

Deployed (Yes)

Automation Available to Other Agencies (Yes)

Automation Code Exportable to Other Agencies (No)

Seeking Partner Agencies (No)

Automation Name	Market Research Assistant (MRA)
Implementing Agency	Department of Veterans Affairs (VA)
Description of Automation	<p>The MRA allows users the ability to survey and assess the market for products and/or services that may meet agency needs. The MRA tool searches databases most commonly used by the acquisition workforce such as VetBiz, Dynamic Small Business Search, and GSA Advantage and returns comprehensive market information for market research purposes. The MRA also includes VA's market research report templates.</p> <p>Users initiate the MRA bot by entering in key words for services or supplies and selecting all or some of the available data sources: VetBiz, Dynamic Small Business, GSA Advantage, Army CHESS, and UNICOR.</p> <p>The bot then retrieves the following information and sends it to the user by email within 10-30 minutes:</p> <ul style="list-style-type: none">• Vendor Report: Includes a list of applicable vendors displaying details such as UEI, NAICS, socio-economic status, category management best-in-class (BIC) solutions, vendor status in the system for award management (SAM), SAM certifications and representations, Federal Awardee Performance and Integrity Information System (FAPIS) records, and Section 889 vendor response/self-certification. The report can be sorted, filtered, and exported.• A Vendor Assessment Summary report is also available for MRA users. Users select a specific vendor for contact information and contract history. Results include a timestamp at the end of the report to show the data sources and date of the last data update.
Type of technology used	Robotic Process Automation (RPA)

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Benefits of Use	The Market Research Assistant (MRA) tool provides an innovative knowledge solution within the Acquisition Knowledge Portal (AKP) to streamline VA’s Acquisition Market Research processes, increase compliance, and save resources. This tool will allow the contracting officer (CO), Contracting Officer Representative (COR), and Program Management (PM) personnel utilizing the AKP the ability to survey and assess the market quickly for needed products and/or services in order to satisfy market research requirements.		
Automation Status	Deployed agency-wide to approximately 2400 users		
Agency Authority to Operate (ATO) Completed	No		
Timeline: Time to Develop	2 months		
Timeline: Key Milestones During Development			
	Milestone Description		Estimated Date (Month/Year)
	1	Developed and deployed first iteration	July- August 2020
	2	Testing and enhancements to support displays of: <ul style="list-style-type: none">• Section 889 vendor status;• vendor NAICS codes;• sam.gov opportunities for specified NAICS codes; and• vendors available on Army CHES.	Feb 2021
	3	Pilot market research tool to selected VA acquisition community	June 2021
	4	Market research tool training and live addition to agency Acquisition Knowledge Portal (AKP)	August 2021

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Primary Data Sources	<ul style="list-style-type: none">• VetBiz• Dynamic Small Business Search• GSA Advantage• Army CHESS• UNICOR• SAM.gov• FAPIIS
Is the automation available for use by another agency?	Yes
Point of contact	Kathleen Wheat, Kathleen.Wheat@va.gov Shanelle Jackson, Shanelle.jackson@va.gov