

Accelerating Innovation

Supporting Tomorrow's Warfighter Today



The Department of Defense (DoD) has an obligation to make our military the best equipped in the world. Fulfilling the needs of tomorrow's warfighters requires effective collaboration with traditional defense leaders and garage innovators.

The ability to refine requirements quickly is the biggest predictor of successful IT launches. That's why Salesforce created a collaboration platform with one mission in mind: to connect DoD with Industry in a whole new way. Salesforce Innovation Management maximizes Industry exposure and simplifies engagement to create scalable, cost effective, mission critical defense products. Working together to define problems and refine requirements puts groundbreaking technologies in Warfighters' hands faster than ever before.

"....If you don't take risks you're not going to be the #1 military power in the world."

- **Frank Kendall**,
Under Secretary of Defense for Acquisition, Technology and Logistics

How Salesforce Enables Innovation Management



Common Operating Picture

- Accelerate and scale the acquisition process by eliminating the use of siloed, on-prem systems
- Maintain transparency throughout the acquisition lifecycle
- Maximize exposure to start-ups, defense leaders and academia to drive innovation from traditional and non-traditional sources
- Work together with Industry on a single platform to define and scope requirements
- Access information anytime, anywhere, with dynamic dashboards



Advanced Workflow

- Monitor status and quickly identify roadblocks throughout the product lifecycle
- Refine and update requirements through automatic notifications
- Minimize tedious, manual tasks
- Prioritize projects and assign tasks
- Utilize data to compare and contrast industry solutions
- Track financial metrics against each initiative (forecasted vs. actual)

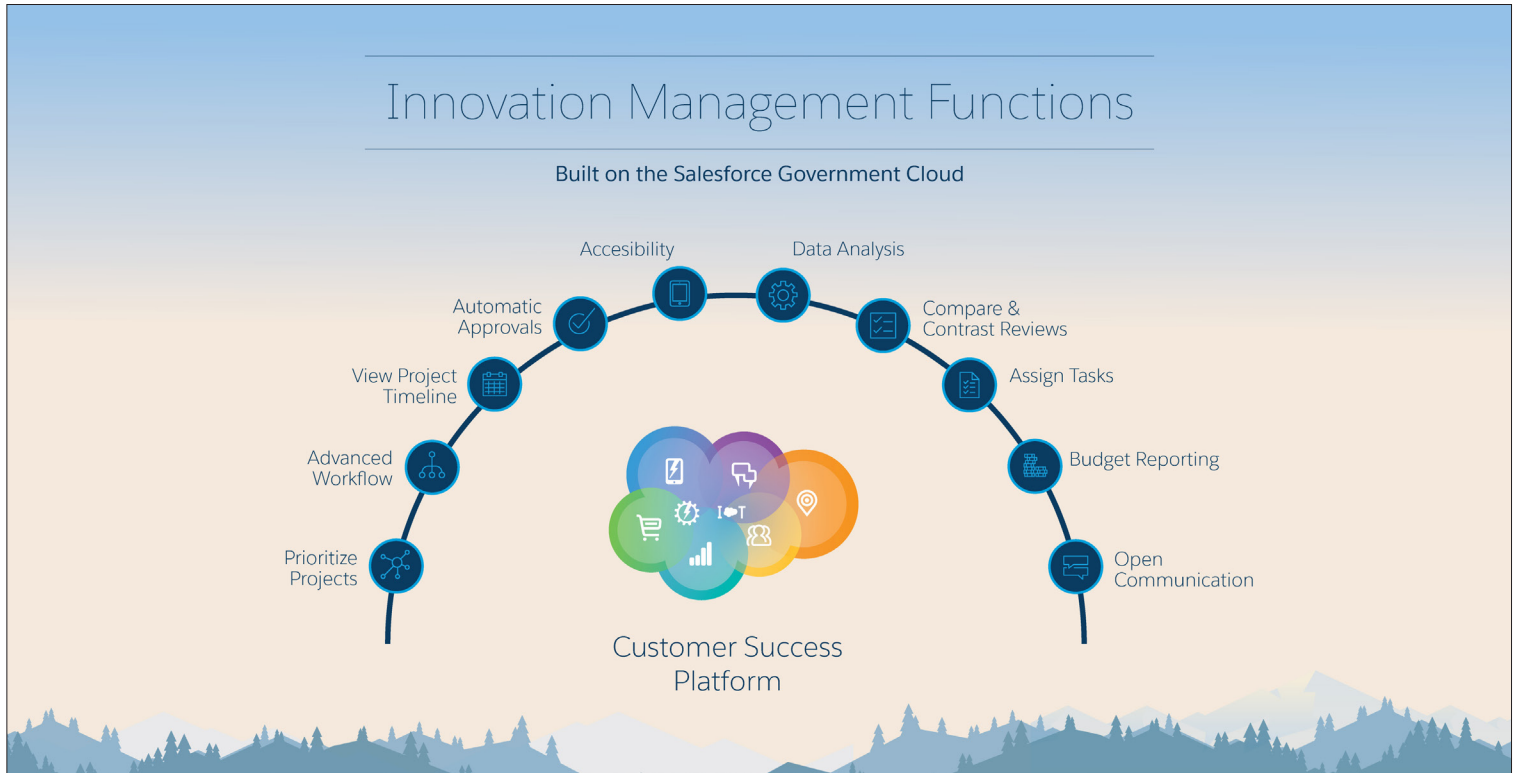


Open Communication

- Engage in continuous, two-way dialog with Industry from discovery through implementation
- Work directly with Industry to define problems and refine requirements
- Modify requirements by incorporating feedback from technical experts and stakeholders in real-time
- Self-educate through shared knowledge base
- Communicate securely (through the Salesforce GovCloud)

Powered by the Cloud

Salesforce Innovation Management is powered by our acclaimed Customer Success Platform. Salesforce's award-winning Service and Community Clouds give you all of the core capabilities you need to collaborate, acquire technologies, and see it through to funding. Service Cloud enables Industry to connect with your agency anytime, anywhere. A simple console provides mission owners with a 360 degree view of their Industry interactions, making it easier to determine when and how to collaborate. The Community Cloud allows Industry to browse knowledge articles, ask questions, submit RFIs/RFPs, or crowd-source innovative ideas and concepts. With a single search they can find answers that live in your knowledge base or in past discussions. And since the community is only as good as the information that it provides, you can insure no question goes unanswered with workflow rules to automatically create and route inquiries to agencies.



Expected Outcomes

- ✓ **Lower operating costs:** With infrastructure, software and development supported by Salesforce, the DoD can eliminate costly, on-prem operating system while maintaining security and compliance requirements.
- ✓ **More effective workforce:** Manual, tedious tasks are reduced when workflow is automated.
- ✓ **Reduced cost and cycle time:** Automating the collaboration between DoD and Industry reduces the time needed to scope requirements. When requirements are defined early and accurately, development time can be drastically reduced. Shortening cycle time helps reduce overall costs.
- ✓ **Easy deployment:** Salesforce Innovation Management can be deployed quickly, within weeks or a few months. The intuitive platform makes interaction between DoD and Industry easy.

Salesforce Accelerates IT Procurements for Navy's PEO EIS Innovation Cell

Background

Navy's PEO EIS manages a \$2B+ annual budget and is responsible for delivering Enterprise IT Services to all Sailors, Marines, Civilians, and Contractors working with the Department of the Navy.



Challenges

The Acquisition process for IT was taking 300 days or more from start to finish. Given Moore's law, that doesn't work for commercial IT. They were fielding iPhone 5's during the iPhone 7 launch.

PEO EIS did not want to change DoD acquisition regulations, they wanted new companies to get involved, make the process move faster, and increase collaborate with industry.

Solutions

PEO EIS selected Salesforce Innovation Management as their platform for industry collaboration. Working together to refine technology requirements has allowed PEO EIS to launch groundbreaking technologies within weeks instead of years. Salesforce has also helped PEO EIS radically simplify the process of receiving an ATO.

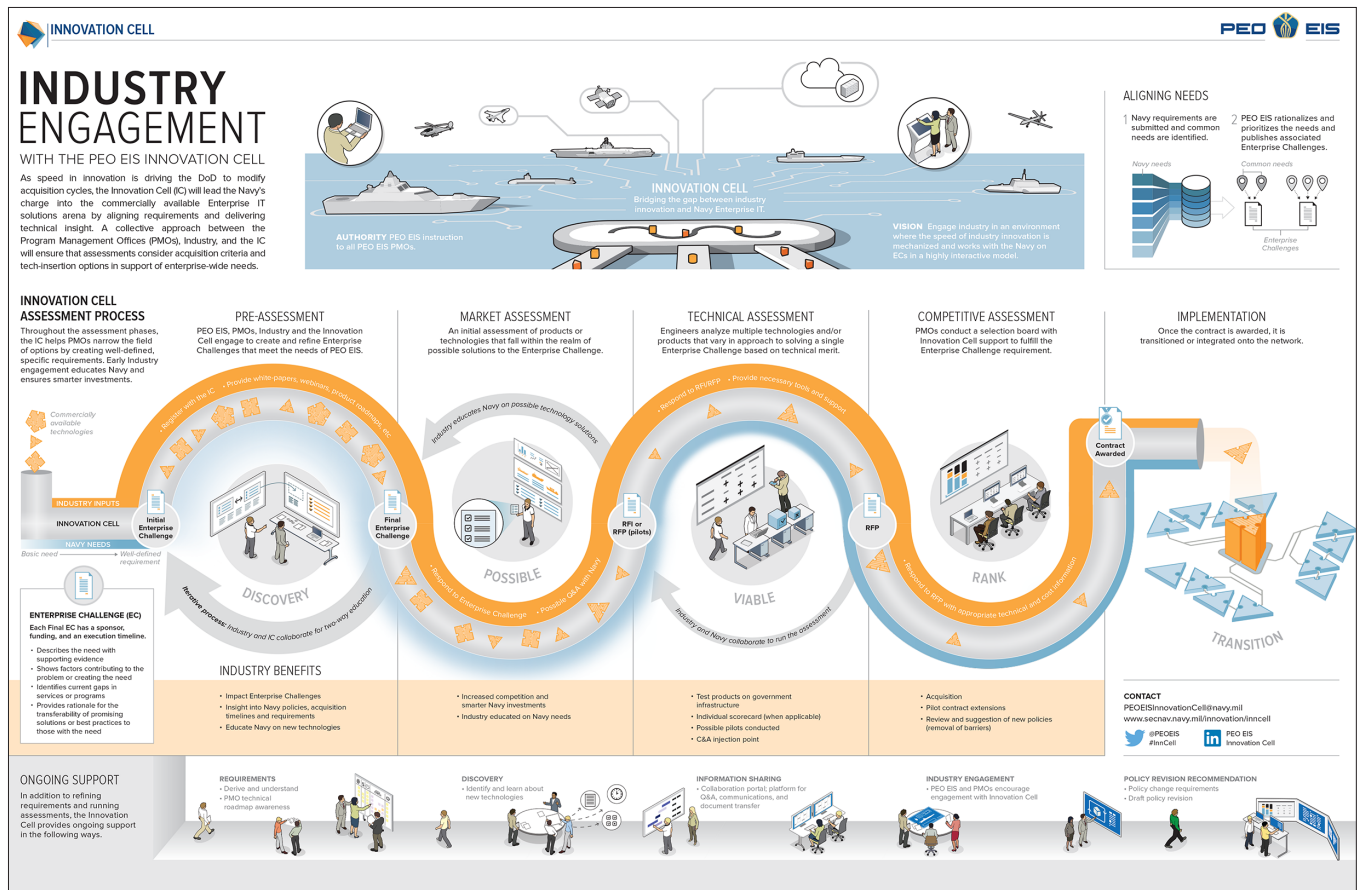


Image source: <http://www.secnav.navy.mil/>