



**PROGRAM MANAGER
EXPEDITIONARY POWER SYSTEMS
MARINE CORPS SYSTEMS COMMAND**

Marine Corps Systems Command Purchasing & Evaluation of Power Items

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Program Manager**



AGENDA

- **Requirements**
- **Business Strategy**
- **Market Research**
- **Acquisition Strategy**
- **Contracting Strategy**
- **Statements of Work / Specifications**
- **Product Sample Evaluation**
- **Test & Evaluation Strategy**
- **Procurement Phase Issues**
- **Fielding Issues**
- **Questions**



Requirements

- **Nothing happens without a validated requirement**
 - Marine Corps Combat Development Command
 - For Power & ECUs: Logistics Integration Division
 - Most power items are covered under “Family of” programs
 - Mobile Electric Power
 - Advanced Power Sources
 - Environmental Control Equipment
- **JUONS are outside the regular validation process**
- **Science and Technology does not require a validated requirement (but should be linked to one)**
 - Office of Naval Research
 - Marine Corps Warfighting Laboratory
 - Office of Comparative Testing / International Programs



Business Strategy

- **How fast are items needed**
- **How defined, understood and available is the end item**
 - May require Market Research
- **How often are items needed**
 - One-time-buy,
 - Life-of-item buy,
 - Life-cycle sustainment management
 - Interim solution
- **Who is the customer**
 - Defined / manageable
 - Varied / predictable
 - Unpredictable
- **Joint Service interests**
 - Other service lead / USMC follow
 - USMC lead / other service as paying customer



Market Research

- **Prescribed by Acquisition Regulations**
- **Done right, can truly help a program**
- **Done wrong – wastes everyone’s time & money**
- **Multiple methods**
 - In-house (formal or informal)
 - External data call (Sources Sought / RFI)
 - Site visits (pre-solicitation, allows interchange)
- **Regardless of method – should be formally documented**
- **Best research / intention only achieves 75% of intended purpose**
 - Like in a movie audition – a call-back is good
- **If contacted, then Gov’t really is looking for your input**
- **Don’t be scared away by support contractor contacting you on behalf of a Gov’t Program Office**
 - Support contractors are key members of Gov’t Program Offices



Acquisition Strategy

- **Market Research should define / focus the strategy**
- **Research and Development Strategy**
 - Defined scope / defined product
 - Defined scope / undefined product
 - Follow-on procurement effort planned?
- **Procurement & Fielding Strategy**
 - Commercial Item procurement (FAR part 12)
 - Developmental phase with follow-on procurement
- **Operations and Support Strategy**
 - Full and Open procurement
 - Sole Source Procurement (commonality with current item)
 - Federal Supply Schedule procurement
 - Military Interdepartmental Procurement Request (MIPR)



Contracting Strategy

Where the magic happens

- **3-way collaboration**
 - Program Management shop
 - Contracting Officer
 - Lawyer
- **Risk vs the “RUBBER TRIANGLE”**
 - Cost
 - Performance
 - Schedule
- **USMC uses FAR PART 12 to fullest extent possible**
 - Nature of our business
 - COMMERCIAL ITEM PROCURMENT
 - Modification of Commercial Item
 - Urgency of situation
 - Minimal R&D dollars to develop a solution



Specifications and Statements of Work

- **Specification Types**

- **Standard Performance Specification (MIL-PRF)**
- **Program Unique Specification**
- **Military Standard (MIL-STD)**
- **Purchase Description**
- **Commercial Item Descriptions (CIDs)**

} You build to our spec

} You tell us what you will build

- **Work Statement Types**

- **Guidance in Military Handbook MIL-HDBK-245D**
- **Statement of Work**
- **Statement of Objectives**
- **Combined Solicitation / Synopsis**

- Do as I say

- You tell me

- Short & sweet



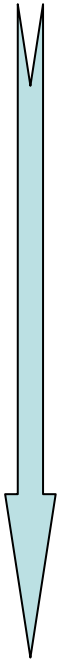
Specifications

- With a Mil-SPEC or Mil-PRF, you are required to meet all requirements
- Failure to do so requires contractual modification / waiver
- With Purchase Description or Statement of Objectives, we list top level requirements
 - These are called CRITICAL PERFORMANCE PARAMETERS
 - These **MUST BE MET**, or Technically Unsatisfactory
- All other requirements are Objectives / Desires
- With Commercial Item, the offeror proposes his Product Specification for what is possible / being offered
- Best Analogy is Buying a Car
- Selection is made using Best Value
- Best Value does not always mean lowest price



Selection Criteria

FACTOR 1 Operational Effectiveness	FACTOR 2 Supportability	FACTOR 3 Past Performance
(a) Technical Approach	(a) Publications and Data	No Sub-factors
(b) Pre-existing Test data and certifications	(b) Warranty provision	
(c) Value Added	(c) Training capability and experience	
(d) Management of Configuration and Quality of Products		
(e) Product Sample Evaluation		



Descending order of priority





Product Sample Evaluation

- **Entails / requires / assumes Commercial Item**
- **Strategy has proven very productive**
- **If your item is a Commercial Item.....**
 - **It should be readily available**
- **If available.....**
 - **Lets evaluate it during source selection**
 - **Test results factored into selection process**
- **Everyone benefits all around**
 - **We get your article (temp loan, no cost to us)**
 - **You get our 3rd party independent test report**



Product Sample Evaluation

- **But comes with conditions on all parties**
 - **Test results can make you sink or swim**
 - **Formal evaluation is costly and timely**
 - **All parties treated equally**
 - **You only see your results**
 - **Contractors normally excluded from test sites**
 - **Test results are Competition sensitive**
 - **Test results are not releasable via FOIA requests**
- **We usually test Critical Parameters first**
- **Sample may be damaged / destroyed during test**
- **Can not claim testing as USMC endorsement**



Product Sample Evaluation

- **Program Success Stories with Product Samples:**
 - **Marine Corps Bayonet**
 - **Integrated Trailer – ECU- Generator**
 - **9,000 BTU/hr Environmental Control Unit**
 - **Ruggedized Power Supply (version 2.0)**
 - **Vehicle Power System**



Test & Evaluation Strategy

- **Product Sample Evaluation**
 - Top level
 - PASS-FAIL criteria
 - Critical Performance Parameters
 - Value Added Features
- **Production Verification Testing**
 - To support Full Rate Decision
 - To measure Performance, Reliability, Interfaces
 - Critical data elements
- **Random Production Verification (configuration)**
- **User Evaluations**
 - Field User Evaluations
 - Validation / Verification of Technical Publications



Procurement Phase Issues

- **Our contracts must provide maximum flexibility to respond to changes:**
 - Money changes
 - Requirements changes
 - Customer demands
- **Multi-year contracts are the norm**
- **Indefinite Delivery Indefinite Quantity (ID-IQ) contracts**
- **Regulatory issues must be factored into strategy**
 - EPA changes
 - Doctrinal changes
 - Urgent requirements



Fielding Issues

- **Publications**
 - Organizational / Intermediate
 - Depot / rebuild
- **Training**
 - Curriculum development
 - Initial / New Equipment Training
 - Train-the-trainer
- **Copyright release for data**
 - Government purpose use



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Questions ?