

## Market Research Strategy/Plan

### Cybersecurity – Multi-Factor Authentication

#### 1. Acquisition Requirement

The Defense Cybersecurity Agency (DCA) is in need of a Multi-Factor Authentication (MFA) password management system to protect 500 servers. The system must work with the existing Private Information Validation (PIV) identification badge, creating both a high level of MFA cybersecurity and user accessibility.

It is anticipated that this will be an Indefinite Delivery, Indefinite Quantity (IDIQ) with task orders, with a contract period of 5 years (12 month base period and four 12 month options), and an estimated value of \$13 million.

NAICS: 541512 – Computer Systems Design Services (Size Standard of \$27.5M) and 511210 Software Publishers (Size Standard of \$38.5M) with PSC: D310 - IT and Telecom-Cyber Security and Data Backup may be the appropriate codes for this requirement. Since it is not readily obvious which is appropriate, research will be accomplished using both.

#### 2. Market Research Team

Tom Thumb	Program Manager	DCA
Jack Bean	Cybersecurity Analyst	DCA
Peter Pan	Contracting Officer	DCA Contracting Office
Tinker Bell	Contract Specialist	DCA Contracting Office
Dorothy Oz	Small Business Professional	DCA Office of Small Business Programs
Tin Heart	Procurement Center Representative	Small Business Administration

#### 3. Background Information

This is a procurement for a new system with no in house procurement history.

#### 4. Market research purpose/Desired Outcomes

Though CSA has not procured a MFA system before, it is known that such systems do exist in the marketplace. As such the focus is not to define the requirement, but to understand the capability of industry to provide a MFA system that will be compatible with the existing Private Information Validation (PIV) identification badge system currently in use, and to understand industry business practices and commerciality. To this end, information as stated in attachment 1 is of interest.

#### 5. Market Research Approach

To understand the capability of industry, industry business practices, and commerciality, relative to MFA systems, the following market research techniques will be employed:

- Query FPDS-NG – using the above NAICS codes and key words (cybersecurity, Multi-Factor Authentication) query the system to ascertain which government agencies if any have procured MFA systems and the particulars of their contracts, e.g., performance work statements, contract type, value, performance period, contractors. Should the query yield viable results, will contact the contracting officer for those contracts for greater detail.
- Query DSBS - using the above NAICS code and key words (cybersecurity, Multi-Factor Authentication), query the system to ascertain if there are small businesses doing business in MFA. Should the query yield viable results, will contact a sufficient number of firms to inquire further of their business practices and experience with MFA systems.
- Review GSA schedules – review GSA'S schedules to identify the availability of current schedule contractors providing MFA systems and consider the schedules as a purchase vehicle for this requirement.
- Contact the area PTAC - contact the PTAC to determine if they have client firms doing business in MFA.

- Sources sought notice – Should the above techniques not provide information sufficient to determine if there is capability to meet the requirement, a sources sought notice based on the information desired in attachment 1 hereto, will be published in FBO.

**6. Market Research Execution**

To adequately accomplish the research, team members will be assigned to perform the techniques as follows:

- Query FPDS-NG Tinker Bell
- Query DSBS Dorothy Oz
- Review GSA schedules Jack Bean
- Contact PTAC Tin Heart

Should there be a need for a sources sought notice, the content of the notice will collaboratively be developed by the team and published by the Contracting Officer.

**7. Market Research Analysis**

Each team member will document the findings of their research results and provide them to Jack Bean CSA Cybersecurity Analyst Not later than May 30, 2018.

**8. Market Research Report**

The Market Research Report will be prepared IAW the “Market Research Report Guide for Improving the Tradecraft in Services Acquisition” ([PGI 210.070](#)) by Jack Bean NLT June 15, 2018.

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Program Manager

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Cybersecurity Analyst

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