

FedMall – fed’s state-of-the-art online shopping destination – arrives this summer

The way Department of Defense, local, state and federal agency employees shop online for supplies is about to change.

DOD EMALL, which has been the required purchase location for 20-years, reached its business growth limit and required a significant technological upgrade. Its replacement is Federal Mall, or FedMall, and it is set to launch this summer.

“FedMall is a modern software with improved functionalities and a new look and feel, similar to industry e-commerce websites,” Phillip Deboe, FedMall program manager, said. “It looks more like what online shoppers are accustomed to, including easy registration, a streamlined ordering process, descriptive product information and photos, check-out functions and purchase status view.”

Streamlined to provide users with a state-of-the-art online shopping – and selling – experience, FedMall aims to become the federal government’s online shopping destination of choice. It offers the ease of a commercial site but caters to the acquisition needs of the government.

Designed to be user-friendly, intuitive and secure, FedMall features include:

- Enhanced search function, allowing users to find products quickly and easily
- The ability to compare similar products sold within the system
- Improved status tracking of products
- Guaranteed secure payment transactions.

All of DOD EMALL’s current 550 vendors will transfer to FedMall. Any vendor with a government contract can be on FedMall as long as they register on the [System for Award Management](#) website.

The intent is to grow the supplier base, so customers have more goods and more vendors to choose from, Deboe said. He anticipates the number of vendors will increase after the initial go-live because the new FedMall is easier to use.

“Registration for both buyers and vendors is simpler, and even FedMall vendors without government contracts can sell on the marketplace, as long as they register with SAM and comply with all the terms and conditions,” he said.

DLA’s vision for FedMall is to become the e-commerce storefront of choice across the entire government landscape, making it the authoritative source among industry and government acquisition communities.

To access the new system, DOD EMALL customers should pre-register at [FedMall](#) starting May 8, as part of the system soft-launch phase. Vendors can also register and upload their catalogs through the Vendor Portal during this phase. Customers who need assistance can access the FedMall user guides located on the [DOD EMALL website](#).

The Defense Logistics Agency will deploy FedMall June 18. All purchases made in DOD EMALL prior to FedMall activation will follow the normal purchase and delivery cycles.

Customers or vendors with questions about the DOD EMALL to FedMall transition may email them to FedMallsupport@dla.mil and stay tuned to FedMall tech notes and FAQs located on the lower right corner of the [DOD EMALL website](#), or visit the [FedMall website](#).