

Measuring the Marketplace



FORUM 2015

Leveraging Supply Chain
Insights to Build Business
Solutions

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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, hoovers.com, spyfu.com, google.com/alerts
- Bureau of Labor Statistics
 - 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
 - VASCUPP.org
 - GSAAdvantage.gov (It's a Federal contracts eMall!)
 - Beware the pricing structure...
 - ProcureSource.com



ProcureSource
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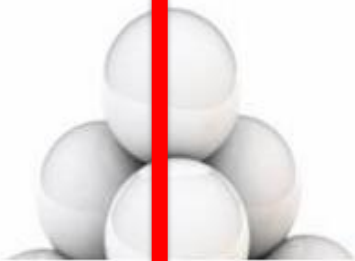
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Find the right contract with ProcureSource

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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