

Open Systems Architecture Data Rights Breaking Vendor Lock



AIR



C4I



MARINES



SPACE



SUBS



SURFACE



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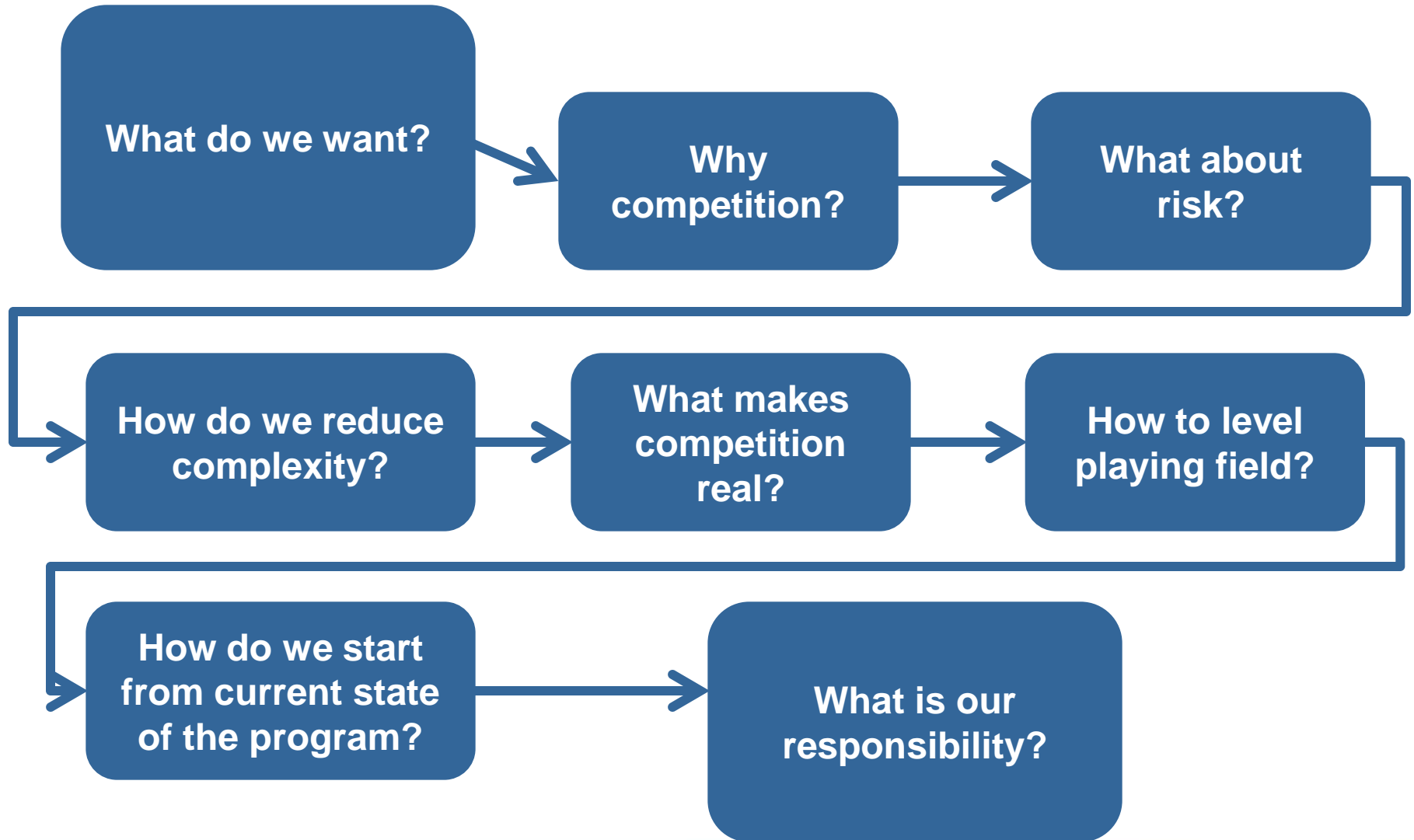
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Competition Lowers Costs and Increases Performance

- The Government must set the stage for a competitive acquisition
 - Periodic - even with good performance
 - Performance Driven - when performance is below exceptional
 - Break Vendor Lock when needed
- Business Strategy that mirrors our technology architecture
 - Platform Integrator, Subsystem Integrator, Component Provider
- Competition is real when the Incumbent can lose
 - The Government must level the competitive playing field
 - Compete regularly and fairly
- Limited IP (proprietary) is allowed in an Open System Architecture
 - Published module interfaces, loose coupling and high cohesion
- Message to Industry
 - There are going to be more opportunities for market penetration
 - We will compete regularly – nothing personal, it's just business

The Logic for OSA, Modularity, Data Rights and Competition





TOOLS FOR THE HARRIED PROGRAM MANAGER

Better Buying Power

Promoting Real and Sustained Competition for the Life Cycle



OFFICE

MEMORANDUM FOR
SUBJECT: Better Buying
Defense Spending
On June 28, I wrote
and warfighter by impro
supporting our forces at
highest priority for the I
continuing responsibility
ahead, but we will not h
achieve what economis
MORE. This memoran

Secretary Gates
Initiative, of which this
\$400 billion of the \$700 billion defense budget that is spent annually on contracts for goods
(weapons, electronics, fuel, facilities etc., amounting to about \$200 billion) and services (IT
services, knowledge-based services, facilities upkeep, weapons system maintenance,
transportation, etc., amounting to about another \$200 billion). We estimate that the efficiencies
targeted by this Guidance can make a significant contribution to achieving the \$100 billion
redirection of defense budget dollars from unproductive to more productive purposes that is
sought by Secretary Gates and Deputy Secretary Lynn over the next five years.

Since June, the senior leadership of the acquisition community – the Component
Acquisition Executives (CAEs), senior logisticians and systems command leaders, OSD
officials, and program executive officers (PEOs) and program managers (PMs) – has been
meeting regularly with me to inform and craft this Guidance. We have analyzed data on the
Department's practices, expenditures, and outcomes and examined various options for changing
our practices. We have sought to base the specific actions I am directing today on the best data
the Department has available to it. In some cases, however, this data is very limited. In these
cases, the Guidance makes provision for future adjustments as experience and data accumulate
so that unintended consequences can be detected and mitigated. We have conducted some
preliminary estimates of the dollar savings anticipated from each action based on reasonable and
gradual, but steady and determined, progress against a clear goal and confirmed that they can
indeed be substantial.

Changing our business practices will require the continued close involvement of others.
We have sought out the best ideas and initiatives from industry, many of which have been
adopted in this Guidance. We have also sought the input of outside experts with decades of
experience in defense acquisition.

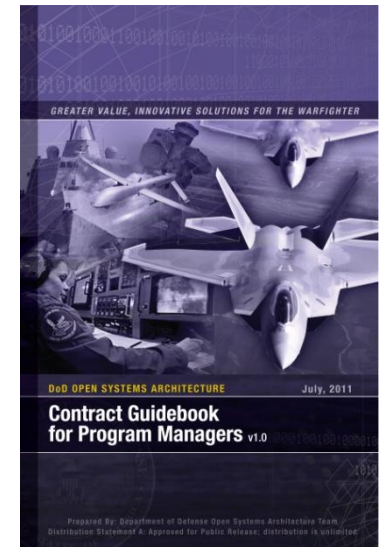
Require open systems architectures
Set rules for acquisition of technical data rights.
Business case analysis & engineering trade analysis for:
open systems architectures and data rights



<https://acc.dau.mil/bbpgovonly>

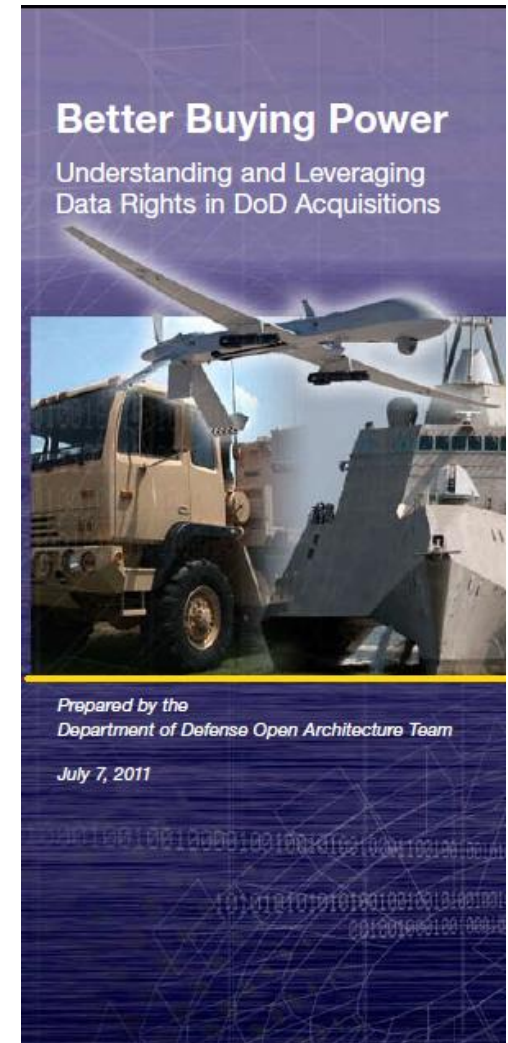
The *DoD OSA Contract Guidebook for PMs* can help you

- Leverage a consistent message to Industry
- Reduce your risk in contracting:
 - Statement of Work
 - Deliverables
 - Instructions to offerors and grading criteria
- Understand what to look for to get OSA products
- Leverage Data Rights for the life cycle
- Capture OSA Best Practices for your program
 - Early and often design disclosure
 - Breaking vendor lock
 - Peer reviews for technology evaluation
 - Minimize duplication / maximize Enterprise value



You can use our Data Rights to get a better deal

- Unlimited Rights (UR)
- Government Purpose Rights (GPR)
- Limited Rights (LR)
- Restricted Rights (RR)
- Negotiated License Rights
- SBIR Data Rights
- Commercial TD License Rights
- Commercial CS Licenses



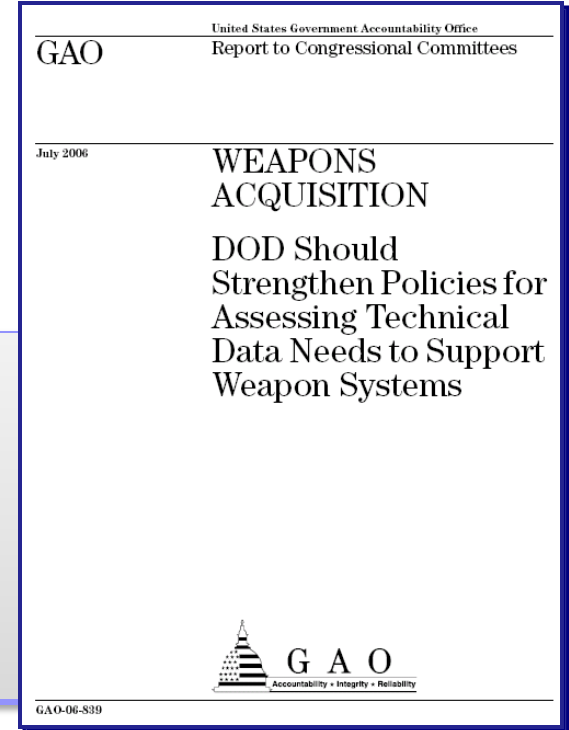
Why are OSA/Data Rights Important?

- **What you decide may last the whole life cycle:**
 - Maintain potential for competition
 - Flexibility in logistical support
- **Will enable you to:**
 - Take advantage of emerging technologies
 - Quickly introduce new capabilities to war fighters
 - Reduce costs over the life cycle of the program

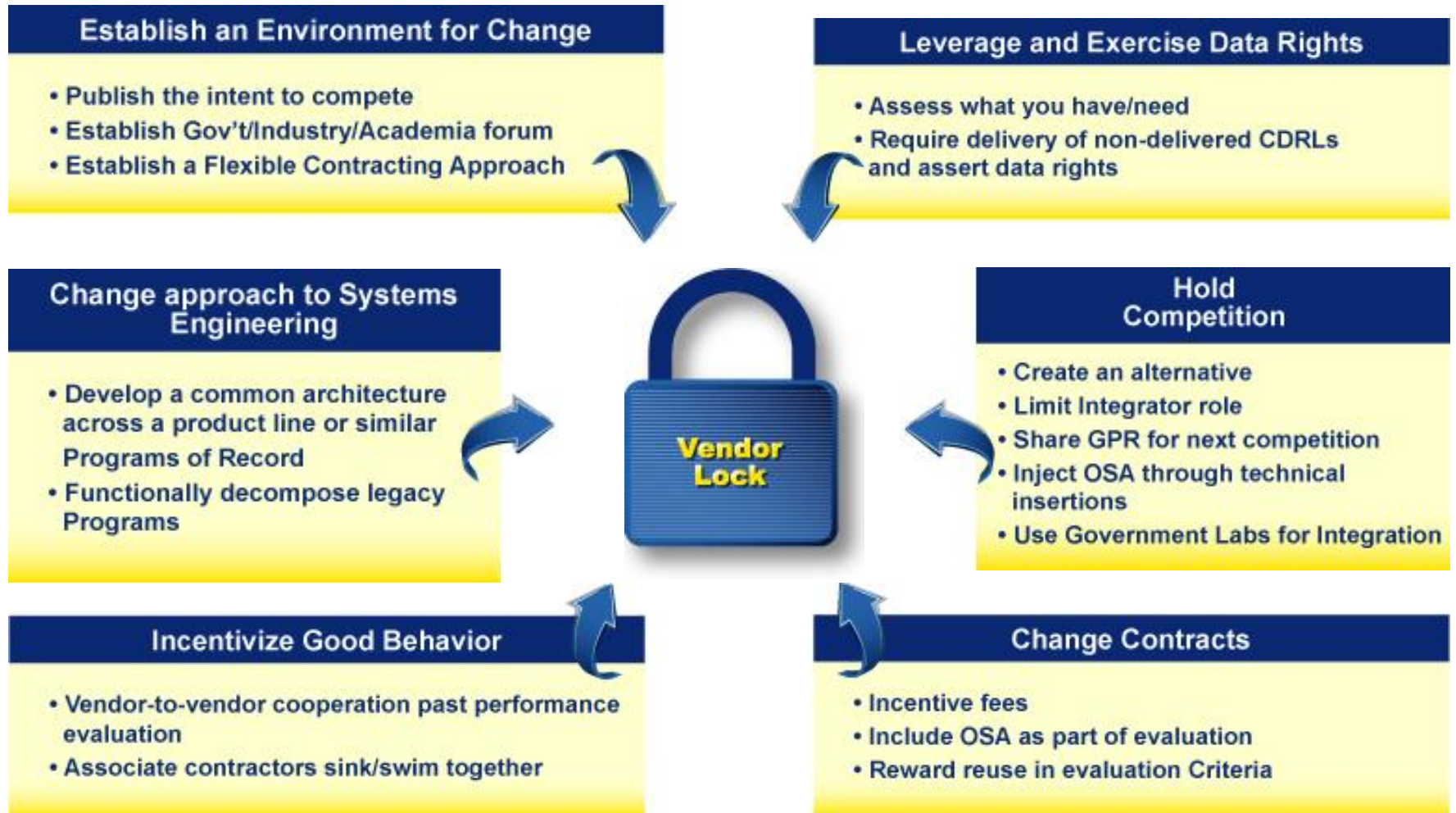
GAO findings:

...Services encountered limitations in sustainment plans for some fielded weapon systems...lack of data rights.

...60% of 47 non-competitive DoD contracts could not be competed...lack of access to data.



Approaches to Breaking Vendor Lock



Forge.mil Marketplace Opportunity

1. Free Flow of Information:

- Allows programs and businesses to communicate and share info on DoD systems



2. Intellectual Property:

- Identifies government rights to data



4. Increasing Competition:

- Drives cost savings and quality



3. Trust Between Participants:

- Enforces both ethical and legal standards



Leadership Challenge

Can a qualified third party – big or small . . .

- add,
- modify,
- replace,
- remove, or
- provide support

. . . based on open standards and published interfaces.

Message to Industry

- The Navy is moving out on OSA, getting a handle on our Data Rights and aggressively pursuing competition to get a better deal
 - More opportunities to win new work by competing
 - Platform, System, Component
 - You current work will be competed
 - Breaking Vendor Lock and getting a better deal is our responsibility

