

## Kendall Kicks Off Better Buying Power 2.0

Better Buying Power 2.0 got its official kickoff April 25 at the Defense Acquisition University's Howell Auditorium at Fort Belvoir, Va. Under Secretary of Defense for Acquisition, Technology and Logistics Frank Kendall reviewed the approaches detailed in a memorandum and guidance sent the previous day to secretaries of the Military Departments and other Defense Department officials.

Kendall said there had been progress through BBP to maximize effective use of existing funds, but "we can do better. . . . In a time of shrinking budgets, we must try to do more with less."

Kendall said, "What we are talking about is a culture change." In the past, agencies worked "to protect the budget, spend, and get contracts awarded." Now, he said, there must be robust "stewardship and value for money." He said "should cost" is "catching on," and that the department needs to work harder to eliminate redundancy.

Under BBP 2.0, Kendall explained, "We are continuing our efforts in the following seven areas to achieve greater efficiency and productivity in defense spending:

- "Achieve affordable programs.
- "Control costs throughout the product life cycle.
- "Incentivize productivity and innovation in industry and government.
- "Eliminate unproductive processes and bureaucracy.
- "Promote effective competition.
- "Improve tradecraft in acquisition of services.
- "And improve the professionalism of the total acquisition workforce."

Following his remarks, Kendall answered questions from the overflow audience in the auditorium.

**Coming up:** *Defense AT&L* magazine is preparing a coming issue focused on the department's new initiative, in addition to our regular, ongoing coverage of this enduring effort.



DAU staff photos by Erica Kobren