



Market Research Center of Excellence Initiative

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AGENDA

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MRCOE Overview



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

MRCOE Highlights



Performance Management

- Up to the day performance metrics with 90 day DOD data
 - Prime
 - Socio-economic
 - SAT
 - Portfolio
- Built in goaling suggestions
 - Future goals will be assigned within MRCOE
 - Suggested goals will be provided down to the DODDAC
- Multiple standard reports generated within the application
- Views based on both Awarded and Funded Agencies
- Full metric views down to the Contracting Major Command with DODAAC level detail

MaxPrac

- Small business performance comparison across the federal government
- NAICS and PSC comparisons including industry roll-ups
- Identify accessible markets and hotpots using agency comparisons to find potential areas of improvement
- Highly customizable, including threshold changes and views for contracts and vendors
- Uses prior 3 year average FPDS data

Market Research

- Projects can be shared based on teams
- Teams are formed using the DOD Global Address List (GAL)
- Vendors are pulled from the SAM.gov database with over 600K vendors
- Market Research reports generated as PDFs allowing for digital signatures and uploads back into the Market Research repository
- Review and editing workflow allows a team to provide feedback and suggestions

MRCOE Future Capabilities



Performance Management

- Personalized Profiles
 - Allows customized views based off any subset of DODAACs
- Enhanced Performance Management filtering capabilities
- Integration with MaxPrac will provide jump off points based on current performance
 - Prime
 - Socio-economic
 - Portfolio (PSC)

MaxPrac

- Personalized Profiles
 - Advanced settings saved by profile
- Top Performers will be identified allowing for quick comparison filters to be applied
- Like Organizations will be identified based on similar buying behavior and patterns eliminating the need for manual comparisons
- Integration with Market Research
 - Creation of projects based on information provided in MaxPrac
 - Quick jump points to vendor search
 - Results can be exported, shared, and saved

Market Research

- Personalized Profiles
 - Defaults to be applied in Market Research projects
- System Notifications are being built into Market Research for team invites as well as review workflow kickoffs and feedback sessions
- Search Portal for searching Market Research reports that have been finalized and made available to other DOD users
- RFIs will able to be created in the system with predefined and customizable templates and questions
- FBO push and pull integration will be built into the application



MRCOE

Q&A

MRCOE



Performance Management:

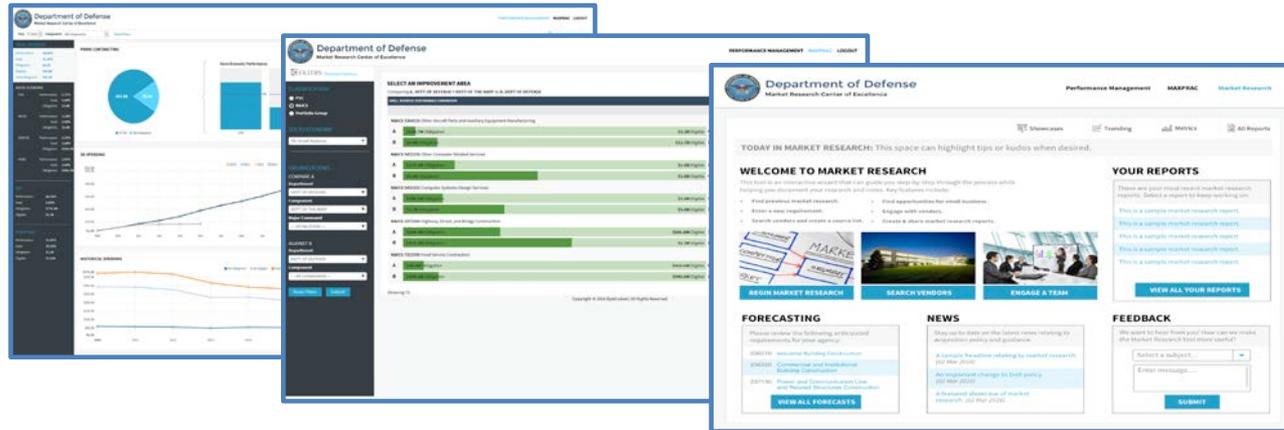
Provides tools for managing the small business goaling process and allows for a more refined approach to goal-setting and metric tracking

MaxPrac:

Provides the acquisition workforce the ability to assess buying behavior and simplify the identification of small business opportunities

Market Research:

Market Research automates and streamlines the entire process of market research, tracks the engagement with industry, auto-generates components of the market research report, and houses all reports and market research in one location



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