

# Making Market Research Easy: Enhancing Industry Partnerships

---

Presented by:

[www.gsa.gov/MRAS](http://www.gsa.gov/MRAS)  
[rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)





# Objectives

- A better understanding of why Market Research is conducted
- Overview of MRAS and Program Successes
- Market Research as a Service Process and Service Offerings
- How we conduct Market Research
- How to effectively complete GSA's Market Research Surveys
- How to ensure federal agencies get accurate information about your business
- What GSA does with the results
- Reminders and Resources





# Market Research

Government Acquisition Professionals need to understand the marketplace to make informed acquisitions decisions so that they can meet agency goals.

The information and feedback Industry Partners provide, helps customers to visualize the competition and socioeconomic responses that customers can expect.

# Why Research?

## Drive Mission Capabilities

- Gain efficiency
- Innovate

## Start The Conversation

- Understand and begin to act
- Gathering feedback
- Listening to Stakeholders

## Make Informed Decisions

- Understand market constraints
- Ensure regulatory compliance

## See the solutions

- Understand the impact
- Recognize opportunities.



# What is GSA's Market Research as a Service (MRAS)?

MRAS uses the latest research techniques to help agencies visualize the competition and streamline the market research process.

- Reduces acquisition time
- Aligns Agency needs with GSA contracts and solutions
- Identifies the business size appropriate for the requirement





# MRAS Service Offerings

MRAS Services are free and optional for Federal Agencies

## GSA Advantage Product Market Research

- Customers can search up to 20,000 items on GSA Advantage at once.

## Rapid Review

- Identifies if the requirement fits scope of existing GSA acquisition solutions in 24-48 hours.

## Request for Information/Market Research Report

- Streamlines the RFI process and consolidates the results into one report with visuals.

## Industry Outreach

- GSA connects customers with industry partners to discuss current MRAS RFIs.



# MRAS at a Glance



## Customer

- Over 350 customers supported
- Over 20 agencies served

## Projects

- Over 650 RFIs issued
- Product Research and Rapid Reviews
- MAS PMO Outreach

## Collaboration

- Monthly Industry Days with over 2,000 participants
- Connecting Industry with customers and their requirements

## Awards

- Over 50% or more of requirements researched are awarded to a GSA contract holder.



# MRAS Success Story

Customer: Department of the Navy

**Requirement:** The Navy Cloud Service Management Organization seeks industry support for cloud migrations efforts. Including the development, design, security, and operation of the NECE.

**Results:** A Market Research report delivered to the Customer within 2 weeks, identifying **37 small businesses** which helped to define their acquisition strategy.

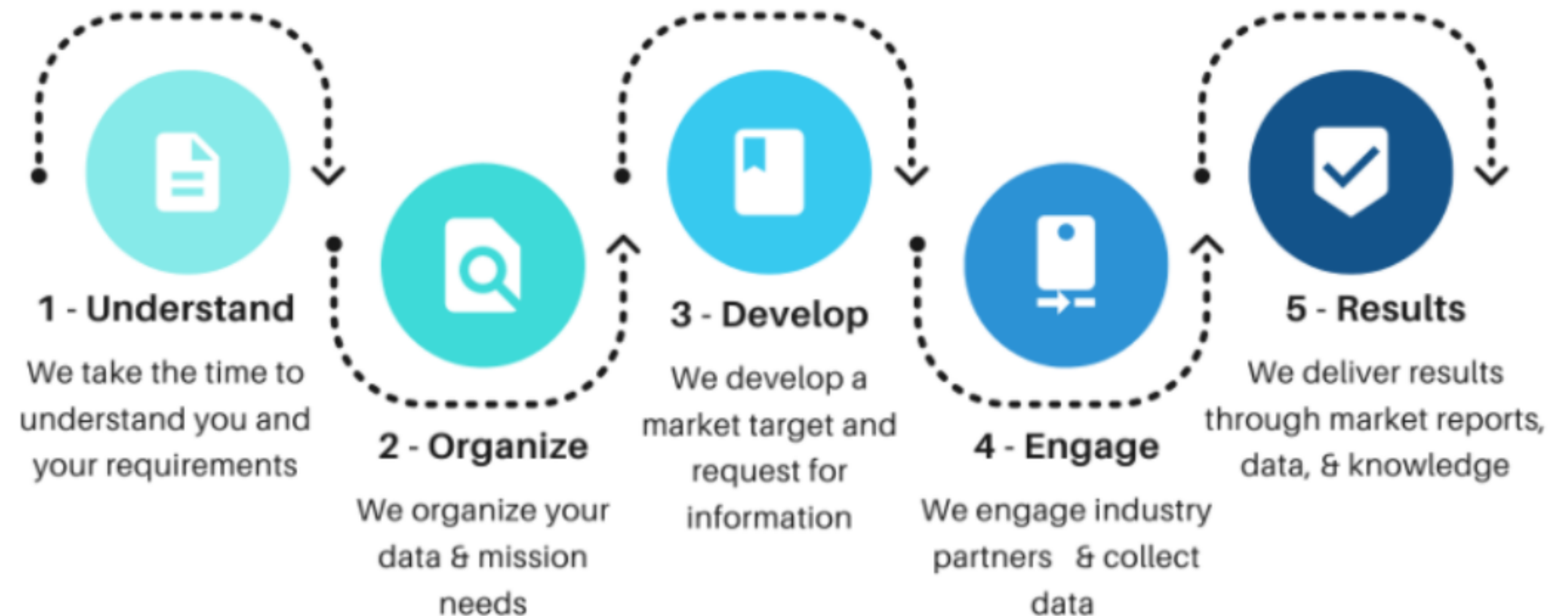




# The MRAS Process

## Easy Steps to Transform Your Requirement

Market Research as a Service - for you and your mission!



# How We Research

- We use commercially available software to streamline the process.
- We keep it simple
- We ask questions with a purpose but consider how we want to visualize the data.
- We use video, websites, demos, manuals, and more.



12:29  
page.

**PLEASE NOTE:** A valid email address is required in order to receive a receipt of your response. The requesting Agency's point of contact information will also be sent to this email once the RFI closes.

Company Name

GSA Contract Number

POC First Name

POC Last Name

POC Email

POC Phone #

Company Website (URLs only)

UEI #: Unique Entity Identifier

CAGE Code

Done

**Business Size:**

s - small business

e - other than small business





# How We Research

- We ask yes or no questions.
- We ask for ranges, pre-set percentages, and more.
- We ask questions with visualization and creating data sets in mind.

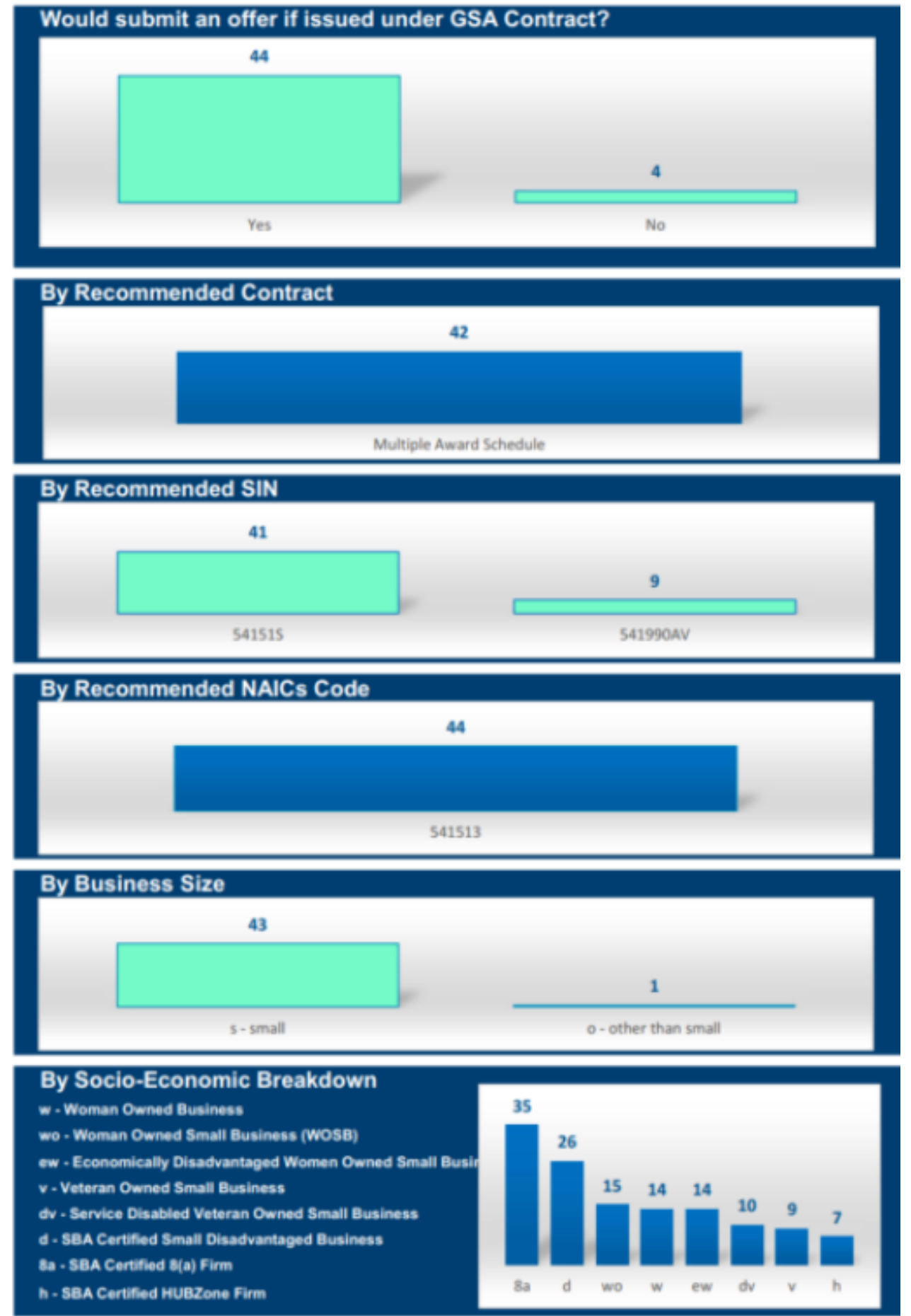


## Technical Yes or No

Please address any Yes or No responses in the Optional Feedback section or incorporate in your Capability File.

	Yes	No
1. Does your company utilize industry best practice to address technical performance, KPI, service level perspectives, and/or contractual business perspectives?	<input type="radio"/>	<input type="radio"/>
2. Does your company utilize best practices to provide the government with billing insight?	<input type="radio"/>	<input type="radio"/>
3. Does your company possess corporate certifications and partnerships you believe are important for the government to consider?	<input type="radio"/>	<input type="radio"/>
4. Has your company had experience within the past 5 years providing services and products to support migration to the cloud with similar scope and scale?	<input type="radio"/>	<input type="radio"/>

# We Produce Visuals to Make Decisions Easier







# The Results

## Industry

- Visibility as potential source in front of customers.
- Access to GSA and Agency Points of Contacts.
- Responses to RFI lead to additional business; **50% or more** of the requirements we research go to a GSA contract holder

## Agency Acquisition Professionals

- Provides agencies with visuals and data they can include in reports to Small Business.
- Provides agencies with narratives they can leverage for Acquisition Planning.
- Gives agencies an outlook on whether competition and socio-economic participation is likely.



# MRAS RFI - Survey Walkthrough

---

[www.gsa.gov/MRAS](https://www.gsa.gov/MRAS)  
[rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)



# How to find MRAS Surveys/RFIs

Not all RFIs posted in eBuy are posted by the MRAS Team.

- All MRAS RFIs are posted via GSA's eBuy site as a Request for Quote (RFQ) and as a Sources Selection under the applicable SINs and contracts.
- If you're under the SIN and contract for that RFI you will get notified via email from eBuy and [rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)
- All MRAS RFIs will include a URL that will take you to the RFI Survey Platform.
- Make sure the email associated with your company in eLibrary is current and up to date, as RFI requests will be sent to that email.



# Survey Description



U.S. General Services Administration  
[www.gsa.gov](http://www.gsa.gov)

[You can download a copy of the RFI in advance of responding here:](#)

Download a copy of the survey including all questions.

## DHS - Closed Circuit Television (CCT) - Market Research

On behalf of the Department of Homeland Security, GSA is conducting market research to understand capabilities related to providing the below requirement:

Review the Scope description in the summary

Work under this contract shall consist of the effort required to maintain the existing CCTV system at the USCG SECTOR DELAWARE BAY located in Philadelphia, PA. The Contractor shall support all aspects of the installed systems with a service maintenance agreement.

**Responses Due: 09/06/2022**

Draft Requirements Document

[Link To Draft Requirements Document](#)

Be sure to download any requirements attachments like the PWS or SOW

[www.gsa.gov/MRAS](http://www.gsa.gov/MRAS)  
[rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)



# Company Information

## Company & POC Information:

If you have questions about your GSA contract, you can find your company's information on the [GSA eLibrary](#) page.

**PLEASE NOTE:** A valid email address is required in order to receive a receipt of your response. The requesting Agency's point of contact information will also be sent to this email once the RFI closes.

Company Name	<input type="text"/>
GSA Contract Number	<input type="text"/>
POC First Name	<input type="text"/>
POC Last Name	<input type="text"/>
POC Email	<input type="text"/>
POC Phone #	<input type="text"/>
Company Website (URLs only)	<input type="text"/>
UEI #: Unique Entity Identifier	<input type="text"/>
CAGE Code	<input type="text"/>

Done

Be sure to include a URL only

# Business Size

## Business Size:

s - small business

o - other than small business

Select "other" if you are not a small business

Please select all socio-economic categories that apply to your business.

**Note:** your company must be recognized as 1 or more of these designations under your GSA Contract in order to be selected. (Data is validated prior to reports being issued)

## Socio-economic Indicators Key:

w - Woman Owned business.  
wo - Women Owned Small business (WOSB)  
ew - Economically Disadvantaged Women Owned Small business  
v - Veteran Owned Small business  
dv - Service Disabled Veteran Owned Small business  
d - SBA Certified Small Disadvantaged business  
8a - SBA Certified 8(a) Firm  
h - SBA Certified HUBZone Firm

The socio-economic indicators signify the business size and business status of the contractor.

Be sure to select any and all designations, or "NA" if none apply

w

wo

ew

v

dv

d

8a

h

N/A

Done

[www.gsa.gov/MRASrfi@research.gsa.gov](http://www.gsa.gov/MRASrfi@research.gsa.gov)



# Technical Questions

## Technical Question(s) - Yes/No

*You can further explain your response in the Capabilities Statement below.*

1. Is your company capable of providing additional personnel to support surge requirements in execution of the requirements shown in the Performance Work Statement?

Yes

No

☐☐

Examples of technical questions,  
answers can be explained in  
capabilities statement

## Technical Question - Multiple Choice

In your estimation how much of this potential requirement would your company need to subcontract to other companies?

Done

## Technical Question - Short Answer

*Limited to 300 characters - if more space is needed, please include with your Capabilities Statement.*

Indicate if your company has any pre-existing ordering vehicles available to USCG (e.g. OASIS, GSA Schedule) or Department of Homeland Security (DHS) wide acquisition contracts. If so, provide information to include at a minimum the contract number and services/products supported by the contract.

Based on the provided information, would your company submit an offer if this requirement was issued under your GSA Contract?

*\*If you select "No", be sure to submit any questions or provide any comments to assist the requesting agency in the "Optional Feedback" section below.*

Yes

\*No

Done

Do you provide this service or product commercially?

Yes

No

By selecting **YES**, your responses will be included in the report





# Contract/SIN/NAICS

If you select "Other" for any of the questions below, please provide an explanation in the "Optional Feedback" section following.

Please identify all GSA contracts that your company holds and are applicable to this requirement. *(Select all that apply)*

Multiple Award Schedule (MAS)

MAS Blanket Purchase Agreements (BPAs)

Other

Done

Based only on the GSA contracts your company holds, which SIN(s), Pool(s), or Constellation(s) would you recommend are applicable for this requirement? *(Select all that apply)*

334290L

334290PACS

2GIT Products

334290

Other

Please select the NAICS code(s) you determine are appropriate for this requirement. *(Select all that apply)*

334290

Other

Multiple answers can be selected here. **Non GSA Contract Holder information will be filtered out of our reports** as we only research markets within GSA Contracts.

Choose the SIN or NAICS most appropriate for the requirement


[www.gsa.gov/MRAS](http://www.gsa.gov/MRAS)  
[rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)

# Feedback

---

**Optional Feedback:** Please provide any feedback or questions you may have related to this requirement and the Draft Requirements document.

Provide honest feedback about the survey, include questions or concerns you may have about the requirement



**This section is only for questions or feedback to the Agency about this requirement.**

*NOTE: Do not include capabilities information here. Any capabilities information provided in this section will be deleted and is not included in the MRAS Market Research Report of all responses provided to the Agency.*

Done



# Capability Information

**Capability Website:** Please provide a URL to a capability website for your company.

The capability website may be used in lieu of or in combination with a Capabilities Statement (below).

**Capabilities Statement:**

Please note: Only one (1) file can be uploaded. Be sure you stack/combine all your documents into a single file prior to uploading.

Capabilities Statement should include relevant experience. Relevant experience includes projects that are similar to the described requirements and that have occurred in the past 5 years. **Please do not provide general capabilities statements.**

Please include up to 3 relevant projects and include the following information for each:

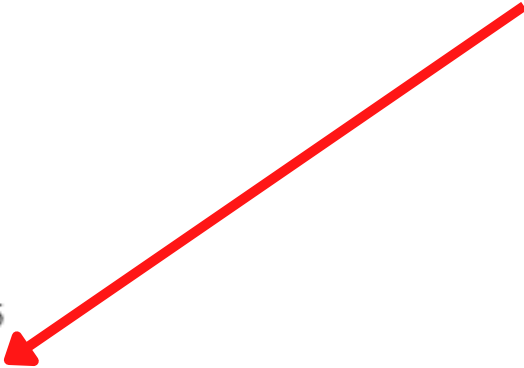
- 1. Customer Name
- 2. Customer POC (or client) Email
- 3. Total Contract Value
- 4. Period of Performance
- 5. Brief Description of Services Provided
- 6. Indicate if there is a CPARS Available

While optional, a capability statement relevant to this requirement is highly recommended.

Drop files or click here to upload

Done

Include more information about relevant experience in your capabilities statement



# Submitting Your Response

**AFTER YOU SUBMIT YOUR RESPONSE:**

A confirmation email will be sent to the Company POC along with a copy of your completed responses.

**Disclaimer**

By submitting your response, you grant the U.S. General Services Administration (GSA) the authority to share your information with other Government entities including Federal, State and Local Governments as well as the right to publish your market research response (including your company name and POC contact information) on public-facing Government websites.

SUBMIT REQUEST

POC Information will be sent to you should you have additional questions.

By submitting your response to the survey, you agree to have your information shared with other Government entities

[www.gsa.gov/mras](http://www.gsa.gov/mras)

[www.gsa.gov/MRAS](http://www.gsa.gov/MRAS)  
[rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)



# What Happens Next?

- A Market Research Report summarizing your responses is sent to Agency Acquisition Professionals.
- Feedback you provide regarding the requirement is summarized in a report to Agency Acquisition Professionals.
- An Agency Point of Contact is provided to you if you have further questions regarding the RFI or requirement.





# MRAS - Tips and Reminders

---

[www.gsa.gov/MRAS](http://www.gsa.gov/MRAS)  
[rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)

Presented By : Larana Corporate



# Tips for your Capability Statement

You have two instances to include a capability statement:

1. In the “Company Information” section in the field “Capability Statement URL” to upload a general capabilities statement.
2. At the end of the survey to upload a more specific Capability Statement.

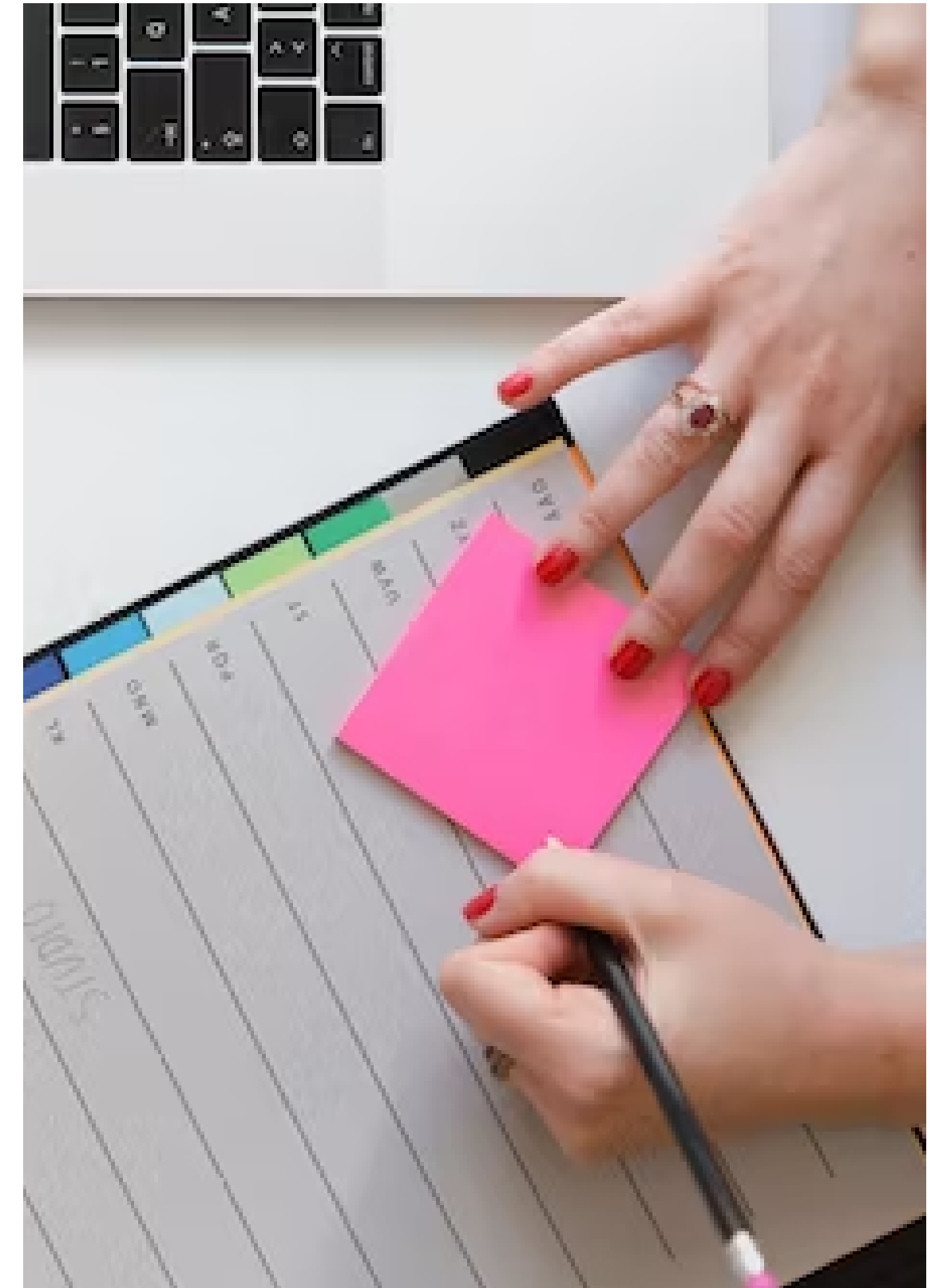
Please note:

- Only one attachment can be uploaded. Combine your files into one document.
- Provide more information on any technical questions that you answered as “No”.
- Be sure to elaborate on any additional open ended questions.
- This an optional document unless noted otherwise.



# Reminders - Attachments

- You must respond to our RFIs to have your information included.
- We will not forward your attachment unless it has been uploaded via the RFI form.
- Please do not email attachments. Attachments or capabilities statements sent via email, will not be included in the report seen by the customer.
- We recommend forwarding any attachments not included in your RFI response to the customer directly once we provide a POC.





# Reminders - Points of Contact and Questions

- Include any questions you have via the Optional Feedback section of the RFI survey.
- We send Agency POC information 5-10 days after RFIs closes.
- Only vendors that respond to the RFI can be given the Agency POC information.
- It is up to the Agency to answer your questions after the RFI closes. Reach out to the GSA POC if you do not receive a response from the agency.
- We are unable to provide information regarding the expected acquisition strategy, or expected RFP date. Please contact the Agency POC for this information.



# Reminders - Extensions and Updates

- No extensions are granted. This is only market research and the RFIs are meant to be streamlined. Respond with whatever information you have by the due date.
- Email [rfi@research.gsa.gov](mailto:rfi@research.gsa.gov) if you need to update your response to a survey prior to the Due Date.
- After you respond to a survey, you will receive an email with a confirmation of your responses.





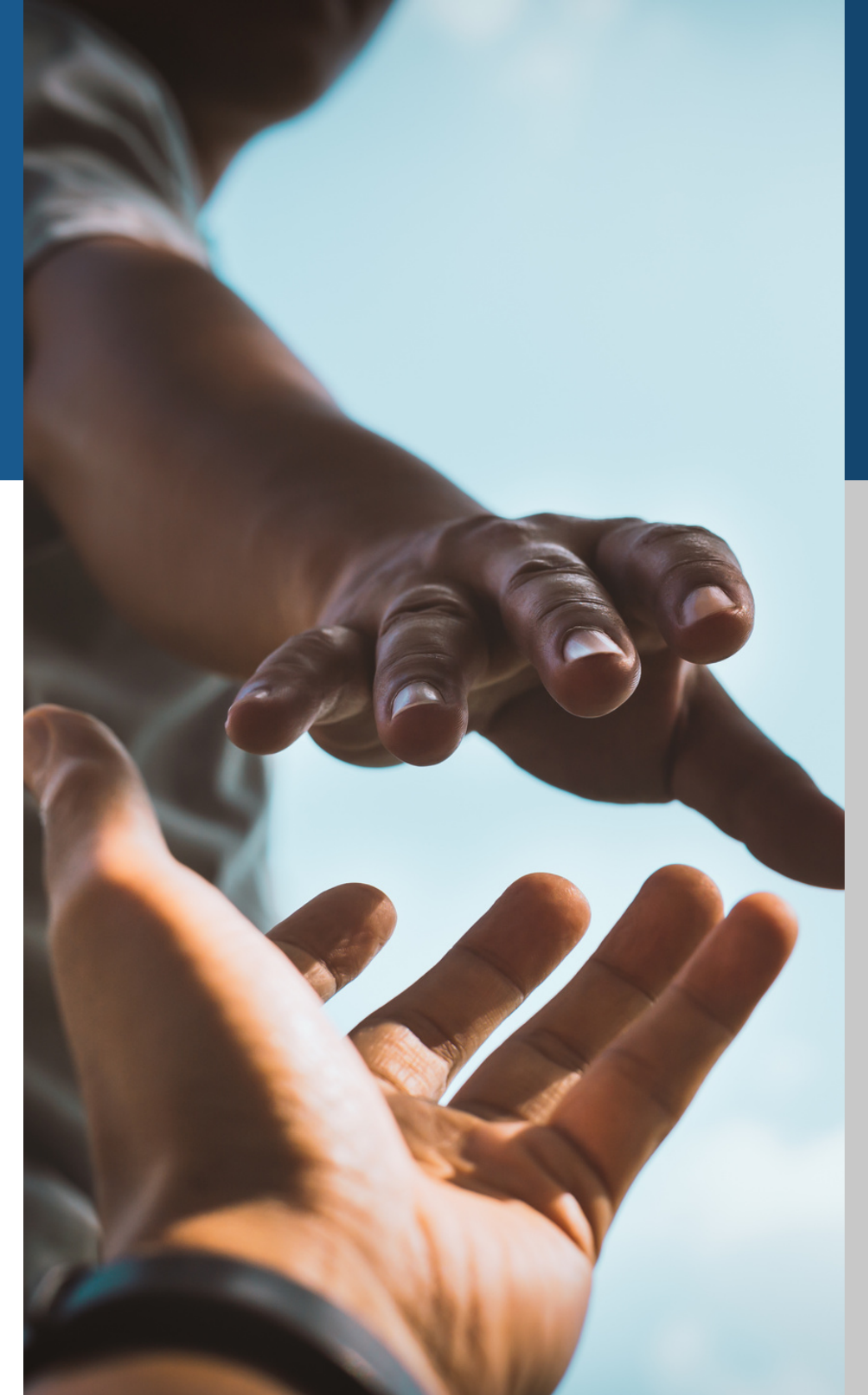
# Help Requests

Email [rfi@research.gsa.gov](mailto:rfi@research.gsa.gov) OR submit an Industry Help Request Form if you need additional assistance with any of the following:

- Agency or GSA POC information
- To update your responses to a survey prior to the Due Date.
- Issues accessing the RFI survey

Please be sure to include:

- Your Business Name
- Email
- Description of the RFI from eBuy
- RFQ number (not mandatory).



# Industry Training

## Making Market Research Easy - Enhancing Industry Partnerships

Want to learn more about Requests for Information (RFIs) and how they can be a useful tool for your business? This webinar will bring innovative insights on how to respond to GSA's RFIs by providing tips and tricks from the experts on how to fill out these important surveys. Participants in this session will walk away with a better understanding of why GSA collects industry responses and how the data collected shapes future purchasing decisions. Register now for this monthly webinar to stay informed and hear directly from GSA experts!

October 25th, 2022 - 12 pm - 1 pm ET  
February 28th, 2023 - 12 pm - 1 pm ET  
April 25th, 2023 - 12 pm - 1 pm ET  
June 27th, 2023 - 12 pm - 1 pm ET  
August 29th, 2023 - 12 pm - 1 pm ET

January 31st, 2023 - 12 pm - 1 pm ET  
March 28th, 2023 - 12 pm - 1 pm ET  
May 30th, 2023 - 12 pm - 1 pm ET  
July 25th, 2023 - 12 pm - 1 pm ET  
September 26th, 2023 - 12 pm - 1 pm ET


**REGISTER NOW**



# Resources

## Market Research As a Service (MRAS)

### A Value Added Service - Available at no Additional Cost

Ready to submit your request for support? [Complete our on-line form](#) 

Available Service Options:

- **Rapid Review** - Identifies if your requirement fits the scope of existing GSA acquisition solutions in 24-48 hours.
- **Request for Information/Market Research Report** - Streamlines the RFI process and consolidates the results into one report with visuals.
- **GSA Advantage Product Market Research** - Search up to 20,000 items on GSA Advantage at once.



- Visit [www.gsa.gov/csd](http://www.gsa.gov/csd) to find your local GSA Customer Service Director (CSD)
- For Assistance click: [Industry Help Request Form](#)
- Click [HERE](#) to sign up for future MRAS Industry Training
- For any additional questions, email: [rfi@research.gsa.gov](mailto:rfi@research.gsa.gov)
- Visit [www.gsa.gov/mras](http://www.gsa.gov/mras) for more information on GSA's Market Research as a Service (MRAS)





# What Our Customers are Saying...

"...the customer utilized the MRAS RFI process to determine their overall acquisition strategy. **The MRAS program has proven to be a value added program!**

"...I used MRAS and in 10 days, had 40 people respond. GSA then went over the report and did a deep dive to identify specific socioeconomic factors. It was very helpful!"

"MRAS helped me avoid doing it the way it's always been done before."

"I am very satisfied with this process,...I am extremely happy with the results and plan to utilize the services again....I will share this positive experience with other supervisors in my organization and encourage them to utilize these services as well. Great Job!"

# Questions?

