Market Research Center of Excellence Initiative

Prepared for SBT | April 2017
AGENDA

1. MRCOE Overview
2. MRCOE Application Portfolio
3. Demo
**Problem Statement:** Due to inadequate data access, inconsistent processes, and difficulties performing thorough market research, acquisition professionals lack the decision-making information necessary to maximize utilization of small business.

**BBP Action**
- Establish and deploy an improved suite of market research tools that will empower the workforce in market research execution, analysis, goal management, future needs forecasting, and industry engagement

**Goals**
- Streamline and automate small business performance monitoring and the market research process
- Increase small business participation through the use of more effective use of market research

**Targeted Users**
- Leadership
- Program Managers
- Contracting Officers
- Small Business Professionals
# Application Portfolio

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<tr>
<th>Performance Management</th>
<th>MaxPrac</th>
<th>Market Research</th>
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## Description:
- Provides the ability to actively and dynamically monitor current and historical small business performance against established goals.
- Provides recommended areas of improvement within their organization by comparing the spending behavior of their organization against the Federal Agencies.
- Provides a streamlined process from requirements inception, supplier identification to market research report creation.

## Benefits:
- **Performance Management**
  - Real-time performance management and monitoring directly at the component and subcomponent level
  - Identification of at-risk areas for small business categories
  - Proactive approach towards accomplishing goals

- **MaxPrac**
  - Targeted improvement areas based on DoD-wide Small Business spending
  - Detailed view of current contracts and vendors
  - Access to forecasting data

- **Market Research**
  - Guided process through requirements definition and strategic and tactical research
  - Advanced vendor search for identification of responsible and capable small businesses
  - Report generation and DoD-wide Market Research repository
DEMO
Questions?

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