



Evolving Technologies in DoD Acquisition



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Technology Challenges - Commercial View

- ▶ **Business Intelligence**

- ▶ Ability to gain complete and timely insight, distribute intelligence pervasively, and drive more effective actions and processes.

- ▶ **IT BUDGETS**

- ▶ Concentrate on well-defined business functions
 - ▶ Billing
 - ▶ HR
 - ▶ Finance
- ▶ Often the only allocations for strategic business initiatives occur when there's leftover budget money or business units fund the programs themselves.



Business Intelligence Challenges

- ▶ Business Intelligence typically falls OUTSIDE of operationally focused priorities
 - ▶ Number of Project requests exceeds the budget dollars to fund them.
 - ▶ This thrusts important strategic initiatives, most of which rely on rich information and analytic capabilities, into an Apples and Oranges comparison with Operational systems.
 - ▶ Support of strategic initiatives thus drops to the bottom of IT's priority tree



Business groups complain that IT doesn't Listen

- ▶ Requirements Fatigue
 - ▶ Users tired of explaining what they need
 - ▶ Seeing no paybacks
 - ▶ Not kept in the loop
 - ▶ Gets shoved further and further back in the priority cue.



Operational vs. Business Intelligence

- ▶ Operational Systems are focused on Business efficiencies
 - ▶ Are designed to automate repeatable business processes in a rigorous manner
- ▶ But when Business Goals change, flexibility is key, and flexibility is the cornerstone of Business Intelligence.



DoD View of Business Intelligence

- ▶ Clearly visualize the status and effectiveness of your operations and take advantage of rich data to make informed decisions.
 - ▶ Track key performance indicators
 - ▶ Monitor, Analyze and prioritize operations to meet mission goals
 - ▶ View Data in a number of intuitive ways and drill down to specific areas of interest or concern
 - ▶ Perform predictive analysis based on data trends
 - ▶ Aggregate historical and near-real-time data from disparate sources.
 - ▶ Communicate in real time to initiate immediate actions.
 - ▶ Utilize familiar technology and control costs.



How can Industry Help - Sharing the Lessons Learned



Peer Production In Commercial Sector

- ▶ Open Source Software
 - ▶ Infrastructure
 - ▶ Products
- ▶ Millions of Customer Reviews
 - ▶ No Latency!
 - ▶ No Market Incentives such as Payments
- ▶ Example:
 - ▶ E-bay
 - ▶ Gross Merchandise sales up 32%
 - ▶ \$45 Billion

"It is far better to have an army of a million than a command-and-control system"

- eBay CEO Margret Whitman



Industry Leveraging New Technologies

- ▶ Proctor & Gamble
 - ▶ Collective Brain Trusts
 - ▶ Lilly Company Innocentive Inc
 - ▶ Network of 80,000 individuals
 - ▶ Independent, Self-selected "Solvers"
 - ▶ Across 173 Countries
 - ▶ Gang Tackle Research Problems
 - ▶ They MAKE UP 35% of NEW PRODUCTS Derived at P&G.



Peer Production Comparison to DoD

- ▶ Open Architecture Initiatives
- ▶ Peers = The Other PEO's jointly working on a common weapon systems
 - ▶ VIRTUAL PEO's
 - ▶ Supply Chain
 - ▶ Explore the "What If's"



FIRST STEPS

- ▶ Commence the involvement of seemingly disparate groups.
- ▶ Use Collaborative Technologies
 - ▶ JSF Example today
 - ▶ Requirements / Product Data / BoMs / Configurations / ITAR
 - ▶ Start with Communities of Interest
 - ▶ If need be, add the oversight, make it a directive
 - ▶ Spiral In Capabilities
 - ▶ Requirements Management
 - ▶ Workflow, etc
- ▶ GET YOUR FOOT IN THE DOOR. There are millions of ideas available for FREE



Notable Quotes

- ▶ Gillette

"We are a Fast Paced, High Impact, Low Tolerance Organization"

Low Tolerance equates to not training your people on the technologies sitting on their desktops.

- ▶ Quote to Remember

- ▶ *CULTURE EATS STRATEGY FOR LUNCH EVERYDAY.*