



U.S. General Services Administration

Enhancing Cyberpower & IT Procurement

Leveraging GSA's MRAS for Strategic Decision-Making

Presented by:

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Agenda

- FAR Part 10 - Market Research
- What is MRAS?
- MRAS Service Request Form
- Sample MRAS RFI
- MRAS RFI Results
- Training and Resources



Objectives



By the end of this training you will have:

- A better understanding of why market research is conducted.
- When and how to conduct market research.
- The regulatory nature of FAR Part 10 and how it ties into Acquisition planning
- How to get better results by making your data collection methods easier.

Why Research?

- To start the conversation
 - Gain knowledge
- To seek solutions
- To listen to stakeholders
 - Remain relevant, gain efficiency, innovate
- To gather feedback
- To understand and begin to act
 - Make informed decisions



"Utilizing this resource is a great way to **leverage** the hard work put into establishing these contracts and provide a great benefit to the Government as a whole by **simplifying** the already complex process of federal acquisition. The **benefit** of conducting this market research gives a PCO the ability to see if there's a more **expedient** or **cost effective** way to support their mission partners' needs. Often contracting is known as a slow and drawn out process, and while it can be, this **free** tool is **fast** and gives a great **snapshot** as to what alternatives are available. MRAS is a **great tool** in a PCO's toolkit to have - and one that **should not be overlooked**."

The Regulations - FAR Part 10

www.acquisition.gov/far/part-10

- Scope
- **Policy**
- **Procedures**
- Clauses



The Policy

www.acquisition.gov/far/part-10



- 6 instances where market research is mandatory.
- Best Practice acquisition teams are always conducting market research, both formally and informally.

10.001 Policy Table - When Market Research is Required	
Ensure that legitimate needs are identified and trade-offs evaluated to acquire items that meet those needs.	✓
Before developing new requirements documents	✓
> the SAT	✓
< SAT when adequate information is not available and the circumstances justify its cost	✓
Consolidation or bundling	✓
For non commercial items > SAT ordered against an ID/IQ	✓
Leverage commercially available market research methods to identify small businesses and new businesses in support of (A) A contingency operation or defense against or recovery from cyber, nuclear, biological, chemical, or radiological attack; and (B) Disaster relief to include debris removal, distribution of supplies, reconstruction, and other disaster or emergency relief activities	✓

The Policy

www.acquisition.gov/far/part-10



Results of Market Research are Important

- To gather results, only ask potential sources for the minimum amount of information.
 - **Challenge:** Get the information needed while limiting the burden on the market.

10.001 Policy Table - Results Help Determine	
If sources able to meet the agency's need exist	✓
Determine if commercial items or, to the extent that commercial items suitable to meet the agency's needs are not available, nondevelopmental items are available that - (A) Meet the agency's requirements; (B) Could be modified to meet the agency's requirements; or (C) Could meet the agency's requirements if those requirements were modified to a reasonable extent.	✓
Determine the extent to which commercial items or nondevelopmental items could be incorporated at the component level	✓
Determine the practices of firms engaged in producing, distributing, and supporting commercial items, such as type of contract, terms for warranties, buyer financing, maintenance and packaging, and marking.	✓
Ensure maximum practicable use of recovered materials and promote energy conservation and efficiency	✓
Determine whether consolidation is necessary and justified	✓
Determine whether bundling is necessary and justified	✓
Assess whether 508 compliance standards can be met.	✓

The Procedures

www.acquisition.gov/far/part-10

10.002 Procedures - Techniques and Activities May Include:

Contacting knowledgeable individuals in Government and industry regarding market capabilities to meet requirements.	✓
Reviewing the results of recent market research undertaken to meet similar or identical requirements.	✓
Publishing formal requests for information in appropriate technical or scientific journals or business publications.	✓
Querying the Governmentwide database of contracts and other procurement instruments	✓
Participating in interactive, on-line communication among industry, acquisition personnel, and customers.	✓
Obtaining source lists of similar items from other contracting activities or agencies, trade associations or other sources.	✓
Reviewing catalogs and other generally available product literature published by manufacturers, distributors, and dealers or available on-line.	✓
Conducting interchange meetings or holding presolicitation conferences to involve potential offerors early in the acquisition process	✓

GSA's Online Tools:

- [Interact](#)
- [Acquisition Gateway](#)
- [Advantage](#)
- [eBuy](#)
- [Pricing Central](#)
- [Search GSA Contracts](#)
- [eLibrary](#)
- buy.gsa.gov

GSA's Market Expertise:

- CSDs
- Category Managers
- Acquisition Professionals
- Internal Experts/SMEs

**Best-in-Class
Government-wide
Acquisition Contracts.**





Best-in-Class IT Contract Offerings

- Government-wide Acquisition Vehicles to procure innovative solutions and emerging technologies.
- Improved Procurement Acquisition Lead Times (PALT) through GWAC utilization.
- Alignment with Category Management (CM) initiatives for utilization of well managed solutions.



Access to highly qualified, certified 8(a) small disadvantaged businesses.



The only GWAC set-aside exclusively for Service-Disabled, Veteran-Owned Small Businesses (SDVOSB).



Access to high qualified industry partners for comprehensive IT services and solutions.



Coming soon!
Specific set asides for women-owned small businesses, HUBzone businesses and Service-Disabled Veteran-Owned Small Businesses.

**IT Multiple Award Schedule
Contracts provide access to
pre-vetted and
compliant suppliers.**



IT Services



CATEGORY	SIN	PSC	NAICS	SIN DESCRIPTION
IT Professional Services	54151S	DA01	541519	IT Professional Services and/or labor categories for database planning and design; systems analysis, integration, and design; programming, conversion and implementation support; network services, data/records management, and testing.
Cyber Security	54151HACS	DJ01	541519	Includes a wide range of cyber-security fields such as Zero Trust Architecture, the seven-step Risk Management Framework services, information assurance, virus detection, zero trust architecture, network management, situational awareness and incident response, secure web hosting, backups, security services and Security Operations Center (SOC) services. HACS vendors are cataloged under the 5 subcategories of High Value Asset Assessments; Risk and Vulnerability Assessments, Cyber Hunt, Incident Response, and Penetration Testing.
Health IT	54151HEAL	DA01	541519	Providing Health IT service offerings to include connected health, electronic health records, health information exchanges, health analytics, personal health information management, innovative Health IT solutions, health informatics, emerging Health IT research, and other services.

Cloud & Software



CATEGORY	SIN	PSC	NAICS	SIN DESCRIPTION
IT Software Licenses	511210	7A21	513210	Term License Subscriptions. Includes both term and perpetual software licenses and maintenance. Includes operating system software, application software, EDI translation and mapping software, enabled email message based applications, Internet software, database management applications, and other software.
IT Software Maintenance Services	54151	DA01	541511 541512	Software maintenance services creates, designs, implements, and/or integrates customized changes to software that solve one or more problems and is not included with the price of the software.
Cloud Solutions IaaS: 518210 PaaS: 518210 SaaS: 513210 Cloud Labor: 541519	518210C	DB10	518210	Software as a Service (SaaS) Offerings from FedRAMP compliant vendors. Includes commercially available cloud computing services such as Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS) and emerging cloud computing services. IT professional services that are focused on providing the types of services that support the Government's adoption of, migration to, or governance/management of cloud computing. Specific cloud related IT professional labor categories and/or fixed-price professional services solutions (e.g., migration services) that support activities associated with assessing cloud solutions, refactoring workloads for cloud solutions, migrating legacy or other systems to cloud solutions, providing management/governance of cloud solutions, DevOps, developing cloud native applications, or other cloud oriented activities are within scope of this SIN.*Note: Not all vendors offerings are FedRAMP compliant, crosscheck with the FedRAMP marketplace.

IT Hardware

CATEGORY	SIN	PSC	NAICS	SIN DESCRIPTION
IT Hardware	33411	7B22	334111 334112 334210	Includes desktop, laptop, tablet computers (including rugged), servers, storage equipment, hyperconverged integrated systems, supercomputers, routers, switches and other communications equipment, IT security equipment (hardware based firewalls), audio and video (AV) equipment, public address systems, monitors/displays, sensors and other Internet of Things (IoT) devices, printers and Multi-Function Device (MFD) equipment, broadcast band radio, two-way radio (LMR), and other IT hardware.
IT Leasing	532420L	DE10	532420	Leasing of new electronic equipment. Includes the following lease types: Lease to Ownership, and Lease with Option to Own.
Hardware Maintenance	811212	DB02	811210	Maintenance, Repair Service, and Repair Parts/Spare Parts for Government-Owned General Purpose Commercial Information Technology Equipment, Radio/Telephone Equipment. (After Expiration of Guarantee/Warranty Provisions and/or When Required Service Is Not Covered by Guarantee/Warranty Provisions) and for Leased Equipment.

Telecom & Satellite Communications



CATEGORY	SIN	PSC	NAICS	SIN DESCRIPTION
Wireless Mobility Solutions	517312	DE11	517112	Wireless Carriers Services, Telecommunication Resellers, Other Mobility End-Point Infrastructure - Mobility infrastructure, Mobility-as-a-Service, Enterprise Mobility Management, Mobile Backend-as-a-Service, Telecom Expense Management, Mobile Application Vetting, Mobile Threat Protection, Mobile Identity Management, Internet of Things (IoT), and Other/Mobile Services. All Nationwide Business Plans under this contract may include ""no-cost"" Service Enabling Devices (SEDs).
Commercial Satellite Communications Solutions	517410	DG11	517410	Includes but not limited to satellite products and services, such as: leased commercially available satellite bandwidth; shared or private satellite subscription/managed services; satellite phone services; satellite terminals, phones, modems, and related equipment and services.
Earth Observation Solutions	541370 GEO	DG11	541370	Provides geospatial earth observation technologies, products, and services to include, but not limited to ground, satellite and aerial based sensor data and imagery; worldwide digital transmission, internet, data, and video services and products through various networks, platforms, and applications.

Specialized IT Categories



CATEGORY	SIN	PSC	NAICS	SIN DESCRIPTION
IT - Core Financial Mngt. Solutions FM QSMO	518210FM	DB10	518210	Core Financial Management Solutions and Financial Management services that are complementary to or augment and/or support agency modernizations. Offerings include financial management software suites in a cloud environment; services, applications, and modules that help agencies adopt FM QSMO solutions; and IT professional services
Electronic Commerce	54151ECOM	DG10	541519	Includes value added network services, e-mail services, Internet access services, electronic subscription services, data transmission services, and emerging electronic commerce technologies (VTC, Cable, WiFi).
Automated Contact Center Solutions	561422	DA01	561422	ACCS offering utilized to establish and maintain contact center capabilities for an agency. This SIN may include any technologies or services required to deliver and support an ACCS for an agency, including but not limited to: Artificial Intelligence (AI), Chat Bots, Robotic Process Automation, Interactive Voice Response (IVR), Voice/Speech Recognition, Text-to-Speech, Voicemail, Callback, etc.
IT Training	611420	U012	611420	Training on hardware, software, cloud, and other applicable systems.

Managed & Identity Services



CATEGORY	SIN	PSC	NAICS	SIN DESCRIPTION
Managed Services	541519ICAM	DJ01	541519	Managed service offerings for electronic credentials (assurance levels IAL, AAL, and FAL), identity and access management, authentication, and identity and access management professional services.
PIV Products & Services	541519PIV	DJ01	541519	PIV offerings to implement the requirements of HSPD-12, FIPS-201 and associated NIST special publications.
PKI	541519PKI	DJ10	541519	PKI SSPs shall provide reliable, authenticated, policy-compliant service offerings to support Federally issued Personal Identity Verification (PIV), Personal Identity Verification Interoperable (PIV-I), and associated certificates and cryptographic key service offerings. In accordance with 40 U.S.C. Federal and State agencies and Tribal organizations can leverage these service offerings to allow authorized personnel physical access to facilities and logical access to networks in accordance with X.509 Certificate Policy for the U.S. Federal PKI Common Policy Framework

Pre-Competed Vehicles

		
Best-in-Class solution offering access to a comprehensive set of IT products (Hardware & Software) and ancillary services from pre-vetted industry partners.	Government-wide Strategic Solutions (GSS) for Desktops and Laptops (Best-in-Class) offering various standard configurations and ability to customize.	From the ordering portal agencies can enter the quantity they require, and then proceed straight to check-out — click and pay commodity buys.
SCRM Compliant/TAA	SCRM Compliant/TAA	SCRM Compliant/TAA
2GIT	Laptops & Desktop BPAs	GSA Advantage
PoP: 3/31/2021 – 3/30/2026	PoP: 3/31/2021 - 3/30/2026	Always available

*** ITC CLP Training Available to Agencies for the 2GIT & GSS BPA**

Buy.GSA.gov/MRAS

www.gsa.gov/itc

Pre-Competed Vehicles - Coming Soon!



Multiple-award BPA will be awarded off of the MAS SIN 518210C: Cloud Computing and Cloud Related IT Professional Services.

This BPA will allow agencies to acquire and implement secure commercial cloud service solutions and cloud-focused labor services.

- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)
- Software as a Service (SaaS)



Multiple award BPA established by GSA, in partnership with OSD for Gov't-wide use.

- 5 year base and one 5 year option
- Est. Award Date - 1st qtr. CY2024

Purpose:

- Establish supply chain risk illumination tools and services;
- Help mitigate the risk of fraud, abuse, FOCI and exploitation of the supply chain.

What is MRAS?

(Market Research as a Service)

MRAS uses the latest research techniques to help agencies visualize the competition, the socioeconomic responses that they can expect and which GSA acquisition vehicles are the best fit.



Available Service Options

GSA Advantage Product Market Research

Search up to 20,000 items on GSA Advantage at once

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.

Industry Engagement

Targeted industry engagement regarding Agency specific requirements during MRAS Industry sessions.



Products: GSA Advantage! Multiple Part Number Search & Market Research

- Search up to 20,000 parts at once
- Receive all the GSA Advantage! data
- Enhanced commodity market report on demand
- Builds part number based market reports quickly
- Includes One-on-One CSD Review of Report

****A list of part numbers/descriptions will need to be uploaded with your request



US General Services Administration
 Federal Acquisition Service
 Market Research as a Service - Market Report
 Commodity Research Report (Joey Bot)
 gsaadvantage.gov

Mfr_Part Number	Lowest Price	Average Price	Highest Price
AXELGAARD MFG_180-0005-00	\$ 9.98	\$ 9.98	\$ 9.98
AXELGAARD MFG_180-0007-00	\$ 9.98	\$ 9.98	\$ 9.98
AXELGAARD MFG_180-0009-00	\$ 9.98	\$ 9.98	\$ 9.98
AXELGAARD MFG_180-0011-00	\$ 9.98	\$ 9.98	\$ 9.98
AXELGAARD MFG_180-0040-00	\$ 9.98	\$ 9.98	\$ 9.98
RS MEDICAL_180-0010-00	\$ 9.98	\$ 9.98	\$ 9.98
RS MEDICAL_802-0011-00	\$ 226.12	\$ 226.12	\$ 226.12
RS MEDICAL_802-0012-00	\$ 225.76	\$ 225.76	\$ 225.76
RS MEDICAL_802-0013-00	\$ 225.12	\$ 225.12	\$ 225.12
RS MEDICAL_950-0036-00	\$ 1,188.93	\$ 1,188.93	\$ 1,188.93
RS MEDICAL_959-0032-00	\$ 163.17	\$ 163.17	\$ 163.17
RS MEDICAL_959-0036-00	\$ 163.17	\$ 163.17	\$ 163.17

Socio-Economic Breakdown†

Category	Value
ba	0
d	0
dv	1
ew	0
h	0
v	1
w	0
wo	0

18a - SBA Certified 8(a) Firm; **d** - SBA Certified Small Disadvantaged Business; **dv** - Service Disabled Veteran Owned Small Business; **ew** - Economically Disadvantaged Women Owned Small Business; **h** - SBA Certified HUBZone Firm; **v** - Veteran Owned Small Business; **w** - Woman Owned Business; **wo** - Woman Owned Small Business (WOSB)

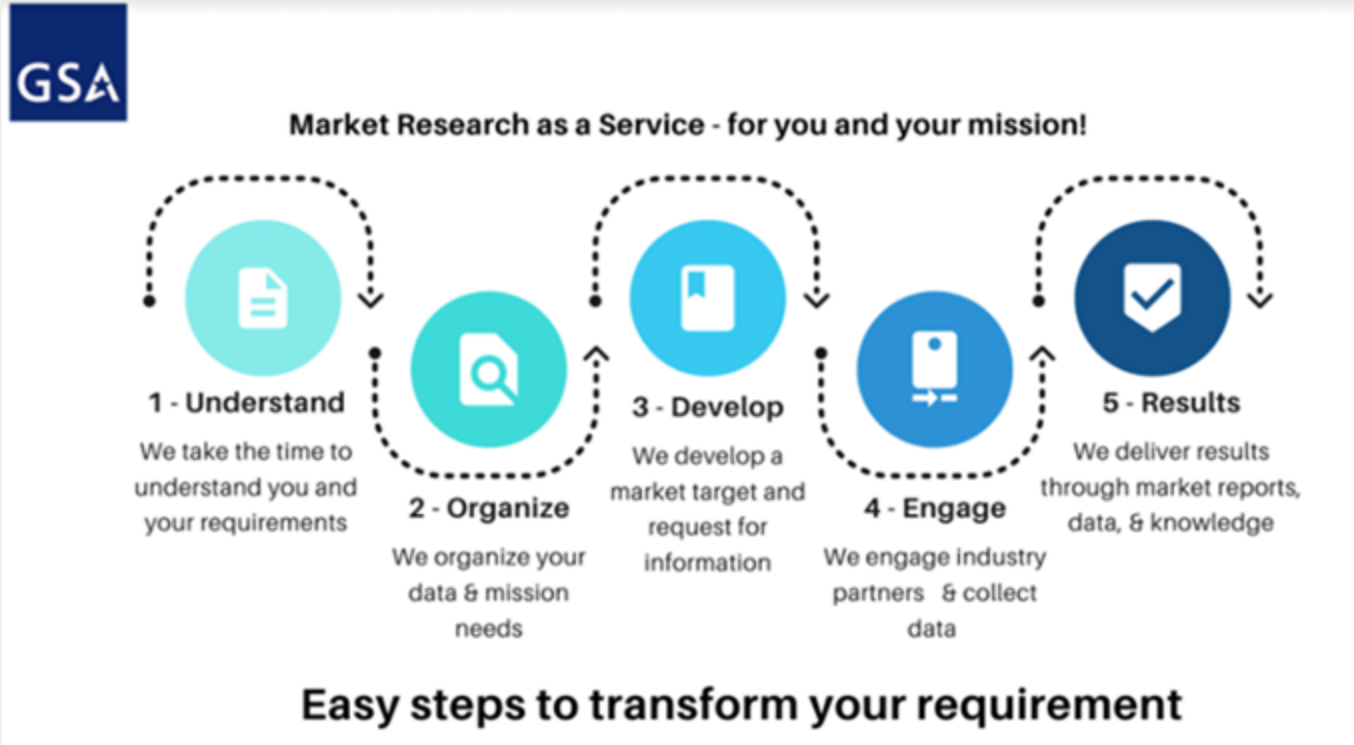


- Market Research results in 48 hours or less
- NAICS results based on the description of the requirement
- Review of Multiple Award Schedule and subcategories
- Up to 5 applicable GSA contracts ranked by compatibility, includes Best In Class GSA contracts

USA Award Number	Vendor Name	Vendor Email	Vendor URL	Sm	Ba	Id	dv	ew	h	v
47QSWA200005C	ACCESSREC LLC	ALEX.GIRARD@ACCESSREC.COM	http://www.accessrec.com	S						
GS-07F-0426U	ALDEN EQUIPMENT, INC.	gsales@aldenequipment.com	http://www.aldenequipment.com	S						v
47QSWA230004U	ETABLISSEMENTS A DESCHAMPS ET FILS	sandrine.carpentier.bernard@mobimat.fr	http://www.deschamps.fr							
GS-03F-0075W	FOX RIVER GRAPHICS LLC	gsa@foxgraph.com	http://www.foxgraph.com	S			dv			
GS-30F-0408A	GLOBAL ENTERPRISE INC	scottsmith@fedharmony.com	http://www.fedharmony.com							
47QSWA1900074	HANDI PRODUCTS, INC.	adsch@handiramp.com	http://www.handiramp.com	S						

Research Title: Integrated Solid Waste MGMT Report Created By: jennifer.sosa@gsa.gov Source Data as of: 05/01/2023		GSA Solutions Researched (includes SIRs, PoB, and Constellations)							
		# Vendors	Solution	Solution Title	GSA Contract NAICS Code	NAICS Title	Contract Expiration	Best in Class	Geographical Zone
		21	562910RM	Environmental Remediation Services	MAS	562910	Remediation Services	FALSE	
		67	562112	Hazardous Waste Disposal Services	MAS	562112	Hazardous Waste Collection	No Expiration	FALSE
		316	562910RM	Environmental Remediation Services	MAS	562910	Remediation Services	No Expiration	FALSE
		476	561210FAC	Facilities Maintenance and Management	MAS	561210	Facilities Support Services	No Expiration	FALSE
		8	FACSPRTRSVS4	Facility Support Services	BMOU2	561210	Facilities Support Services	11/5/2027	TRUE TX, OK
Requirement Information Requesting Agency: DOD Agency POC: christopher.millap@us.af.mil Buying Location: Midwest City, OK Est. Total Cost: \$250,000 and above The buyer desires that all work and services, including but not limited to, personnel, materials, vehicles, supervision, transportation, and any other items or services necessary to perform Integrated Solid Waste Management (ISWM) services to include collection and disposal at Tinker Air Force Base (TAFB), Oklahoma City.									
Summary of Requirement									

MRAS RFI Process



Requirement: Provide systems integration, configuration management, mission systems sustainment, test, acquisition, training, protocol and advanced admin support to Space Operations Center - West. 8(a) solution.

Competition Determination:

May generate adequate competition under the following GSA solution(s): OASIS 8A
 May be able to target small businesses for this requirement.

All information should be independently verified by reviewing the market research data submitted and the capabilities statements linked to this report.

# Total Responses	# Interested Sources	# Small Businesses
9	9	9

Response Summary Details

Posted RFQ(s): RFQ(s) 11482, RFQ(s) 11482

Contracts Selected: OASIS 8A, HCAS 8A, Other

SIN, Pool, or Constellation Selected: OASIS 8A P1, HCAS 8A, POOL2, Other

NAICS Selected: 541311

By Socio-Economic Breakdown†**

By Contract†

By SIN, Pool, or Constellation†

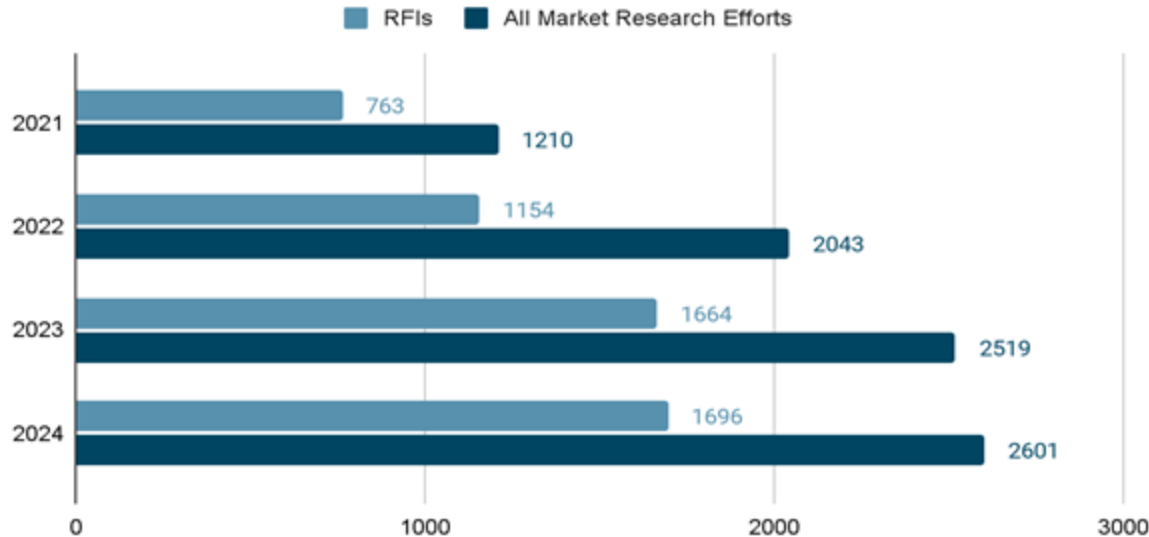
By NAICS†

Provided Commercially†

**By: SBA Certified Disadv. Bus. w/ SBA Certified Small Disadvantaged Business; DB: Service-Disabled Veteran Owned Small Business; w/: Economically Disadvantaged Woman Owned Small Business; S: SBA Certified HUBZone; V: Veteran Owned Small Business; W: Woman Owned Business; WDB: Woman Owned Small Business (DBWDB)

MRAS Program Successes

Market Research As a Service (MRAS) Efforts



Awards

Over **\$60 Billion** market research opportunities awarded to GSA Contract Holders.

Top Customers

- **Air Force**
- Army
- Navy

Top Categories Researched

- Professional Services
- Information Technology
- Facilities

Objectives of MRAS



- Make market research easier for all stakeholders.
- Create efficiencies in gov acquisition planning resulting in taxpayer savings.
- Give industry a voice.
- Provide accurate, timely data that summarizes the marketplace.
- Continuously improve our services through stakeholder feedback.

How We Research

- Use commercially available software to streamline the process
- Ask “Yes/No” questions, multiple choice, ranges, pre-set percentages, and more
- Customize questions with visualizations and creating data sets in mind
- We can ask industry for videos, websites, demos, manuals, and more

Technical Question(s) - Yes/No

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

	Yes	No
1. Do you possess experience working on projects involving collaboration with law enforcement at different levels?	☐	☐
2. Do you possess experience completing projects that require the development of materials related to Traffic Safety?	☐	☐
3. Do you possess experience completing projects that require the development of documentation that incorporates data visualizations?	☐	☐
4. Do you possess experience in working on projects in the realm of Micromobility?	☐	☐
5. Do you possess experience in technical writing and editing?	☐	☐

Technical Question - Multiple Choice

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

☐ None
☐ Less than 15 Percent
☐ Between 15 and 30 percent
☐ Between 30 and 50 percent
☐ More than 50 percent

ation, would your company submit a quote if this
your GSA Contract?



U.S. General Services Administration

MRAS Service Request Form

Initiating Your Request

Summary of Intake Requirements

PWS and IGCE

- PWS or SOW is required.
- It can be informal and just a paragraph of the requirement
- IGCE Optional

NAICS and SIN

- NAICS: Required
- GSA Contracts/SIN(s): Optional

Competition requirement

- Choose from Set aside or Full and Open

Technical Questions

- Include technical questions whenever possible
- Technical questions result in more robust data to help identify qualified vendors
- A template and examples are available to download in the Service Request Form

Market Research as a Service

Market Research as a Service (MRAS) delivers meaningful market data to Federal, State, and Local agencies for free. Through FAR Part 10 compliant requests for information (RFI), sources sought, industry days, and advanced product research, MRAS collects data to help customers understand where their need fits within the GSA government-wide marketplace.

For Customers

For Industry

EXPLORE OUR SERVICES

MRAS delivers meaningful market data to agencies for free. Through FAR Part 10 compliant RFIs, sources sought, industry days, and advanced product research, MRAS collects data to help customers understand where their need fits within the GSA marketplace.

RFI - Service Request

Request a RFI to understand GSA Contracts and Industry Capabilities with a market report.

Product Research Request

Search up to 20,000 products on GSA Advantage and receive a market report.

Rapid Review

Determine if your requirements fit under a GSA solution - in 24 to 48 hours

Select the Service you would like to utilize

Completing the Service Request Form

GSA

If you encounter any issues or have feedback or suggestions for future improvements, please share them with us at: rfr@research.gsa.gov

Market Research As a Service (MRAS)

We look forward to working with you to effectively engage the GSA marketplace and help you achieve targeted market research results - all at **NO COST** to your Agency.

After submitting a Market Research Request, a [GSA Customer Service Director \(CSD\)](#) will reach out to you within 24 hours (or 1 business day) to begin working with you directly to determine how GSA can best meet your mission requirements.

MRAS SERVICE OFFERINGS

To review the MRAS service offerings and required information and documents needed to complete each request, **click on the ► arrow before each number below to expand to see the service offering details.**

► 1. RFI - Request For Information with Market Research Report

► 2. RAPID REVIEW - Requirement Solution Finder

► 3. PRODUCT MARKET RESEARCH - up to 20,000 items

How can we support your market research efforts?

☐ RFI

☐ RAPID REVIEW

☐ PRODUCT MARKET RESEARCH

☐ I have questions about the MRAS service offerings
... [please have a GSA Customer Service Director contact me for assistance](#)

Which best describes your requirement? *(required)*

- ☐ Services
- ☐ Products
- ☐ Products + Services

Requirement Details

Project Title *(required)*
(limited to 30 characters)

Project Number *(optional)*

Estimated Date for New Solicitation *(optional)*

mm/dd/yyyy



Estimated Contract Award Date *(optional)*

mm/dd/yyyy



Summary of Requirement *(required)*

(limited to 300 characters)

Provide a high level summary of the requirement - please be as detailed as possible to highlight the core needs sought in order to meet your objective

If you need more space, there is an opportunity to attach an additional document before submitting your request.

Name of Incumbent Contractor, if applicable *(optional)*

Estimated Contract Value - Estimated Total Value (Base Year + all Options)

☐ Less than \$250,000

☐ \$250,000 and above

Anticipated Contract Type *(required)*

- ☐ Firm Fixed Price
- ☐ Cost Reimbursable
- ☐ Hybrid with Cost
- ☐ Labor Hour
- ☐ Time & Materials
- ☐ Unknown

If this will be a [Small Business Set-Aside](#), select the set aside *(required)*

Otherwise select "Unknown at this time"

Small Business
SBA Certified 8(a) Firm
SBA Certified HUBZone Firm
Service Disabled Veteran Owned Small Business
Women Owned Small Business (WOSB)
Economically Disadvantaged Women Owned Small Business (EDWOSB)
Unknown at this time

Primary Place of Performance (PoP) *(required)*

State or OCONUS for outside the Continental U.S.

▼



Requirement Scope *(required)*

Select the Primary [Government-wide Large Category and related Subcategory](#) + a corresponding NAICS code ([North American Industry Classification System](#)) that best define the majority of the scope of this requirement.

Large Category

▼

Subcategory

▼

NAICS

▼

Are there additional NAICS that you would like researched? *(optional)*

For more information on NAICS aligned to GSA solutions, visit: buy.gsa.gov

☐ Yes

☐ No

Back

Next



Technical Questions *(optional)*

The following Technical Questions are standard and included on all RFIs:

Multiple Choice Questions

- ▶ Please identify all GSA contracts that your company holds and are applicable to this requirement.
- ▶ Based only on the GSA contracts your company holds, which SIN(s), Pool(s), or Constellation(s) would you recommend are requirement?
- ▶ Please select the NAICS code(s) you determine are appropriate for this requirement.
- ▶ Business Size.
- ▶ Please select all socio-economic categories that apply to your GSA Contract.
- ▶ In your estimation how much of this potential requirement would your company need to subcontract to other companies?

Yes / No Questions

- ▶ Based on the provided information, would your company submit a quote if this requirement was issued under your GSA Contract?
- ▶ Do you provide this service or product commercially?

To achieve the best results, we highly encourage including additional technical questions to those listed above. Adding Yes/No, Multiple Choice, or Short

Answer Questions to the RFI helps to receive better quality results by ensuring that industry has a good understanding of the requirement ensures that you get exactly the information you need.

"Market Research Sample Technical Questions" is a good resource of sample questions (broken out into tabs) ranging from standard acquisition questions to more Government-wide Category-specific questions for your consideration and potential use.

Upload Technical Questions below (Word Docs, Excel Spreadsheets, or PDFs are accepted) - optional

or work directly with your GSA Customer Service Director (CSD) to define and refine any technical questions you want added prior to approved RFI on GSA eBuy.

All Questions Below are Standard and Included on all MRAS DRAFT RFIs	
Question Type	Question
Yes/No Matrix	Based on the provided information, would your company submit a quote if this requirement was issued under your GSA Contract?
Yes/No Matrix	Do you provide this service or product commercially?
Multiple Choice	Please identify all GSA contracts that your company holds and are applicable to this requirement.
Multiple Choice	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?
Multiple Choice	Please select the NAICS code(s) you determine are appropriate for this requirement.
Multiple Choice	Business Size
Multiple Choice	Please select all socio-economic categories that apply to your GSA Contract.
Multiple Choice	In your estimation how much of this potential requirement would your company need to subcontract to other companies?
Open Ended	Optional Feedback: Please provide any feedback or questions you may have related to this requirement and the Draft Requirements document.
Open Ended	Capability Website: Please provide a URL to a capability website for your company.
Open Ended	Capabilities Statement: to include up to 3 relevant projects and provide the following information for each:
	1. Customer Name
	2. Customer/Client POC Email
	3. Total Contract Value
	4. Period of Performance
	5. Brief Description of Services Provided
	6. Indicate if there is a CPARS (Contractor Performance Assessment Reporting System) Available

A	B
1 Question Type	Question
2 Open Ended	Are there other considerations for the <<PRODUCT, SERVICE, SOLUTION>> that have not been covered, that the Government should be aware of when evaluating, selecting, deploying, and operating the <<PRODUCT, SERVICE, SOLUTION>>?
3 Open Ended	Of the proposed SINs, are there any that you believe GSA should not add? If yes, identify the SIN and provide a brief explanation of the rationale.
4 Open Ended	In reviewing the proposed SIN titles and descriptions, please identify any proposed changes you would like GSA to consider (please cite the SIN and the specific changes proposed). Please provide a brief rationale for the proposed changes.
5 Yes/No Matrix	In your experience as a MAS contractor, do you believe that if GSA adds the proposed SINs to MAS, federal customers would be likely to utilize MAS to acquire the covered services?
6 Yes/No Matrix	Do you currently have all the labor categories that would satisfy the requirement on your price list?
7	
8	
9	



U.S. General Services Administration

Sample MRAS Request for Information (RFI)



DHS - Closed Circuit TV System - Market Research

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

USCG Sector San Diego, has identified a requirement for a vendor to replace, support, and maintain the current USCG Sector San Diego Closed Circuit Television System (CCTV). The existing CCTV system is outdated, rapidly degrading, and is not supported by a Service Maintenance Agreement.

Responses Due: 06/10/2022

Draft Requirements Document

[Link To Draft Requirements Document](#)

Market Research Notices

For Schedules Only: Based on the responses submitted to this RFI, the Government reserves the right to issue all future requests for quotes directly to identified sources via email in accordance with FAR 8.405-3(b)(1)(iii)(B)(2) and/or FAR 8.405-2(c)(3)(iii)(B).

[Market Research Notice - Click to Download](#)

We include a link to the requirements documents in the RFI

Business Size:

☐ - small business

☐ - other than 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.

☐ w

☐ wo

☐ ew

☐ v

☐ dv

☐ d

☐ 8a

☐ h

☐ N/A

Done

We gather small business and vendor socio-economic data in the survey.

Technical Questions can be added and customized based on the customer's needs.

Technical Question(s) - Yes/No

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

Yes No

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

All vendor feedback provided will be summarized in a report, to ensure PWS/SOW requirements are clear

Vendors can expand on technical questions in their Capabilities Statement

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

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.

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.



U.S. General Services Administration

Sample MRAS Market Research Report

Demonstrating Results

MRAS Market Research Reports provide:

- A comprehensive Market Research Report
- Socio-Economic Outlook
- Summary of Industry Feedback
- Narratives to leverage Acquisition Planning



The report provides a recommendation based on the number of respondents and the contracts researched.

Competition Determination:

May generate adequate competition under the following GSA solution(s): Multiple Award Schedule (MAS)

May be able to target small businesses for this requirement.

All information should be independently verified by reviewing the market research data submitted and the capabilities statements linked to this report.

# Total Responses	# Interested Sources	# Small Businesses
5	5	5
Response Summary Details		
Posted RFQ(s)	RFG10F0746	
Contracts Selected	Multiple Award Schedule (MAS)	
SIN, Pool, or Constellation Selected	611430, 611710	
NAICS Selected	611430, 611710	

By Socio-Economic Breakdown**†



**sv - SBA Certified (s) Firm; d - SBA Certified Small Disadvantaged Business; dv - Service Disabled Veteran Owned Small Business; ew - Economically Disadvantaged Women Owned Small Business; h - SBA Certified HUBZone Firm; v - Veteran Owned Small Business; w - Woman Owned Business; wo - Woman Owned Small Business (WO2)

By Contract†



By SIN, Pool, or Constellation†



By NAICS†



Provided Commercially†



† Interested Sources Only

Summarizes the socio-economic designations of interested parties.

Summarizes number of interested parties that are small or other than small businesses.

Summarizes number of interested parties by GSA contract vehicle.

Feedback Summary

Submit Offer?	Company Name	Feedback
Yes	LADLAS PRINCE	Team Lp recommends that this opportunity is set aside for Historically Underutilized Business Zones (HUBZone) or Service Disabled Veteran Owned Business (SDVOSB).

The report provides a directory of interested parties and their POC information.

We summarize feedback from Industry to ensure the requirement is clearly stated.

We provide a link to the vendors' Capability Website and Capability Document.

Interested Sources

Business Size	Company Name	POC Email	Website	Capability Document	MAS
s - small business	Actualized Business Solutions Inc	mark.wentling@absidefens	www.absidefense.com	https://feedback.gsa.gov/fe/file/F_27DqWJ/	☒
s - small business	Bubo Learning Design, LLC	mark@bubold.com	www.bubold.com		☒
s - small business	LADLAS PRINCE	governments.others@ladla	www.ladlasprince.com		☒
s - small business	Management Analysis Technology	mgeyser@mat-inc.net	www.matinc.net		☒
s - small business	Technical Management Services I	diana@tmsworkshops.com	www.tmsworkshops.com	https://feedback.gsa.gov/fe/file/F_24icspBI/	☒

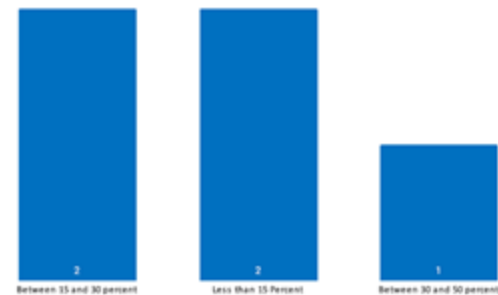
Technical Question Yes/No (Interested Sources Only)

■ YES ■ NO



Technical Question Multiple Choice (Interested Sources Only)

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



We can also provide the source data collected with the RFI so that you can conduct further analysis if needed.



	A	B	C	D	E	F	G	H	I
1	Submit Offer?	Company Name	Business Size	Socio-Economic -	Socio-Economic -	Socio-Economic -	Socio-Economic -	Socio-Economic -	Socio-Economic -
2	Yes	Actualized Business Solutions Inc. (ABS), DBA ABS	s - small business					dv	
3	Yes	Bubo Learning Design, LLC	s - small business						
4	Yes	LADLAS PRINCE	s - small business				v	dv	d
5	Yes	Management Analysis Technologies, Inc.	s - small business				v	dv	
6	Yes	Technical Management Services LLC	s - small business			ew			
7									

B3 X Jx Yes

	K	L	M	N	O
1	Provided Commercially	GSA Contract Number(s)	Business Size	UEI #	CAGE Code
2	No	47QRAA20D007J	s - small business	VRXSQNFKMRW3	5XWG0
3	Yes	47QREA20D000V	s - small business	EE71M2292YL4	7PHX7
4	Yes	GS-23F-0064Y	s - small business	DLXLJCEMLTZ9	4Y0H1
5	Yes	47QRAA22D0024	s - small business	X2HXVFYMLG45	3DWT6
6	Yes	47QRAA18D00F1	s - small business	YZUCELZVKTF6	0ZNR3
7					

Receipt Timestamp	Submit Offer?	Company Name	POC First Name	POC Last Name	POC Email
11/2/2022 21:38:26	Yes	Actualized Business Solutions Inc. (ABS), DBA ABS	Mark	Wentling	mark.wentling@absdefense.com
11/4/2022 19:47:00	Yes	Bubo Learning Design, LLC	Mark	Evans	mark@bubold.com
10/27/2022 11:13:25	Yes	LADLAS PRINCE	AMOS	AJANI	governments.othens@adlasprince.com
10/26/2022 15:02:45	Yes	Management Analysis Technologies, Inc.	Michael	Geyer	mgeyer@mat-inc.net
11/3/2022 23:47:09	Yes	Technical Management Services LLC	Diana	Cordova	diana@tmworkshops.com

MRAS Value Added Benefits

- Streamlines market research and reduces acquisition time
- Continuous support from your local GSA Customer Service Director
- FAR Part 10 compliant
- Identifies the business size appropriate for the requirement
- Aligns agency needs with GSA contracts and solutions
- Promotes category management

What Our Customers are Saying.....

"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!"

"...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!"

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

Upcoming Training

Effective Market Research Training

Learn why market research is conducted and how to get better results by making your data collection methods easier.

[August 29th, 2024 1 pm - 2 pm ET](#)

September 26th, 2024 1 pm - 2 pm ET

Visit www.gsa.gov/events to register



U.S. General Services Administration

RFI@Research.GSA.gov

Buy.GSA.gov/MRAS

www.GSA.gov/CSD





Acronyms

- CSD - Customer Service Director
- CLP - Continuous Learning Point
- FAR - Federal Acquisition Regulations
- MAS - Multiple Award Schedule
- MRAS -Market Research As a Service
- SIN - Special Item Number
- NAICS - North American Industry Classification System
- BIC - Best-In-Class
- RFI - Request for Information
- RFQ - Request for Quote
- CALC - The Contract-Awarded Labor Category
- RPA - Robotic Process Automation