



# Opportunities for Industry through Open Systems Architecture

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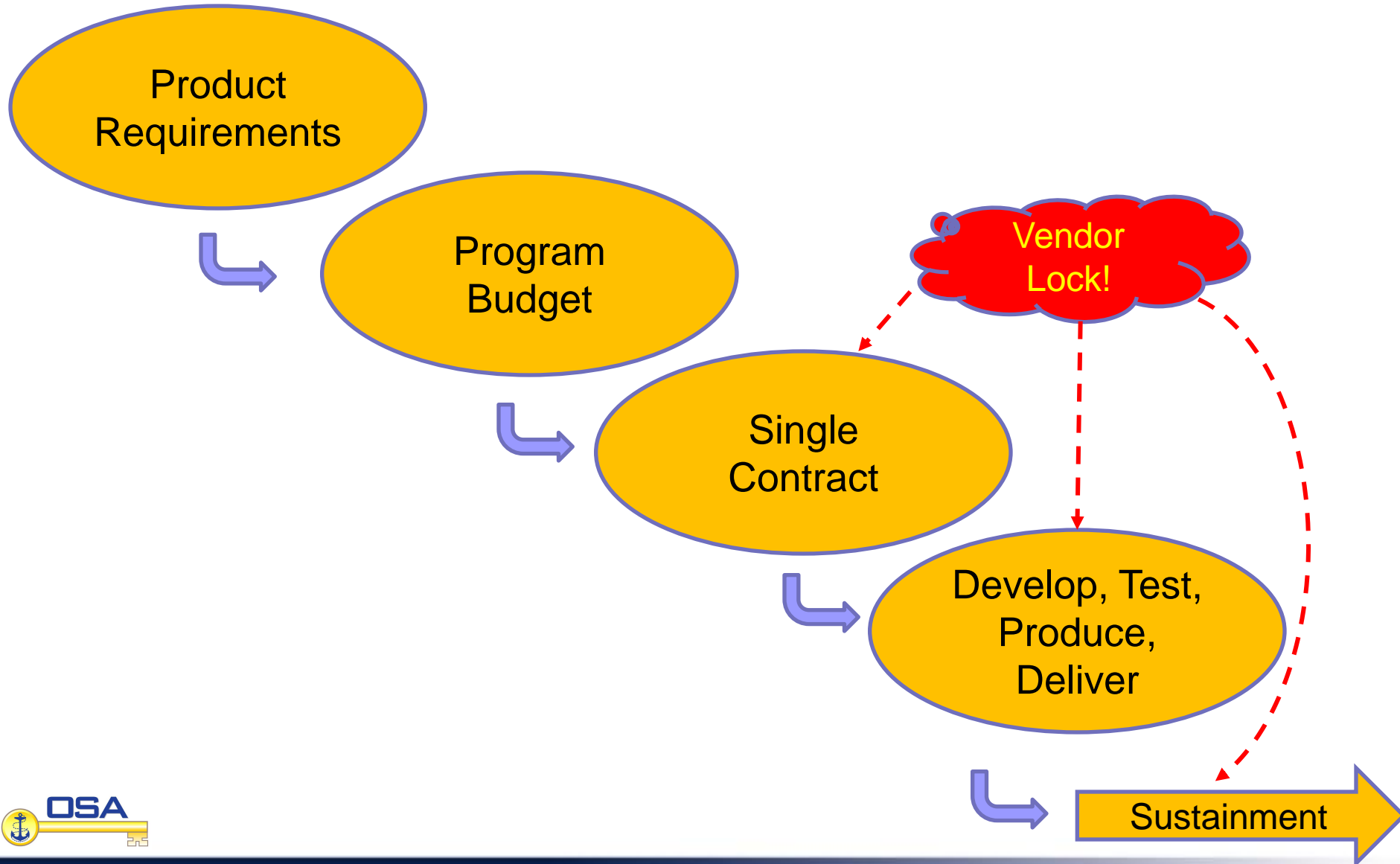
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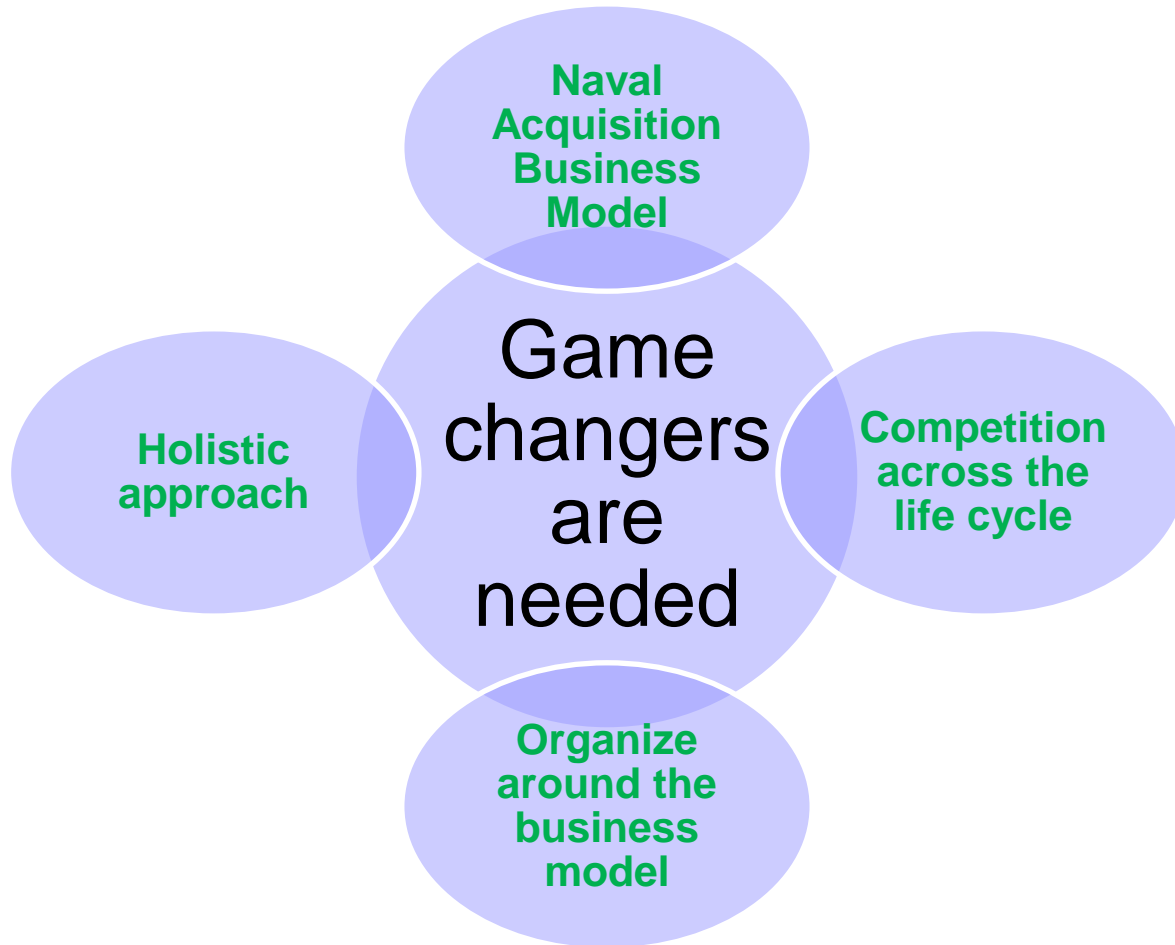
**NDIA**  
**Ground Robotics Symposium**

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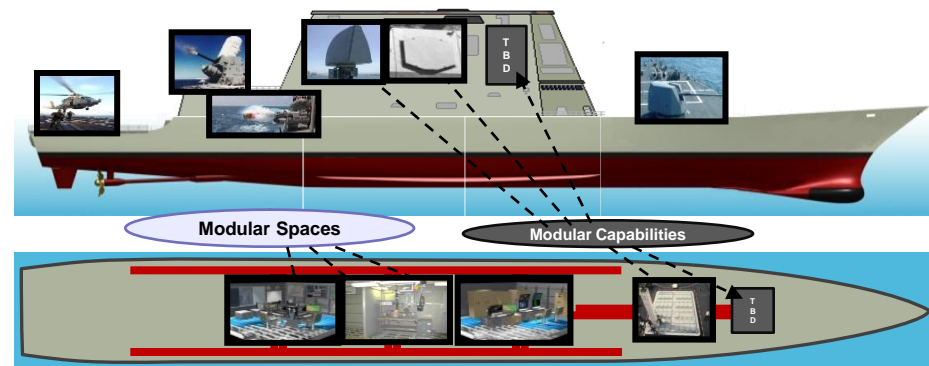
# Naval Business Model: 219+ Years



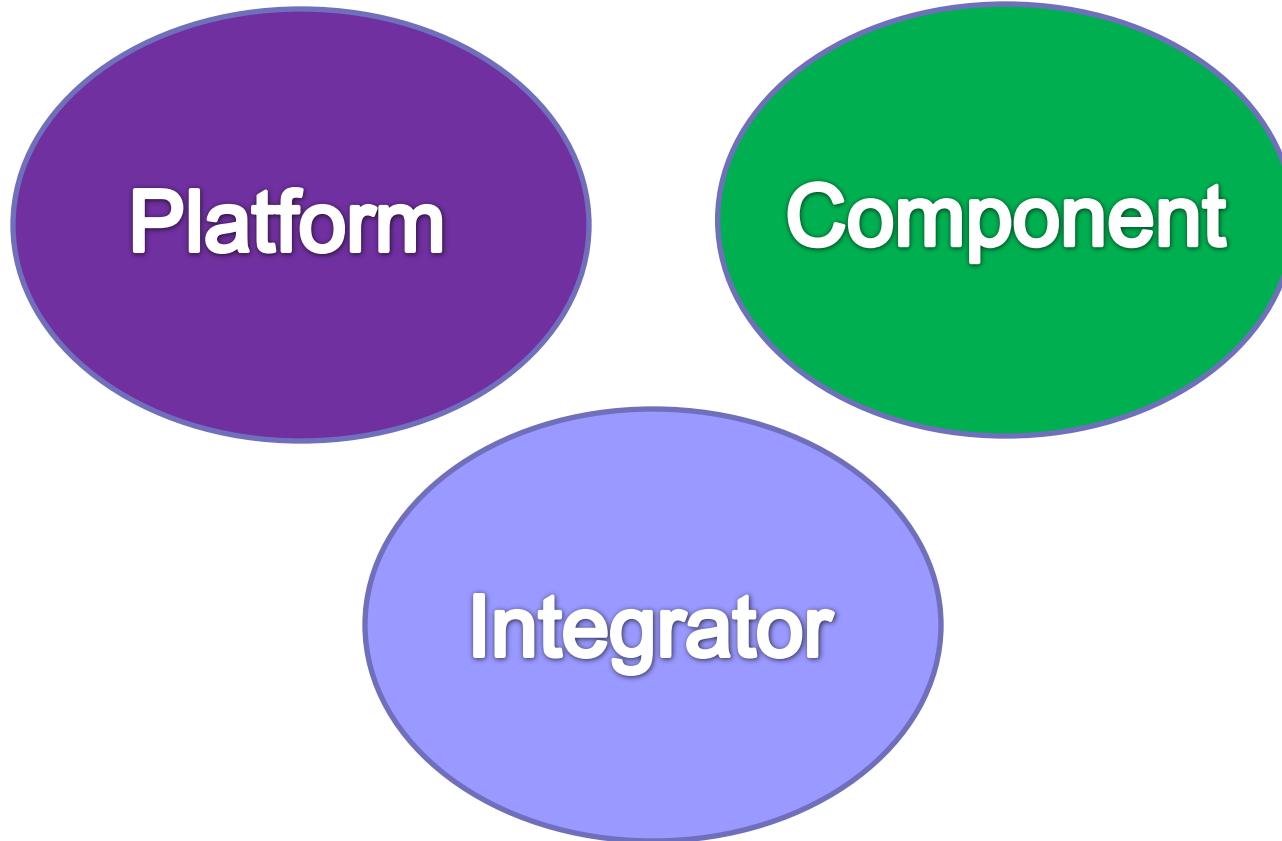


# Naval OSA Business Model – Top-Level Strategy

- Procure Basic Platforms
- Develop/ Maintain Capability Product Lines
- Integrate and Deliver



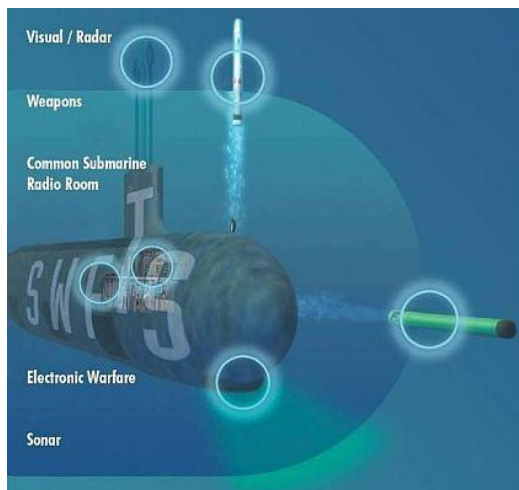
# Competition at All Levels



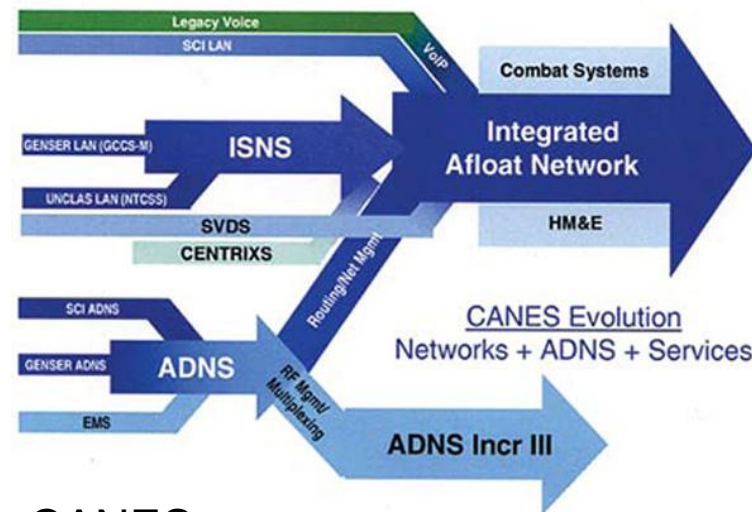
# Technical Frameworks Enable Buying Choice



Open Interfaces - SPIES



SWFTS



CANES

# The Paradigm Shift

## **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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