

# Rapid Review – Market Research for You

## Reduce PALT Now!

### Use GSA’s Free Rapid Review to Find Solutions

GSA now performs market research on your agency's behalf to identify whether GSA has solutions for your requirements. You can use our Rapid Review tool for any type of requirement, such as products, services, professional services, and IT. Rapid Review utilizes the latest research techniques from subject-matter experts encompassing all GSA portfolios. The process is easy, simple, and fast.

GSA offers this value-added service at no cost to your agency. The service is brought directly to you. It offers detailed feedback about which GSA solution is available for your requirement, including specifics identifying the GSA Schedule, Special Item Number (SIN), part number, OASIS pool number, Governmentwide Acquisition Contract (GWAC) review, and the best fit within the IT suite of contracts. In addition, if you are seeking a small business or socioeconomic class, GSA will identify those for you.

### Who can Use this Free Service?

Any agency seeking market research for a potential GSA solution can use this service, including the program office, Contracting Officer, Contracting Specialist, and more.

### Benefits of Rapid Review

- ❖ 24-hour response time, in most cases (if additional time is needed, for any reason, your GSA Customer Service Director [CSD] will contact you)
- ❖ A detailed list of the GSA solutions available for your requirement
- ❖ GSAAdvantage!<sup>TM</sup> part-number identification, if requested by you
- ❖ A list according to small-business or socioeconomic status, if requested by you
- ❖ Reduction of Procurement Administrative Lead Time (PALT)/procurement lead time
- ❖ Better alignment of GSA solutions available for your requirement
- ❖ Business-size identification
- ❖ Scope review

### Market Research as a Service (M-RAS) Request for Information (RFI) Experience

After using the Rapid Review market-research link/tool to determine whether GSA offers a solution, GSA can issue an RFI that includes the performance work statement (PWS)/Statement of Work (SOW) on behalf of the agency's Contracting Officer and the agency's contracting office will receive an RFI report with results. For more information, contact your CSD.

The RFI experience consists of:

- ❖ Discovery – a scope review from our category-management team and consultations with your GSA CSD (See “Step 2” on the back of this publication)
- ❖ Development – a draft RFI and feedback on what may be relevant to your requirement
- ❖ Execution – a final RFI issued and managed on your behalf
- ❖ Service – a full market report based on real market data
- ❖ Continued support from your CSD, including continuous learning related to GSA contracts, sample solicitation and contract documents, historical pricing information, access to GSA category experts, and much more



## Transform Your Requirement into Marketing Clarity in Six Easy Steps

### Step 1: Click the link.

It takes only a minute! Click the link at the bottom of your CSD's email, fill in the quick form with your information, and drag and drop your documents (SOW, PWS, Statement of Objective [SOO]).



### Step 2: Assessing your need.

With the information submitted by you, we learn about your needs and consult with our GSA subject-matter experts who will review and/or scope your requirement and identify which GSA solutions are available for your requirement.

### Step 3: Solution(s) returned.

We return a GSA solution or list of various GSA solutions that will fit your requirements. This can include the GSA Schedule, SIN(s), OASIS pools, GWAC information, GSAAdvantage!™ part numbers, small-business companies, or any socioeconomic information you requested. If no GSA solution is found, you will receive that information as well.

### Step 4: Your CSD assists you going forward.

Once we have identified your solution, your CSD will contact you via email, call, or stop by to assist you with placing your RFI or RFQ in GSA eBuy and provide any training necessary for you to complete your solicitation.

### Step 5: M-RAS (RFI) free service.

GSA can post an RFI on your behalf. After determining whether GSA offers a solution by using the Rapid Review market-research link/tool, GSA can issue an RFI that includes the PWS/SOW on behalf of the agency's Contracting Officer, and the agency contracting office will receive an RFI report with results. Some restrictions apply; for more information, contact your CSD.

### Step 6: Make your purchase.

The goal of Rapid Review and M-RAS is to provide the market data you need to establish your acquisition strategy, plans, and solicitations – and ultimately buy – what you need to meet your mission.

### For More Information

To learn more, contact your local GSA CSD:

Name:

Email:

Phone: