



Market Research Center of Excellence Initiative

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AGENDA

1. MRCOE Overview
2. MRCOE Application Portfolio
3. Demo



MRCOE: Overview

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

Performance Management

Description:

Provides the ability to actively and dynamically monitor current and historical small business performance against established goals.

Benefits:

- 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

Description:

Provides recommended areas of improvement within their organization by comparing the spending behavior of their organization against the Federal Agencies.

Benefits:

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

Market Research

Description:

Provides a streamlined process from requirements inception, supplier identification to market research report creation.

Benefits:

- 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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