Small Business Interoperability and Opportunity in a Complex Defense Marketplace

Teaming For Success

Booz | Allen | Hamilton
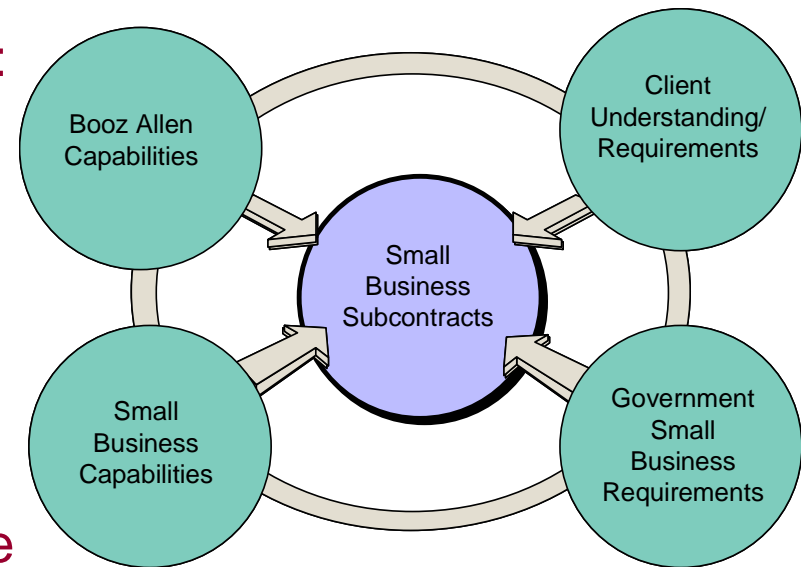
delivering results that endure

Booz Allen Actively Seeks Small Business To Fill Niche Requirements

- Our capture process ensures collaboration with business leaders across Booz Allen to identify niche subcontracting opportunities for small businesses

- We seek out businesses to supplement in-house professional, technical, and support capabilities

- We review procurements and consider
  - Government contracting requirements
  - Booz Allen's capabilities
  - Small business capabilities and client relationships and knowledge

- This approach produces specific small business subcontracting opportunities tailored to each procurement

Booz Allen strives to identify companies with "best-in-class" capabilities

- Booz Allen's subcontractors typically possess the following characteristics:
  - A well defined business strategy and complementary corporate vision
  - Compatible business ethics and philosophy
  - An understanding of the government market with expertise or recognition within a specific client organization or capability
  - The potential for a long-term, reciprocal relationship
  - Financial stability and viability

Team building is key

- It's about Mutual Trust. We:
  - Develop and discuss proposal building strategies with our team early in the process
  - Assign various proposal lead roles to the most qualified member of the team
  - Maintain high energy and team spirit throughout the proposal process
  - Maintain open communication with the team through various proposal meetings throughout the entire proposal process
  - Place our Small Businesses in challenging roles from proposal support to contract implementation
- Team Building
  - Being personally committed to the development of small businesses through an integrated team approach to fulfill the client's mission.

  ….and, it's supported 100% by our Firm's Officers and leadership team

Case Study:
Booz Allen & Systems Documentation, Inc./SDI Government Solutions

CECOM Logistics Readiness Center (LRC),
Logistics and Engineering Operations (LEO) Directorate
Technical Manual Conversion Project

Systems Documentation, Inc.
Company Profile

- Systems Documentation, Inc. (SDI)…established in 1978
  - Certified, woman-owned small business enterprise
- SDI Government Solutions is a division of SDI focused specifically on the Federal Government, with offices in:
  - South Plainfield, NJ (Supporting CECOM and PD CREW)
  - Crane, IN (Supporting NSWC Crane)
  - La Plata, MD (Supporting JCREW PMS 408 and JIEDDO)
  - Pittsburgh, PA (Supporting Interactive Media)
- 100% Cleared Personnel
  - Program / Project Managers/ Logistics Specialists
  - Training / Front End Analysis Specialists
  - Software Engineers / Web Developers / Graphic Artists
  - Instructional Designers / Technical Writers
- Secret Facility Clearance

Background

- CECOM LRC LEO Directorate is the Resources optimization PM for Force Reset/Readiness.

    - Delivers cohesive and complete lifecycle support for US Army telecommunications and advanced application technology weapon systems

    - Is responsible for discovering internal implicit business processes and evolving explicit policy in the CECOM LCMC LRC community

    - Develops and provides to the CECOM Commodity Directorates, Weapon System Teams tools for training and support of acquisition, supply, and logistics lifecycle of all US Army CECOM LCMC products.

- TMDS Project Objective:

    – Convert existing Technical Manuals (TM) into XML (eXtensible Mark-Up Language) TMs

    – Review and analyze TM changes/updates associated with Two Level Maintenance

    – Provide support in TM review to ensure compliance with current MIL-STD-40051, MIL-STD- 2361 and AR 25-30

The Challenge

- Convert an estimated 1.5M pages, across ~5K Technical Manuals to XML Standards

- Task Requirements:

  - XML conversion - Conversion of GF source material into XML computer language, compliant with Military Standards (MIL-STD).

  - TM updates in the form of changes and revisions performed IAW MIL-STD 40051/2361 to include Two Level Maintenance information

  - TM review & analysis to ensure content and format are compliant with MIL-STD 40051, revision 2, change 3 and/or CECOM Variant MIL-STD 2361

  - TMDS Audit Tool to ensure production performance tracking of all TMDS content from initial GFI to final accepted delivery for XSL

    - BAH Project Management Environment & TMDS Project Management Dashboard

We Turned To SDI because of what they do

Comprehensive Training Support Services

- Training Analysis
- Blended Learning Environment
- Systems Approach to Training (SAT)
- Interactive Intelligent Training Media Solutions

- Training Plans and Materials
- Instructor-Led Training
- Training Delivery

Logistics Management and Technical Documentation

- **Intelligent Technical Documentation**
- **Content Architecture: from Content Development - Publication - Document Management - Distribution to Integration with Other Business Processes**

- **Knowledge management, Community of Practice Web Portal / Document Repository**
- **Life Cycle Logistics Support, DoD 5000.2 process**

Expertise in…

- DoD 5000.2
- Shareable Content Object Reference Model (SCORM)
- Reusable Learning Objects (RLO)
- Learning Management System (LMS) interfaces
- Section 508 of the Rehabilitation Act

- Technology-Based Training
- Content & Knowledge Management
- 3-D Modeling & Simulation
- Software Development
- Graphic Design & Production
- Other industry standards and best practices

Project Team Roles & Responsibilities

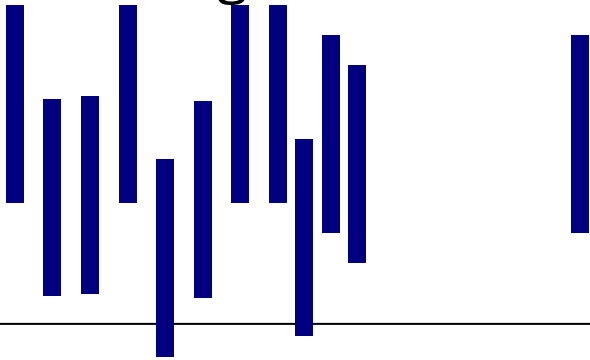|	PM	Tech Manual Conversion	Tech Manual Change/ Revision Updates	Review & Analysis	TMDS Auditing	Quality Assurance
Booz Allen	√			√	√	√
SDI		√	√		√	√

Why SDI?

- Extensive history with Army, Navy and commercial clients supporting conversion of technical documentation into structured mark-up language (SGML & XML)

- They provide document analysis, DTD creation, authoring, editing, graphics support, publishing and production services, dynamic publishing and database integration, migration and conversion services, tools development, and training and support.

- Proven experience executing XML conversion of a 500 page TM in 4-6 weeks compared to an industry standard of 12 weeks using proven technology software tools and TM conversion process to provide the following results/benefits …
  - On time delivery
  - Compliance with quality standards.
  - Improved accuracy
  - Validation against the CECOM Compose Tool
  - MIL STD compliant for XML TMs and SVG/CGM graphics

The Results

- While still in the early stages of the overall project, the project team has received positive client feedback on:
  - Attention to detail
  - Quality
- Working collaboratively with the client, the project team is identifying and implementing improvements in the client's COMPOSE tool (IETM checker) used to validate MIL STD compliance

Booz | Allen | Hamilton

delivering results that endure

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Principal

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