# Research Debriefing

The Small Business Initiative and other government programs are designed to ensure that portions of government spending are allocated to small and disadvantaged businesses. This includes small sole proprietorships, “mom and pop” businesses, and small to medium size businesses with under 20 million in revenue. Historically the companies who are awarded government contracts are bound by very thin profit margins, and consequently are not able to fulfil their small business handoff requirements unless they already have a relationship or know of the small business somehow. Further, these small businesses may not meet the requirements, or have already figured out that the requirements seem too difficult to adapt to and are thus cost prohibitive. Others have found that working in and around the GSA schedule is too difficult or is also cost prohibitive.

The industry has resolved this conflict by establishing federally approved solutions for small business under the MondernGov framework. Companies like Microsoft have established a Partnership Program to enable companies to work together under a common platform, thus opening up these opportunities within what is called an “eco system”. That eco system is now online and being evaluated for use by consumers. It is baked right into Office 365, Azure, and Windows 10. Customers who already use products like Office 365 from Microsoft may be closer than they think to capturing this lost revenue, but marketing directly to the consumer may not be an option as the democratization of cybersecurity, and the understanding of security categorization and risk management are uncommon. For this reason, research is being conducted within several frameworks to establish a baseline for marketability. If you are reading this, or are being read this paper, you may be involved as a participant of this research.

# Commissioned Study

Government Contractors, Agencies, and companies like Microsoft, IBM, Oracle, and Google have democratized technology and made it available to the consumer at a pace commensurate with the publics ability to assimilate such technology. Technology is defined as the “use of information in business and industry…”. The ability for a consumer to utilize instructional information regarding cybersecurity under a risk management framework relies on multiple disciplines across several technologies. Therefore, a study has been commissioned to determine if consumers prefer resellers value add, or curated guidance. The study will commence with a marketing awareness survey to establish a baseline.

# Participant options

Participants who wish to go beyond the initial research and would like to get involved early can opt to speak with a Microsoft Partner to setup their advisor partner at no cost. Initial consulting is paid for by Microsoft, additional services may also be free, other services may incur costs on a case by case basis. There are no obligations and participants can cancel at any time.