



CMMC-AB

Certification Exam
Development and Delivery Services
Market Research

MARKET RESEARCH Release Date: 05-27-2020

MARKET RESEARCH Response Date: 06-10-2020 at 5:00 PM US Eastern Daylight Time

1 BACKGROUND

The Department of Defense (DoD) created a requirement for all organizations in the defense supply chain contracting with the government to achieve the appropriate level of Cybersecurity Maturity Model Certification (CMMC). Organizations in the defense supply chain achieve the appropriate CMMC level through assessment by a neutral, properly accredited, third party entity. This entity assesses an organization's cybersecurity maturity against criteria defined in the CMMC standard.

The CMMC-Accreditation Body (CMMC-AB) is responsible for developing a scalable and extensive partner-centric training and educational model to effectively equip professionals, students, and other stakeholders within the CMMC ecosystem. The CMMC-AB will, as part of its strategy, certify Licensed Partner Publishers (LPP) to develop learning content, and Licensed Training Providers (LTP) to train stakeholders for certification or other purposes.

Individuals seeking certification by CMMC-AB as CMMC Certified Professionals (CP) or Certified Assessors (CA) must successfully complete a training program delivered by an LTP and pass a proctored examination prior to receiving certification to prepare for or conduct assessments. The CMMC-AB will license/accredit Assessors to perform formal assessments under the CMMC once they satisfactorily complete the training, examination, and certification requirements.

Assessors will affiliate with CMMC Third Party Assessment Organizations (C3PAOs). The C3PAOs serve as the interface between the Organizations Seeking Certification (OSCs), the Assessment, and the CMMC-AB.

2 OBJECTIVE

CMMC-AB releases this request for Market Research to assist the CMMC-AB with identifying interested and capable sources for solicitation of one organization to **support the creation and delivery of exams to evaluate and certify professionals in the CMMC ecosystem**. Key market research goals include gaining knowledge of commercial practices, identifying risks, identifying potential requirements definition and contract construct alternatives, identifying appropriate request for proposal and contract terms and conditions, and identifying potential evaluation discriminators and evaluation approaches.

This is not a request for a quote or proposal.

2.1 GLOBAL PARTNERSHIP

CMMC-AB desires a global exam development and delivery solution and expects to partner with an organization who can deliver services around the globe and in multiple languages. CMMC-AB anticipates development of a majority of the content in the United States and in English. However, DoD and US Government operations across multiple countries, as well as future engagement with allied nations, result in an anticipated requirement to support professionals who seek to learn about CMMC in other countries and languages.

2.2 CERTIFIED ASSESSOR EVALUATION

CMMC-AB intends to evaluate potential assessors through an examination. Assessors must pass this exam prior to achieving certification. Candidate assessors will complete CMMC Training, appropriate for their level of assessment, prior to sitting for the exam. A list of potential items of interest to CMMC-AB for Assessor (and other professional) evaluations and to which CMMC-AB seeks information from respondents include the development and delivery of formal examinations for professionals in the CMMC ecosystem and procedures supporting the examinations detailed below:

2.3 EXAMINATION

Request respondent approach to designing, developing and delivering the following: Exams based on the CMMC-AB developed Body of Knowledge learning objectives

- 2.3.1** Exams that include developmental questions, which are not scored but used to evaluate question development processes and individual question applicability
- 2.3.2** Exams with multiple media approaches and exams using a linear or computer adaptive test (CAT)
 - 2.3.2.1** Exam should include a reasonable mix of true/false, multiple choice, fill in the blank, essay (short answer) and scenario-based questions
 - 2.3.2.2** Exam creation based on a bank of questions equaling a multiple number of projected exam questions (what is the multiple?)
 - 2.3.2.3** Exam length in total number of questions for the exam and how many questions should exist in the bank
- 2.3.3** Exam proctoring – either live or live remote
- 2.3.4** Exam rule set for item exposure in terms of length of time and numbers of candidates and administrations
- 2.3.5** Exams executed in multiple languages

2.4 PROCEDURES

- 2.4.1** Procedures for scoring examinations (e.g., immediate or delayed, or preliminary versus final)
- 2.4.2** Procedures for reporting and/or disseminating results both electronically and in print to the candidate, to the test sponsor, employers, schools, etc.
- 2.4.3** Procedures for information storage and access for CMMC-AB staff
- 2.4.4** Procedures for collection and processing of an exam fee for each assessor candidate
- 2.4.5** Procedures for application process of assessor candidates.
 - 2.4.5.1** Include initial data capture, payment and candidate progress tracking.
 - 2.4.5.2** Include systems required to conduct these activities or if the contractor can host a solution to perform these activities
- 2.4.6** Procedures for reviewing examination results and performing ongoing quality control checks
- 2.4.7** Procedures for scaling, and for reporting of scores including feedback for failing candidates
- 2.4.8** Procedures for item analysis and statistics, including differential item functioning (DIF) statistics
- 2.4.9** Procedures for responding to candidates' comments and concerns and for transmitting comments to CMMC-AB

- 2.4.10** Procedures for transmitting candidate data, including demographic data, examination responses, and post-administration survey responses to CMMC-AB

3 RFI RESPONSE REQUIREMENTS

Key market research goals include gaining knowledge of commercial practices, identifying risks, identifying potential requirements definition and contract construct alternatives, identifying appropriate request for proposal and contract terms and conditions, and identifying potential evaluation discriminators and evaluation approaches. The CMMC-AB requests interested parties to provide the following information.

3.1 COMPANY OVERVIEW

Respondents should provide a brief overview of their company's capabilities with respect to CMMC-AB objectives as outlined in Section 2 above.

3.2 STAFFING EXPERTISE

Provide key personnel biographies that reflect specific relevant experience and expertise.

3.3 PAST PERFORMANCE

Provide representative experience on efforts of similar scope and scale. This includes client lists, case studies, references, etc. Request specific information regarding the breadth of experience across the company, to help the CMMC-AB understand the company's ability to respond quickly to larger tasks or ensure continuity of effort when a primary point of contact at the firm is unavailable.

3.4 RECOMMENDED APPROACH TO CLIENT SERVICE, CLIENT SATISFACTION, AND FEEDBACK

Provide a description of the following elements:

- 3.4.1** What is the company's plan to learn more about the CMMC, the CMMC-AB, and the surrounding industry and other stakeholders
- 3.4.2** What service-specific training can the company provide to the CMMC-AB's board of directors and senior executives
- 3.4.3** What is the company's approach to risk identification and risk management, both internally and for clients
- 3.4.4** What is the company's approach to quality assurance for its work

3.5 RECOMMENDED FEE STRUCTURE

Request recommended fee structure that includes (but is not necessarily limited to) estimated fees for:

- 3.5.1** The design, development and delivery of the Examination solution
- 3.5.2** The creation of portal for accessing information
- 3.5.3** All documentation
- 3.5.4** Initial and recurring training on the systems (if applicable)
- 3.5.5** Initial (non-binding) licensing terms

4 REVIEW OF RESPONSES

The CMMC-AB will review interested party responses for market research purposes only. The CMMC-AB does not intend to provide responses to RFI submissions or questions directly but will consider or incorporate responses into any future solicitation relating to these requirements. The CMMC-AB reserves the right to arrange an information exchange, demonstration, or pilot program directly with interested parties following review of submissions. Responses to the RFI will not be returned.

5 SUBMISSION OF RESPONSES AND CONTACT INFORMATION

All responses are due **on Tuesday 06-10-2020 at 5:00 PM US Eastern Daylight Time.** Respondents may provide submissions in whatever document structure best represents the company capability and are not limited in page count. Request electronic submissions in Microsoft Word or Adobe PDF format, with standard margins, 8.5 x 11 paper size and a minimum of 10-point font.

CMMC-AB may conduct follow-on conversations to gain clarity on responses received. Please mark information considered confidential or proprietary. The primary point of contact for this effort is Mr. Ben Tchoubineh. Please direct any questions to him at btchoubineh@cmmcab.org. Submit RFI responses to btchoubineh@cmmcab.org with a subject line of “Response to CMMC-AB Certified Assessor Examination Market Research” no later than the date and time indicated above. CMMC-AB does not commit to responding to, or making any final decisions, as a result of the receipt of this information.

6 DISCLAIMER

This RFI is issued solely for informational and planning purposes and does not constitute a solicitation. The CMMC-AB will not provide reimbursement for any information that may be submitted in response to this notice, and no basis for a claim against the CMMC-AB shall arise from a response to this request or CMMC-AB use of any information provided. Respondents are solely responsible for all expenses associated with responding to this RFI.

7 DEFINITIONS

Accreditation – The process of issuing Licenses and Certificates.

Assessment – The review of an Entity’s cybersecurity maturity by an Assessor against the requirements defined in the then-current version of the CMMC. Assessments are performed against a desired CMMC Level.

Certified 3rd Party Assessment Organization (“C3PAO”) – An Entity with which at least two Assessors is Associated and to which a License has been issued.

Certified Assessor (CA) – Trained, tested, and certified professionals authorized by CMMC-AB to deliver assessments under a contract with a Certified Third-Party Organization (C3PAO). CAs are not CMMC-AB employees.

Certified Professional (CP) – trained, tested, and certified professionals who demonstrate a working knowledge of the CMMC model. CPs can support organizations working towards CMMC compliance. This is the base individual certification offered by CMMC-AB and a prerequisite for achieving all other certifications. CPs are not CMMC-AB employees.

Certificate – A Record issued to an assessed Entity upon successful completion of an Assessment which evidences the CMMC Level against which the Entity has been successfully assessed.

Certification – The process of receiving a Certificate.

CMMC Certified Entity – An Entity whose cybersecurity program has received a CMMC Certificate from the CMMC-AB.

Cybersecurity Maturity Model Certification (CMMC)– The set of standards initially defined by the DoD against which an Entity is to be Assessed.

Entity – A legal non-person duly created and maintained under the laws of one or more jurisdiction, including without limitation corporations, limited liability partnerships, and limited liability companies.

License – A document issued to an Assessor, C3PAO, or Trainer, as appropriate, entitling them to perform their duties with respect to the CMMC-AB as further outlined below.

License Number – A unique identified linked to each Assessor, C3PAO, and Trainer.

Licensed Partner Publisher (LPP) – A commercial or academic organization licensed by CMMC-AB to produce training curriculum and materials based on AB Learning Objectives to adequately prepare students for exams, and subsequently employed by an LTP.

Licensed Training Provider (LTP) – A commercial or academic organization that markets, advertises, and delivers CMMC Certified Training using content licensed from LPPs and based on learning objectives and exams from the CMMC-AB. Certified classes delivered by LTPs must be taught or facilitated by CMMC-AB Certified Instructors.

Record – A physical document, electronic file, entry in an electronic database, or the like.

Trainer – A person Licensed to provide Training to prospective and current Assessors. The Trainers are not CMMC-AB employees.