Opportunities for Industry through Open Systems Architecture

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Distribution Statement A: Approved for Public Release
Naval Business Model: 219+ Years

- Product Requirements
- Program Budget
- Single Contract
- Develop, Test, Produce, Deliver
- Vendor Lock!
- Sustainment
Game changers are needed

Naval Acquisition Business Model

Holistic approach

Competition across the life cycle

Organize around the business model
Naval OSA Business Model – Top-Level Strategy

• Procure Basic Platforms

• Develop/ Maintain Capability Product Lines

• Integrate and Deliver
Competition at All Levels

Platform

Component

Integrator
Technical Frameworks Enable Buying Choice

Open Interfaces - SPIES

SWFTS

CANES
Objective: Competition at the Component Level

Government must be able to share:
  • Design documentation, interfaces, tools, etc
  • Architecture of components small enough to be risk-prudent

Focus on what is needed for competition:
  • Scale big enough to entice new players with new innovations
  • Environment for innovation through limited IP licenses

Government must be a smart buyer.
Competition Lowers Costs and Increases Performance

• Government must set the stage for competitive acquisition

• Business strategy must mirror the technology architecture

• Competition is real when the Incumbent can lose

• Limited IP (proprietary) is allowed in Open Systems Architecture

• There will be more opportunities for Industry
What do we want to buy?

- Bugatti Veyron
  - Estimated retail $2,250,000

- Ford Commercial Pickup
  - Estimated retail $40,000
  - 50x price difference
  - Add your own features
Questions or Comments?

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