

# Marketplace Research

Unison Marketplace is the leading marketplace across the federal government with years of data stored up and that data is now readily available to you while you conduct your market research. Utilizing our Marketplace Research Tool and Marketplace Research File will allow you to search the Marketplace for buys previously competed, view the competitive analysis, and build a new buy from those search results.

## Benefits

### Gain quicker access to Marketplace history.

Instantly view basic buy information from previously awarded buys through a simple keyword search.

### Better understand which products and services work on the Marketplace.

Analyze the competition summary of your search results to determine if your requirements would be a good fit for the Marketplace.

### Save valuable time while drafting buys.

Quickly and easily add line items from a buy you have searched into a new draft buy, or add line items from multiple buys to the Marketplace Research File for later use.

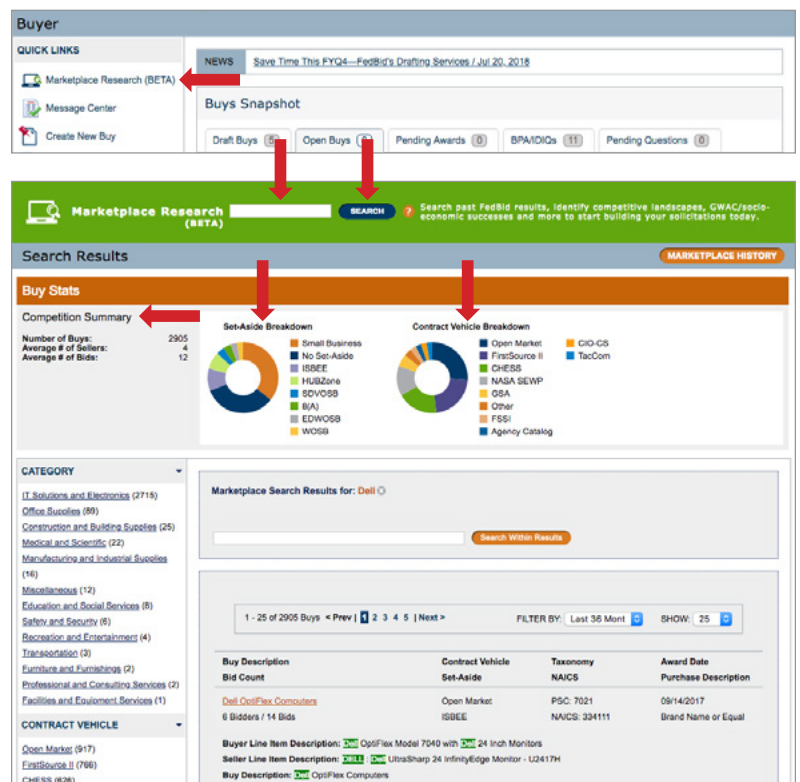
## Utilizing the Marketplace Research Tool

### Conducting a Search:

1. From your dashboard, click on 'Marketplace Research' located under your Quick Links navigation. This will bring you to the new search page.
2. In the search bar, type in the keyword of the product or service you would like to search (i.e. Dell), then click 'Search'.

**Buy Stats:** The buy stats shown will contain a breakdown of the Competition Summary of the current search criteria.

**Quick Tip:** Hover your mouse over a segment of the set-aside or contract vehicle graphs and you will reveal a pop-up with additional stats.



The screenshot displays the 'Marketplace Research (BETA)' search results page for the keyword 'Dell'. The interface includes a 'Buyer' header with 'QUICK LINKS' (Marketplace Research (BETA), Message Center, Create New Buy) and a 'NEWS' section. Below is a 'Buys Snapshot' with buttons for Draft Buys, Open Buys, Pending Awards, BPA/IDICs, and Pending Questions. The main 'Search Results' section features a 'Buy Stats' overview with a 'Competition Summary' (2905 Number of Buys, 4 Average # of Sellers, 12 Average # of Bids) and two donut charts: 'Set-Aside Breakdown' and 'Contract Vehicle Breakdown'. A 'CATEGORY' sidebar lists various sectors like IT Solutions and Electronics (2719), Office Supplies (99), etc. The bottom section shows 'Marketplace Search Results for: Dell' with a table of buy descriptions, bid counts, contract vehicles, taxonomies, and award dates.

Buy Description	Contract Vehicle	Taxonomy	Award Date
Bid Count	Set-Aside	NAICS	Purchase Description
Dell OptiFlex Computers	Open Market	PSC: 7021	09/14/2017
6 Bidders / 14 Bids	ISBEE	NAICS: 334111	Brand Name or Equal

**Search Results:** Search results will include basic information on the buy including the Buy Description, Bid Count, Contract Vehicle, Set-Aside, Taxonomy, NAICs, Award Date, Purchase Date, and both the Buyer and Seller Line Item Descriptions.

**Quick Tips:**

- The top 3 hits will highlight the keyword you searched.
- To view the details of the buy, click on the Buy Description in orange.
- By default, you will see the Buyer line item description in the buy details. To view a Seller's line item descriptions, click on the Seller's name on the left and you will be directed to the bid details.

Buy Description	Contract Vehicle	Taxonomy	Award Date
Bid Count	Set-Aside	NAICS	Purchase Description
<a href="#">Dell OptiFlex Computers</a>	Open Market	PSC: 7021	09/14/2017
6 Bidders / 14 Bids	ISBEE	NAICS: 334111	Brand Name or Equal
Buyer Line Item Description: <a href="#">Dell</a> OptiFlex Model 7040 with <a href="#">Dell</a> 24 Inch Monitors			
Seller Line Item Description: <a href="#">Dell</a> <a href="#">Dell</a> UltraSharp 24 InfinityEdge Monitor - U2417H			
Buy Description: <a href="#">Dell</a> OptiFlex Computers			

Search Result - Buy Details for #882915

SELLER BIDS	Buy Information
<a href="#">J &amp; C SERVICES LLC (DUNS: 06404880)</a> <a href="#">PERFECTA MEDIA, LLC (DUNS: 07997284) SELECTED</a> <a href="#">DTE TECHNOLOGIES (DUNS: 07525538)</a> <a href="#">AMERICAN WORDDATA INCORPORATED (DUNS: 08887423)</a> <a href="#">THE AKANA GROUP (DUNS: 07210873)</a> <a href="#">DELAWARE RESOURCE GROUP OF OKLAHOMA, LLC (DUNS: 14189364)</a>	<p>Buy Description: <a href="#">Dell</a> OptiFlex Computers</p> <p>Specialized Buy Type: No</p> <p>Set-Aside Requirement: Indian Small Business Economic Enterprise (ISBEE)</p> <p>End Date: 05/28/2017</p> <p>Purchase Description: Brand Name or Equal</p> <p>Contract Vehicle: Open Market</p> <p>Final Bid: No</p> <p>Award Type: Purchase Order or Delivery Order</p>

**Filtering within a search:** Further filter your search results by typing in additional search criteria and clicking 'Search Within Results'. You can also filter your search results by Category, Contract Vehicle, Set-Aside, Purchase Description and Location through the list of filters on the left.

**Quick Tips:**

- By default, the filters will display the last 36 months of data. This can be adjusted by changing the 'Filter By' option.
- You can remove a filter and search criteria by clicking on the X next to the criteria, or simply start a new search.
- Category Filter: Refers to the high-level categories frequently purchased on the marketplace.
- Purchase Description Filter: If the Exact Match filter is applied, only buys that match the Buyer's line items will be displayed. If the Meet or Exceed filter is applied, only Seller line items will be displayed.

Marketplace Search Results for: [Dell](#)

Buy Description	Contract Vehicle	Taxonomy	Award Date
Bid Count	Set-Aside	NAICS	Purchase Description
<a href="#">Dell OptiFlex Computers</a>	Open Market	PSC: 7021	09/14/2017
6 Bidders / 14 Bids	ISBEE	NAICS: 334111	Brand Name or Equal
Buyer Line Item Description: <a href="#">Dell</a> OptiFlex Model 7040 with <a href="#">Dell</a> 24 Inch Monitors			
Seller Line Item Description: <a href="#">Dell</a> <a href="#">Dell</a> UltraSharp 24 InfinityEdge Monitor - U2417H			
Buy Description: <a href="#">Dell</a> OptiFlex Computers			
<a href="#">Dell Latitude Laptops</a>	Open Market	PSC: 7021	09/22/2017
5 Bidders / 13 Bids	ISBEE	NAICS: 334111	Brand Name or Equal
Buyer Line Item Description: <a href="#">Dell</a> Latitude 7280 (SEE SPECS SHEET)			
Seller Line Item Description: <a href="#">Dell</a> <a href="#">Dell</a> MARKETING L.P.; <a href="#">Dell</a> Latitude 7280 Intel Core i7-7800U (Dual Core, 2.8GHz, 4M cache, 15W)			
Buy Description: <a href="#">Dell</a> Latitude Laptops			
<a href="#">Dell Computers</a>	Open Market	PSC: 7021	01/22/2016
24 Bidders / 79 Bids	Small Business	NAICS: 334111	Brand Name or Equal
Buyer Line Item Description: <a href="#">Dell</a> OPTIFLEX 9020 MINI TOWER PER ATTACHED SPECS			
Seller Line Item Description: 27 <a href="#">Dell</a> OptiFlex 9020's each with 2 Monitor's per the specs.			
Buy Description: <a href="#">Dell</a> Computers			
<a href="#">Dell Latitude 7285 2-in-1 laptops</a>	Open Market	PSC: 7020	09/19/2017
8 Bidders / 21 Bids	ISBEE	NAICS: 334111	Brand Name or Equal
Buyer Line Item Description: <a href="#">Dell</a> Latitude 7285 2-in-1 laptop (See Salient Characteristics)			
Seller Line Item Description: 5013383 1012446624890 N/A <a href="#">Dell</a> MARKETING L.P.; <a href="#">Dell</a> Latitude 7285 Productivity Keyboard - K17M			
Buy Description: <a href="#">Dell</a> Latitude 7285 2-in-1 laptops			
<a href="#">Dell Latitude Laptops</a>	Open Market	PSC: 7020	05/18/2018

Marketplace Search Results for: [Dell](#) [Monitor](#)

Filter: [FirstSource II](#) [Exact Match](#)

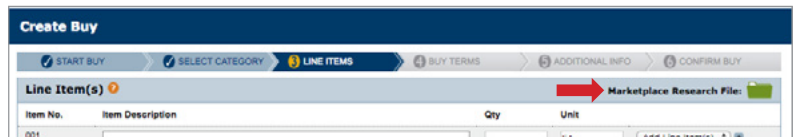
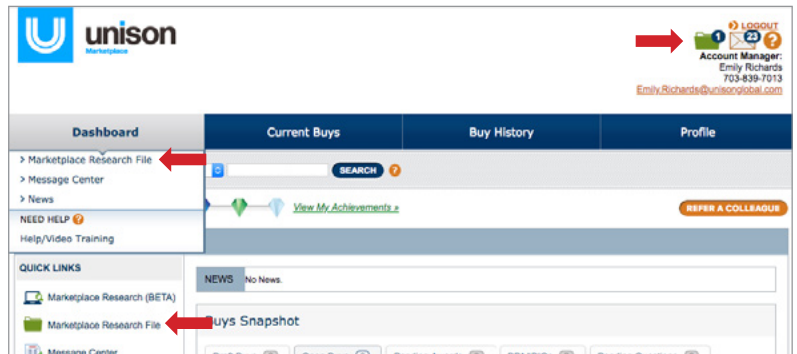
Buy Description	Contract Vehicle	Taxonomy	Award Date
Bid Count	Set-Aside	NAICS	Purchase Description
1 - 25 of 38 Buys			

## NEW! Marketplace Research File:

Based on popular request, we have developed our new Marketplace Research File. You can now save line items from multiple buys for later use when drafting a buy.

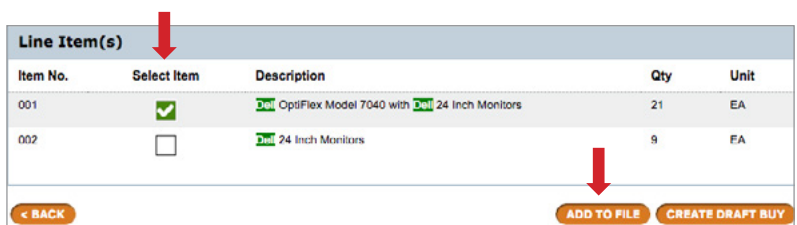
Line items saved in your Marketplace Research File can be accessed in the following ways:

1. Click on the green file icon in the top right corner of your dashboard,
2. Select 'Marketplace Research File' under the Quick Links navigation,
3. Select 'Marketplace Research File' from the Dashboard dropdown menu, or
4. Select the 'Marketplace Research File' green file icon from the Line Items section of the Create Buy workflow.



## Adding Items to Your File:

From your Marketplace Research search results, you can add items to your Marketplace Research File by selecting which Line Items you want, and then clicking 'Add to File'.

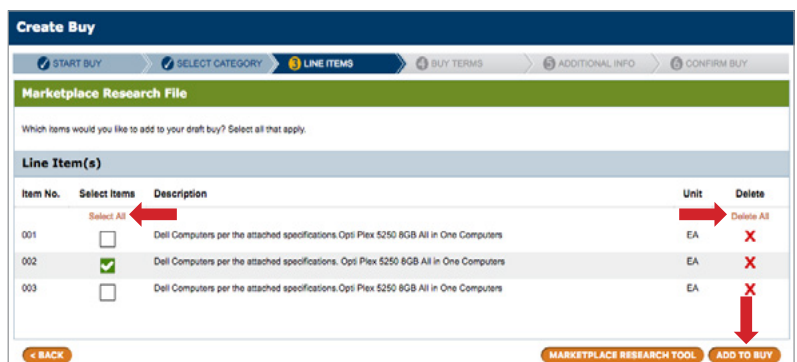
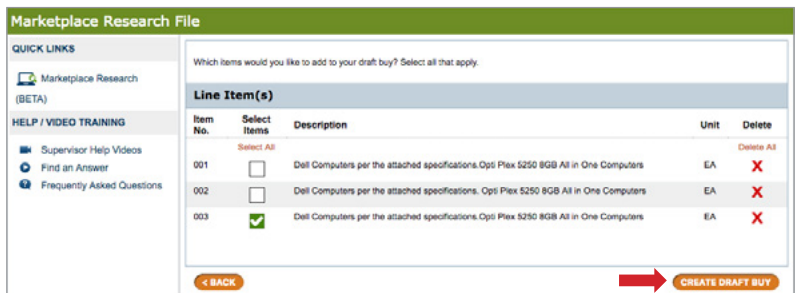


## Drafting a Buy From Your Marketplace Research File:

1. Navigate to the Marketplace Research File (see above for access points)
2. Select the Line Items you would like to add to a buy
3. Next, click 'Create Draft Buy' or 'Add to Buy'. The line items you have selected will be copied to the draft buy. If you are not already in the Create Buy Workflow, you will be navigated to the first page of the workflow.

### Quick Tip:

- You can check the 'Select All' to add all of your saved line items to the buy.
- Line items will automatically be removed from the Marketplace Research File once they have been added to a draft buy and the draft has been saved.



- To delete Line Items from your Marketplace Research File, click on the red X to delete items individually or Select All to delete all Line Items at once.

### Drafting a Buy from Search Results:

From your Marketplace Research search results, you have the ability to choose line items to copy into a new draft buy, or add them to the Marketplace Research File.

Buy Description	Contract Vehicle	Taxonomy	Award Date
Bid Count	Set-Aside	NAICS	Purchase Description
<a href="#">Dell OptiFlex Computers</a>	Open Market	PSC: 7021	09/14/2017
6 Bidders / 14 Bids	ISBEE	NAICS: 334111	Brand Name or Equal

Buyer Line Item Description: [Dell](#) OptiFlex Model 7040 with [Dell](#) 24 Inch Monitors  
 Seller Line Item Description: [DELL](#) - [Dell](#) UltraSharp 24 InfinityEdge Monitor - U2417H  
 Buy Description: [Dell](#) OptiFlex Computers

### From the Buy Details Page:

- From your search results, click on the Buy Description in orange to view the details of the buy.
- At the bottom the Buy Details page the Buyer line item descriptions will be listed. To copy a line item, check the 'Select Item' checkbox. You can add as many or as few of the line items from the buy you are viewing as you would like.
- When selected, the checkbox will turn green.
- Click 'Create Draft Buy' to immediately draft your buy—The line items you have selected will be copied to a new draft buy and you will be automatically redirected to the first page of the buy workflow.
- Click 'Add to File' to save the line item for later use in your Marketplace Research File.
- Lastly, you will need to finish inputting the buy information and then post it.

Buy Description: Normal\_Buy-Gov-2018October10\_12-44-22  
 Specialized Buy Type: No  
 Set-Aside Requirement: 8(A)  
 End Date: 10/10/2018  
 Purchase Description: Meet or Exceed  
 Contract Vehicle: Open Market  
 Final Bid: No  
 Award Type: Purchase Card

**Category/Subcategory**  
 Category: PSC 78 -- Recreational and Athletic Equipment  
 Sub-category: PSC 7830 -- Recreational and Gymnastic Equipment  
 NAICS: N/A

**Delivery and Shipping Information**  
 Delivery: Special Delivery Instructions - See Statement of Work/Delivery Attachment  
 Shipping Address:

Item No.	Select Item	Description	Qty	Unit
001	<input checked="" type="checkbox"/>	1--SWQA-10/10/2018 12:44:56 PM	6	EA

< BACK      ADD TO FILE      CREATE DRAFT BUY

**Create Buy**

1 START BUY   2 SELECT CATEGORY   3 LINE ITEMS   4 BUY TERMS   5 ADDITIONAL INFO   6 CONFIRM BUY

**Buy Information**

Buyer Organization: Select Buyer Organization  
 Buy Description:  
 Internal Description:  
 Solicitation No:

Seller will NOT see the Internal Description entry.

**Create Buy**

1 START BUY   2 SELECT CATEGORY   3 LINE ITEMS   4 BUY TERMS   5 ADDITIONAL INFO   6 CONFIRM BUY

You have the following errors:  
 1. Please enter the required information for Line Item(s): 001, 002.

Item No.	Item Description	Qty	Unit
001	Dell OptiFlex Model 7040 with Dell 24 Inch Monitors	10	EA
002	Dell 24 inch Monitors	10	EA

Line item quantity must be entered.

Please note: You will need to enter the Buyer Organization, Buy Description and Solicitation Number before you can save the draft or navigate to other pages.



## From the Bid Details Page:

1. From your search results, click on the Buy Description in orange to view the details of the buy.
2. Click on the Seller name on the left to view the Bid Details page. Choose the Buyer OR Seller line item description you would like to copy and then check the 'Add to Draft Buy' checkbox. You can add as many or as few of the line items from the bid you are viewing as you would like.
3. If a Seller line item is selected, the Manufacturer and Part Number listed will be added to the front of the description
4. When selected, the checkbox will turn green.
5. Click 'Create Draft Buy' to immediately draft your buy—The line items you have selected will be copied to a new draft buy and you will be automatically redirected to the first page of the buy workflow.
6. Click 'Add to File' to save the line item for later use in your Marketplace Research File.
7. Lastly, you will need to finish inputting the buy information and then post it.

Please note: You will need to enter the Buyer Organization, Buy Description and Solicitation Number before you can save the draft or navigate to other pages.

Search Result - Buy Details for #882915

SELLER BIDS

- J.A.C SERVICES LLC (ID:INS: 95241890)
- PERFECTA MEDIA, LLC (ID:INS: 02025246) SELECTED
- ZEE TECHNOLOGIES (ID:INS: 16732608)
- AMERICAN WORDDATA, INCORPORATED (ID:INS: 06249521)
- THE AKANA GROUP (ID:INS: )

**Buy Information**

Buy Description: Optiflex Computers  
 Specialized Buy Type: No  
 Set-Aside Requirement: Indian Small Business Economic Enterprise (ISBEE)  
 End Date: 08/29/2017  
 Purchase Description: Brand Name or Equal

**Delivery and Shipping Information**

Delivery: Special Delivery Instructions - See Statement of Work/Delivery Attachment  
 Shipping Address:

**Line Item(s)**

Item No.	Select Item	Description	Qty
001	<input type="checkbox"/>	<b>Buyer Requested Line Item:</b> 1--SWQA-10/10/2018 12:44:56 PM	6
	<input checked="" type="checkbox"/>	<b>Seller Line Item:</b> Manufacturer: 9000003 Part Number: 8000004 Description: SWQA-10/10/2018 12:58:35 PM	

**ADD TO FILE** **CREATE DRAFT BUY**

**Create Buy**

1 START BUY 2 SELECT CATEGORY 3 LINE ITEMS 4 BUY TERMS 5 ADDITIONAL INFO 6 CONFIRM BUY

**Buy Information**

Buyer Organization: Select Buyer Organization  
 Buy Description:  
 Internal Description:  
 Solicitation No:

Seller will NOT see the Internal Description entry.

**Create Buy**

1 START BUY 2 SELECT CATEGORY 3 LINE ITEMS 4 BUY TERMS 5 ADDITIONAL INFO 6 CONFIRM BUY

You have the following errors:  
 1. Please enter the required information for Line Item(s): 001, 002.

**Line Item(s)**

Item No.	Item Description	Qty	Unit
001	Dell OptiFlex Model 7040 with Dell 24 Inch Monitors	10	EA
002	Dell 24 Inch Monitors	10	EA

If you have questions about the Marketplace Research tool, please contact your Account Management team.

# Get started with Unison Marketplace.

Request a demo at [www.UnisonMarketplace.com](http://www.UnisonMarketplace.com),  
 contact [MarketplaceSupport@UnisonGlobal.com](mailto:MarketplaceSupport@UnisonGlobal.com) or call 877-933-3243