



PROCURE-TO-PAY^{Orlando} TRAINING SYMPOSIUM 2018

Market Research Center of Excellence

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MRCOE: Overview

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

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

Market Research Center of Excellence (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

Please direct all e-mail inquiries to

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Training Symposium

April 3 - April 5, 2018 • Hilton Orlando - Orlando, FL