

# Measuring the Marketplace



FORUM 2015

Leveraging Supply Chain  
Insights to Build Business  
Solutions

Presented by

Dana M. Parent, CPPB, VCO  
Michele Skaggs, CPPO, VCO

# Our Purpose and Your Takeaways



**Purpose:** Empower you to fill the consultative gap between government needs and industry capabilities through performing Market Research.

## **Takeaways:**

- Blueprint for Information Gathering
- Concrete Building Blocks
- Framework for Success

# Some Definitions...



## •Market Research

- Focused on Markets not on Marketing
- Collect, organize, analyze, communicate information
- Purpose is to solve a problem

## •Consultative

- Analyze business need
- Ask questions
- Be interactive
- Deliver insights
- Provide solution(s)

# Principles of Market Research



## Market Research Core Body of Knowledge (MRCBOK)

- Marketing and its Interface with Market Research
- Market Research and Planning the Research Process
- Research Design
- Sampling
- Data Collection Methods
- Measurement Approaches
- Understanding Data Analysis
- Advanced Data Analysis
- Communicating Research
- Global Market Research
- Trends in Market Research



# Why do *we* need to measure?

- Develop better relationships/communication with internal stakeholders and the vendor community, which will result in a more *effective* procurement and contract.
- Create administrative *efficiency* for all parties
- Deliver *bottom line* results for all parties



This is a ***BIG*** problem

This is an

***INSIGHTFUL*** solution

# Blueprint for Information Gathering



**STEP 1:** Define the project's purpose

**Your Goal:** Identify the *stakeholders* and their desired *outcomes*.

**How:** Communication is key.

- Create meeting agendas with a purpose statement, share it with attendees
- Be able to succinctly summarize what a successful project is for your stakeholders
- Learn how to speak the right language

# Blueprint for Information Gathering (cont.)



**STEP 2:** Design your research approach

**Your Goal:** Develop a written plan for data collection

**How:** Identify data types and potential sources

- Primary vs. Secondary Data
- Quantitative vs. Qualitative Data
- Internal vs. External Sources





# More Definitions...

- Primary data is direct feedback/data that you gather, such as customer surveys
- Secondary data is feedback/data that others have gathered that you access, such as industry reports
- Quantitative data can be measured and captured numerically, such as price
- Qualitative data is descriptive, such as a list of vendors or manufacturing materials

# Blueprint for Information Gathering (cont.)



## STEP 3: Execute your research plan

**Your Goal:** Gather the data types from the sources you identified

**How:** Be proactive in your research

- Use the Concrete Building Blocks
- Allow yourself to be led astray
- Communicate throughout the agency hierarchy *and* the supply chain

# Concrete Building Blocks



**Excavate the Web...**  **your friend!**

Dig for:

- Market and Industry news
- Commodity specific information
- Vendors and their Competitors
  - [bloomberg.com](http://bloomberg.com), [hoovers.com](http://hoovers.com), [spyfu.com](http://spyfu.com), [google.com/alerts](http://google.com/alerts)
- Bureau of Labor Statistics
  - [Bls.gov](http://Bls.gov)

# Concrete Building Blocks (cont.)



## Collaborate with Stakeholders

Talk with:

- Vendors and their Competitors
  - Learn more about their processes, *supply chain*, and what makes them profitable.
- End Users
- Other States and Localities
  - The right person in the right division/department. Look for Contract Officers, Contract Administrators, Business Owners

# Concrete Building Blocks (cont.)



## Leverage the Industry

Drill down into the information provided through:

- Professional Associations
  - Focus on both government and industry. Find conference presentations.
- Trade Publications
- Newsletters
- Research Papers
  - US Government - particularly military, Forrester Reports

# Concrete Building Blocks (cont.)



## Review other Contracts

Borrow other's *successes*:

- eVA solicitations and DPS statewide contracts
- Cooperative contracts
  - [NASPOValuePoint.org](http://NASPOValuePoint.org)
  - [VASCUPP.org](http://VASCUPP.org)
  - [GSAAdvantage.gov](http://GSAAdvantage.gov) (It's a Federal contracts eMall!)
    - Beware the pricing structure...
  - [ProcureSource.com](http://ProcureSource.com)



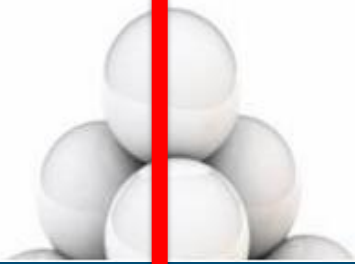
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# Find the right contract with ProcureSource

When all cooperative contracts look the same, ProcureSource helps you:

Search by  
Commodity

Find Vendors and  
Competitors

# Concrete Building Blocks (cont.)



## Other Resources:

Keep building through:

- eVA Reports
  - Don't forget public reports, such as "Who's buying what I sell?"
- NIGP, VAGP, CAPA, CIPS
  - Listservs
  - White papers
- Each other!



# Framework for Success



## **STEP 1:** Organize and interpret the data

**Your Goal:** Categorize the data based on your internal stakeholders' desired outcomes.

**How:** Focus on the solutions that the data may help to solve. For example:

- Information gleaned from co-op contracts may help to deliver cost savings through administrative efficiencies
- Supply Chain data may help avert risk



## STEP 2: Deliver conclusions

**Your Goal:** Consult with internal stakeholders on solutions that will solve their problems

**How:** Communicate insights about processes and procedures that support desired outcomes. Be sure to:

- Provide demonstrative supporting data
- Link it directly to the outcomes sought
- Seek written concurrence to implement

# Framework for Success (cont.)



## **STEP 3:** Implement solutions

**Your Goal:** Leverage the procurement process to deliver an effective contract

**How:** Communicate your solutions with external stakeholders

- Speak the right language to get what you need
- Begin the conversation through the RFP/IFB
- Measure the data proposed by vendors
- Leverage the data throughout negotiations

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