduct transactions on behalf of the entity.

Request UEI

Coming Soon: Incorporating Getting a Unique Entity ID (SAM) into the SAM.gov entity registration process

Upon sign in, you go to "Get Started" help page to determine which path to take

- full registration
- just need a UEI (SAM)

The "Get Unique Entity ID" process shown earlier stays the same.

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.

‹ Previous   × Cancel   › Next

This page informs the non-federal user of upcoming steps.

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

Confirm Purpose of Registration

Purpose of Registration
ALL AWARDS

Change Purpose of Registration

Based on the answers you provided on the previous page, you must complete the following entity registration sections.

ID Unique Entity ID — All registration types

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

Core Data — All registration types

Core Data 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 — "All Awards" only

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.n

FAR and DFAR*S* Representations & Certifications — "All Awards" only

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).n

Points of Contact — 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.

If you want to obtain federal contract awards, you must complete all four sections of the registration: Core Data, Assertions, Representations & Certifications (Reps & Certs), and Points of Contact (POCs). This is required by the Federal Acquisition Regulation (FAR) in FAR 52.204-7 System for Award Management.

If you are only interested in federal assistance opportunities, such as grants and loans, you must complete three sections of the registration: Core Data, Representations & Certifications (Reps & Certs), and POCs. If you decide later to pursue federal contract awards, you must update your SAM registration to change your purpose of registration and complete all four sections.

As of February 2, 2019, all entities registering for All Awards or Federal Assistance Only, will be required to review the Financial Assistance Representations and Certifications. These are a common set of certifications and representations required by Federal statutes or regulations in accordance with grants guidance under Title 2 of the Code of Federal Regulations. If you intend to apply for or are a recipient of a Federal grant or agreement, you must agree to the grants certifications and representations in the Representations & Certifications section of your entity registration.

‹ Previous   × Cancel   › Next

This is a help page to ensure entities are ready to complete the registration process.

This process does not change the required documents or needed information for a entity to register in SAM.

Gather Your Information

Purpose of Registration
ALL AWARDS

Change Purpose of Registration

U.S. REGISTRANTS:

⊘ **Entity Details:**
Legal Business Name
Physical Address
Date of Incorporation (if applicable)
State of Incorporation (if applicable)

⊘ **Taxpayer Information:**
Taxpayer Identification Number (TIN)
Taxpayer Name

Review your tax documents from the IRS (such as a 1099 or W-2 form) to find your Taxpayer information.

⊘ **Banking Information:**
Routing Number
Account Number

Account Type - checking or savings, to set up Electronic Funds Transfer (EFT).

INTERNATIONAL REGISTRANTS:

⊘ **Entity Details:**
Legal Business Name
Physical Address

⊘ **Taxpayer Information:**
Taxpayer Identification Number (TIN)
Taxpayer Name

Review your tax documents from the IRS (such as a 1099 or W-2 form) to find your Taxpayer information.

⊘ **Banking Information:**
Routing Number
Account Number

Account Type - checking or savings, to set up Electronic Funds Transfer (EFT).

⊘ **NCAGE Code:**
NATO Commercial And Government Entity (NCAGE) Code from the NATO Support and Procurement Agency (NSPA). If you don't already have one, you may request an NCAGE Code online for FREE from NSPA.

⊕ Go to NCAGE Request ⊠

Notes:
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.

‹ Previous   × Cancel   › Next

By moving these pages into modernized SAM.gov, we can include additional help for the user.

When launched, each step includes appropriate help articles.

In April, this will include specific prompts for a user to directly create an incident with FSD.gov.

The created incident will include details to help the agents.

Starting in April 2022, the create incident option will be available when a user finds no matches when trying to find their entity. The ticket will automatically include the user input data in step 1, and any matches shown to the user in step 2 of the process.

The created ticket will go directly to the entity validation service provider for help.

User can also upload additional documents or text to help an agent when reviewing the issue.

Users will get notification of FSD incident number.

We Want Your Feedback!

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

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!