

EC Day 2000

JECPO Transforming DoD's 20th Century Legacy of Paper Into 21st Century Global, Digital Environment

MICHELLE FETTERMAN

Today we continue the DoD eBusiness journey that we started two years ago, recognizing this year that electronic commerce is truly the catalyst for change in our emerging DoD digital environment," said Claudia "Scottie" Knott, Director of the Joint Electronic Commerce Program Office (JECPO).

In a repeat of last year's record turnout, Knott welcomed a large, diversified group of government and industry acquisition, contracting, and logistics professionals; information technologists; and senior defense industry and government executives to Electronic Commerce (EC) Day 2000.

Sponsored by JECPO and the Government Electronics & Information Technology Association (GEIA), EC Day 2000 took place June 5 at the Omni Shoreham Hotel in Washington, D.C. The one-day event provided government and industry representatives the opportunity to come together to celebrate and embrace this year's theme: "DoD eBusiness: A Catalyst for Change in a Digital Environment."

Showcasing Their Best

Knott, hosting her third event, explains that the organization was formed in response to the Defense Reform Initiative (DRI), which identified electronic commerce as one of the best business practices available for transfer from industry to the national defense. Organized under the Defense Logistics Agency (DLA) and the Defense Information Systems Agency (DISA), JECPO was created in January 1998 to help move all

Services' acquisition along the road to electronic business. JECPO established EC Day as a way to promote electronic commerce, examine its potential to rev-

olutionize DoD acquisition and logistics, and showcase the partnerships created among industry, business areas, and JECPO.



"Lighting" EC Day 2000 "Virtual Torch." From left: Paul R. Brubaker, Acting Deputy Chief Information Officer, DoD; Army Lt. Gen. Henry T. Glisson, Director, Defense Logistics Agency; Roger Kallock, Deputy Under Secretary of Defense (Logistics and Materiel Readiness); Stan Soloway, Deputy Under Secretary of Defense (Acquisition Reform); Army Lt. Gen. David J. Kelley, Director, Defense Information Systems Agency (DISA).

Fetterman is a communications specialist with SRA, Inc., Arlington, Va.

EC Day 2000 featured the presentation of the second annual EC Day awards, which included the Best DoD EC Web Site, Best DoD EC Pioneer, Best EC Team of Government Agency and Small Business Partner, Best EC Team of Government Agency and Large Business Partner, and a special eBusiness Leadership award that was presented to Army Lt. Gen. David J. Kelley, Director of the Defense Information Systems Agency (DISA).

EC Day events included three panel discussions on emerging issues in electronic commerce and electronic business



(eBusiness), 18 mini-track sessions with presentations from business areas, and more than 40 electronic commerce exhibits from both industry and government. In addition, several distinguished speakers from government and indus-

try contributed their knowledge and insight into electronic commerce and eBusiness, both of which are essential to DoD's "Revolution in Business Affairs."

Electronic Industries Alliance

This year's speakers included Dave McCurdy, former U.S. Congressman and current President of Electronic Industries Alliance (EIA). He explained that with all this new activity and unknowns, "Our job is to help fill in those spaces to make that connection a viable one, in which government and business and the public have a free flow interchange/exchange of ideas in business, in a way that makes government more responsive and better for all of us." McCurdy also reinforced EIA's commitment to making our digital society a global one.

DISA

Kelley reminded the group that "What we're here to discuss is support to the warfighter. That is our number one customer. That is our number one mission." He went on to stress the importance of keeping the needs of the warfighter at the forefront when making decisions about electronic commerce, stating that the "customer should always be at the center of what we do and what we decide ... what we're trying to bring to this partnership is application of technology that will, in fact, help the customer."

Emphasizing the importance of keeping ahead of technology in order to provide the best solutions to the warfighter, Kelley shared ways to serve the warfighter using electronic commerce. One lesson learned came from the Electronic Document Application, where a prototype went from 50 users to over 17,000 registered users in a very short period of time. This demonstrated the importance of incorporating scalability into the design of a product or system right from the beginning. Another success Kelley shared with the group was Simple Contractor Registration, which reduced the registration time for contractors from 30 days to 40 hours.

In closing, the soon-to-be-retired Kelley left the group with some advice. He cautioned against thinking any solution is

final for, "This is a journey, not a destination."

DLA

Army Lt. Gen. Henry T. Glisson, Director of the Defense Logistics Agency, credited the group with the progress made over the past three years. He said it couldn't have been done without their active participation, partnership, and involvement, and asked for their continued support as we [DoD] try to fulfill the EC vision.

EC Day, he commented, provides the opportunity to "celebrate the accomplishments we've had over the past year and the previous two years," to "identify some areas upon which we need to work a little harder," and to "visit booths, talk to each other, and to educate and learn."

Glisson also explained how crucial electronic commerce and eBusiness are to providing the required support to the 21st century warfighter. "The environment in which we are faced today," he said, "requires us to go in much quicker, into much more lethal situations, with much smaller forces, and we don't have the luxury anymore of getting in large quantities of supplies and equipment to support the warfighter. The only way we're going to do that is through electronic commerce and electronic business."

The journey toward electronic commerce began seven years ago, and in that time, according to Glisson, "We [DoD] have come very close to turning that dream into a reality." He encouraged the EC Day representatives, including those from industry, to "continue the journey." Said Glisson, "The success of our nation depends on you because we in uniform cannot do what we need to do in today's environment without capturing and harnessing the power of electronic commerce and electronic business."

Deputy Under Secretary of Defense (Logistics)

The first keynote speaker, Roger Kallock, Deputy Under Secretary of Defense for Logistics and Materiel Readiness, provided the group with a logistics per-

spective on electronic commerce and eBusiness. Explaining the importance of providing actionable information to the warfighter on a real-time basis, he used an analogy comparing the warfighter customer to a "soccer team playing against the invisible enemy without the benefit of rules and regulations." Said Kallock, "We need to get into the mindset of that customer!" Real-time situational awareness, he asserted, "is what logistics transformation is all about."

Kallock emphasized the need for warfighter confidence. He defined it as "the ability to deliver the right product to the right place at the right time at the right cost all the time" and believes that is "what we're all about as a community."

Conceding that there are too many independent logistics systems, Kallock stated there is a great need to provide simpler, more focused processes. Electronic commerce has great potential to streamline these multiple processes and help defense logistics fulfill its mission, "[at the] right place, right time, right cost, all the time."

He encouraged everyone to accelerate the progress by bringing together the capabilities within their organizations and suppliers. "I believe what we are about today is learning mass customization and using the Internet and the Web capabilities to do something dramatically different for our business processes and really move the world we find ourselves living in dramatically forward."

Deputy Under Secretary of Defense (Acquisition Reform)

The second keynote speaker, Stan Z. Soloway, Deputy Under Secretary of Defense for Acquisition Reform, reaffirmed Kallock's position on providing the best possible service to the warfighter and the importance of building customer confidence.

"As we move down this EC-EB path," Soloway cautioned, "we have to be more aggressive in challenging our internal processes." The use of non-value added systems and processes, according to Soloway, could hinder progress, causing

us [DoD] to lag behind industry. He added that we need to put more emphasis on how we acquire services because many government careers are spent buying products and weapons systems, not services.

The importance of maximizing the benefits of electronic commerce and eBusiness were also emphasized in Soloway's speech. He used the government credit card as an example. Although the card has successfully saved the government hundreds of millions of dollars, he believes the savings would dramatically in-



Distinguished speakers and guests, EC Day 2000. Seated from left: Michael Daniels, Chairman of the Board, Network Solutions; Dave McCurdy, President, Electronic Industries Alliance; Joanne P. Arnette, Director of Information Operations, Defense Logistics Agency; Army Lt. Gen. David J. Kelley, Director, Defense Information Systems Agency.

crease if we made improvements to the accounting side like we [DoD] did with the transaction side. Soloway also mentioned the bandwidth problem in the field and the importance of making sure everyone has access to these technological advancements.

Referring to the hiring/retention problem the government has with information technology (IT) professionals, he stressed the importance of addressing the problem now. "We have a great need to start hiring new talent. We have a great need to start building that next generation of professionals in the De-

partment." The government, according to Soloway, needs to figure out who is going to be responsible for carrying out the initiatives being discussed at EC Day 2000. In the current environment of intense competition for IT professionals, he said, we must place an even greater importance on our partnership with industry.

Soloway had a word of caution on the subject of change. "The pace of change is so fast that it doesn't mean you need to be on every bandwagon, and it doesn't mean you need to jump on every op-

portunity." Using online auctions as an example, he noted that while they have the potential to provide enormous savings to the government, they also run the risk that prices will be driven down to the point where the government will no longer be receiving the best value. Said Soloway, "We don't always have to be the leader. We can be a follower, but we have to be a close follower, and that's a fine distinction that I think we sometimes miss."

Industry

The third and final keynote speaker, Michael Daniels, Chairman of the Board

Claudia "Scottie" Knott, Director of the Joint Electronic Commerce Program Office (JECPO) welcomes government and industry acquisition, contracting, and logistics professionals; information technologists; and senior defense industry and government executives to Electronic Commerce (EC) Day 2000. Seated from left: Army Lt. Gen. Henry T. Glisson, Director, Defense Logistics Agency; Paul R. Brubaker, Acting Deputy Chief Information Officer, DoD; Roger Kallock, Deputy Under Secretary of Defense (Logistics and Materiel Readiness); Stan Soloway, Deputy Under Secretary of Defense (Acquisition Reform).



of terrorism against global infrastructure, insecure protocols including DNS spoofing and cache poisoning, and denial of service attacks. Daniels believes taxation to be the second most important issue as a consensus has yet to be reached on who will do it and how it will be done.

Daniels advised the group to learn as much as possible about this new technology and cautioned them not to make the assumption that certain business areas will not be affected. He believes the Internet "could become at some point the major communication network for buying and selling globally." Daniels commented, "The kinds of things that are being dreamed up and are actually being implemented are beyond people's widest imaginations."

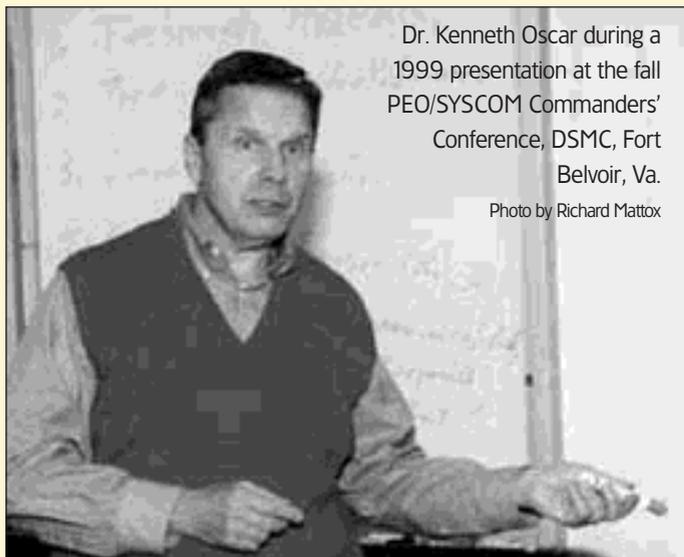
Virtual Torch Passed

Just as last year's EC Day celebration was highlighted by a virtual birthday cake, sponsors of this year's event dazzled onlookers with another novel display. A virtual torch was passed from the 20th to the 21st century, representing the importance of electronic commerce and DoD's transition from the legacy of paper of the 20th century to the global, digital environment of the 21st. This symbolic torch served in no small way to visually represent to all assembled for EC Day 2000 that DoD is demonstrating daily: *virtually anything* is possible in a *virtual environment*.

of Network Solutions, brought an industry perspective to EC Day 2000. Daniels provided the group with some background and history on the Internet and attributed its birth to the federal government and its industry partners. He predicts that we are still in the early days of the global wave of industry business, a revolution that could continue for the next 10 to 20 years. Although the Internet has primarily been U.S.-centric, he

noted, it has been rapidly expanding to Asia and the Pacific region over the past 18 months.

Daniels also touched on issues of Internet business, security, and governance. He emphasized the need for stable, reliable, and trusted service in order to ensure continued customer satisfaction and use. From his experience, the Internet's top three vulnerabilities are physical acts



Dr. Kenneth Oscar during a 1999 presentation at the fall PEO/SYSCOM Commanders' Conference, DSMC, Fort Belvoir, Va.

Photo by Richard Mattox

OSCAR NAMED POLICY CHIEF FOR GOVERNMENT CONTRACTING

Kenneth Oscar has been named to serve as the new Policy Chief for Government Contracting. As the current Deputy Administrator (Acting) of the Office of Federal Procurement Policy (OFPP), Oscar replaced Deidre A. Lee, who moved to the Defense Department as Director of Procurement in March.

Prior to his move to OFPP, Oscar had served as Deputy Assistant Secretary of the Army for Procurement since 1995. A frequent visitor to the DSMC main campus at Fort Belvoir, Va., Oscar is recognized as a leader in, and strong advocate of, acquisition reform.

DoD EC D

SOLOWAY HONORS FIVE TOP EC

Best DoD Electronic Commerce Web Site

DBusOpps.com

This award recognizes an exceptional DoD business Web site that has resulted in improved efficiency, decreased cycle time, or increased services.

From left: Paul Brubaker, Acting Deputy Assistant Secretary of Defense and Deputy Chief Information Officer; Brent Pope, PricewaterhouseCoopers; Stan Z. Soloway, Deputy Under Secretary of Defense (Acquisition Reform).



Best DoD Electronic Pioneer

U.S. Air Force Supply Asset Tracking System

This award recognizes a DoD electronic commerce pioneering initiative that pushes the current state of EC to eliminate an antiquated paradigm and to demonstrate a high level of government creativity and innovation.

From left: Brubaker; Pete Ramirez, Supply Asset Tracking System Project Manager, Air Force Materiel Command; Soloway.

Best Electronic Commerce Team of Government Agency and Large Business Partner

Integration of TACOM WEB EC and DFAS WinS Systems Team

Large Businesses: Harbinger Corporation, Computer Associates International, Inc. (formerly Sterling Software), and Techolote Research Inc.

This award recognizes the best electronic commerce team of a government agency and an industry partner for outstanding achievement of EC principles or application within DoD.

From left: Brubaker; Deborah Long, Supply Systems Analyst, U.S. Army Tank-automotive and Armaments Command; David Arvin, Systems Accountant, Defense Finance and Accounting Service; Phil McLaughlin, Vice President of Professional Services, Harbinger Corporation; Mark Edmunds, Technical Manager, Techolote Research, Inc.; Sheila Wright, WinS Systems Administrator, Computer Associates International, Inc.; Soloway.

AWARDS 2000

TEAMS IN JUNE 5 CEREMONY

Best Electronic Commerce Team of Government Agency and Certified Small Business Partner

This award recognizes the best electronic commerce team of a government agency and an industry certified small business partner for outstanding achievement in the advancement of EC principles or applications within DoD. This year two teams walked away with the award.



Defense Supply Center Philadelphia Directorate of Subsistence Quality Database Management System Team

Small Business: MFG Systems Corporation

From left: Brubaker; Charles Grabowski, Project Manager, Quality Database Management System; Peter Brassington, Director of Emerging Technologies, MFG Systems Corporation; Soloway.



U.S. Air Force Wide Area Work Flow — Receipts and Acceptance Team

Small Business: Space Mark Inc.

From left: Brubaker; Carrie Cardwell, Air Force Wide Area Work Flow Project Manager, Contracting Systems Division, Headquarters, Air Force Contracting; Soloway; William Watson, Project Manager, Space Mark Inc.

