U.S. ARMY

PEO ENTERPRISE

WELCOME TO THE ARMY DATA PLATFORM VIRTUAL INDUSTRY DAY
WE WILL BEGIN SHORTLY

ARMY DATA PLATFORM

DISTRIBUTION STATEMENT A. Approved for public release. Distribution is unlimited.

AGENDA

- 1300 – Industry Day Mission, Ground Rules & Disclaimers
- 1305 – Opening Remarks
- 1315 – CDAO & CIO
- 1345 – Program Review & Acquisition Strategy
- 1415 – Break
- 1430 – Contracts & Acquisition Overview
- 1500 – Systems Engineering
- 1530 – Questions & Answers

Industry Day Objectives

- Improve the understanding of the Government's requirements in order to:
  - Allow potential offerors to better assess the opportunity against their capabilities.
  - Enhance the Government's ability to obtain quality services.
  - Increase efficiency in proposal preparation, evaluation, negotiation, and award.

- Specifically review and address the following:
  - Draft Performance Work Statement (PWS) and Sections L & M
  - Overview of systems engineering
  - Industry questions/feedback received

Ground Rules & Disclaimers

- ARMY CONTRACTING COMMAND – ROCK ISLAND (ACC-RI)
  - Ms. Shanna Henao, Branch Chief | shanna.r.henao.civ@army.mill
  - Mr. Benjamin Geringer, Contracting Officer | benjamin.l.geringer.civ@army.mil
  - Ms. Babette Murphy, Contracting Specialist | babette.r.murphy.civ@army.mil

- The Government will not publish Industry-Proprietary questions/comments or their responses.
- Nothing presented in this Industry Day commits the U.S. Army to any acquisition approach, agreement or contract.
- Any future published opportunity will take precedence over information presented today or in response to questions.
- The “final” version of these slides will be posted on www.SAM.gov.

- For those on Teams: Individual participant chats go directly to the Moderator for consideration during the Q&A portion, which will be reviewed by ACC-RI.

Opening Remarks

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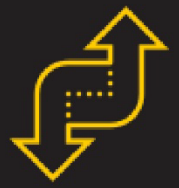
FROM THE PEO

Army Vantage - Success

Developing the Strategy

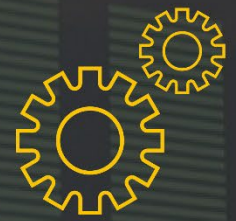


Digital Transformation

Road Ahead

ARMY VANTAGE: AVAILABLE & STILL SUPPORTED

Army Vantage is available to Army users & will be supported while a successor product is developed.



Eventually, Army Vantage will be subsumed by the Army Data Platform, which includes Army Vantage's offerings & adds new capabilities.

Existing user data, data products & analytic products created in Army Vantage will transfer to ADP.

The Army is committed to providing a reliable data platform that leverages innovative technology.

ARMY VANTAGE
DATA ANALYTICS PLATFORM

U.S. Army and DoD Chief Digital and Artificial Intelligence Office

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Background: Army Data Platforms

- Army on the 5th year of the Army Data Plan
- Army Data Platforms are a key component
- Army Data Platform Directive identifies 6 platforms for Army use

Platform	Community	Platform Strengths
Army Vantage*	Army Wide, business focus	Easy to use (45k+ users), wide applicability
Gabriel Nimbus	Cyber Defense and cyber security	Large data storage and distributed compute
ADVANA	Financial / Audit	Strong internal controls
Army Resource Cloud	Programming / ORSA	Designed for the Army future year defense plan
Army Intel Data Platform	Intel	Title 50 requirements
Personal Event Data Environment	Soldier Behavior Research	Privacy data controls for research

* Army Data Platform acquisition PWS draft has been released- it takes a multi-vendor approach

Army has a Multi-Vendor Approach to Maximize Industry Capabilities and Seek Competitive Value

Army Data Platform

- Areas the Army wishes to keep:
  - Momentum on supporting Army missions
  - Best industry has to offer
- Areas the Army is seeking to improve:
  - Scalability of contracting vehicle
  - Directly manage data platform offerings
  - Simpler Contracting task order vehicle aligned w data governance
  - Range of Vendors providing complex (full CRD capabilities) to simple (minimal CRD capabilities) task order requests at best value
- Task Orders
  - Governance triage to limit task order scope overlap
  - Competitively awarded
  - Scalable
  - Scopes include
    - Existing data areas (HR, finance / log)
    - Emerging data (behavior health, law enforcement)
- Complements low code / no code activities to assist Army modernization

Program Review & Acquistion Strategy

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PROGRAM ROADMAP

ARDAP STARTS WITH DATA….

DEVELOP, INTEGRATE, TEST, DELIVER, OPERATE AND MAINTAIN AN ENTERPRISE CAPABILITY FOR THE ARMY TRAINING & EDUCATION COMMUNITIES

ARMY DATA PLATFORM

THE ARMY'S DATA-DRIVEN OPERATIONS AND DECISION-MAKING PLATFORM

A CLOUD-BASED, TRANSACTIONAL SUITE OF APPLICATIONS SUPPORT COMMANDERS TO PLAN, PROGRAM, AND PRODUCE AUTHORITATIVE GLOBAL FORCE MANAGEMENT (GFM) DATA

GFIM
GLOBAL FORCE INFORMATION MANAGEMENT

ARDAP
ARMY DATA AND ANALYTICS PLATFORMS

PROGRAM MANAGEMENT OF LOGISTICS INFORMATION SYSTEMS AND POST-DEPLOYMENT CAPABILITY SUPPORT OF AUTOMATED MILITARY/CIVIL TRANSPORTATION VISIBILITY AND TACTICAL AMMUNITION SUPPLY & PROPERTY MANAGEMENT SOLUTIONS

LIS
LOGISTICS INFORMATION SYSTEMS

….ENDS WITH WARFIGHTER MISSION ACCOMPLISHMENT

ADP Acquisition Timeline to Date

Iterative Maturing of the Army's Approach

- **2018** – Under Secretary of the Army (USA) signed and Chief of Staff of the Army (CSA) Directed Needs Statement
- **DEC 2018** – Vantage OTA Production Contract Awarded
- **JAN 2023** – RFI #1 Released to Industry
- **JAN 2023** – USA Multi-Vendor Guidance for Follow-On Capability
- **NOV 2023** – RFI #2 Released to Industry
- **DEC 2023** – OTA Production Agreement Extended for 1 Year
- **OCT 2024** – RFI #3 Released to Industry

Architectural Approach

Single Platform / Single Vendor

Single Platform / Multi-Vendor

Multiple Platforms

ADP Acquisition Approach

Acquiring a Multi-Platform Interoperable Ecosystem

- ADP is a new requirement and has no procurement history.
- ADP is an essential follow-on to Army Vantage, and Army Senior Leaders desire full transition from Army Vantage by FY2027.
- The Army will use a Multiple Award Task Order Contract (MATOC) to enable it to maximize innovation, affordability, and interoperability across the ADP lifecycle.
- The Army will select integrated and compatible SaaS and/or PaaS hosted data platforms.
- The Army will acquire products/capabilities that are "commercially available now".
- The platforms shall interoperate with enterprise services such as Identity Credential and Access Management (ICAM), Army Data Catalog, and share data and objects with other data platforms through APIs.

Break

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Contracts and Acquisition Overview

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RFI Feedback

"You Responded, We Listened"

- RFI #2 Received a total of 93 responses
- RFI #3 Received a total of 62 responses
  - Biz Size:
    - 32 Small Biz
    - 30 Large Biz
  - Delivery Model
    - 7 SaaS
    - 10 PaaS
    - 27 MS/SI
    - 17 Hybrid

Vendor-identified Challenges:

Integration Complexity
Fair Competition
Pricing Disparities
Contract Management
Vendor Lock-In
Security and Compliance
Innovation Stagnation
Transparency

❑ When it comes to providing a data platform there is no (1) one delivery model that fits the Army's requirements, each has their own pro's and con's.

- SaaS – Predictive budget, quick time to implement
- PaaS – Pay for only what you use, purpose-built platform for the Army
- MS/SI - Delivered by experienced IT professionals
- Hybrid – Combination of SaaS and PaaS dependent on task order

❑ Platform Pricing Models

- Subscription Model – FFP contact that best aligns to SaaS delivery model
- Consumption/Tiered Model - CPFF, CIFF, and T&M contracts align best with PaaS delivery model
- Hybrid can take a combination contracts provided above

❑ Requested number of awardees

- We're looking into having several vendors awarded to the MATOC IDIQ contract
- Promote competition, foster best of breed technologies, and optimizes cost and value to the Army

MATOC IDIQ Framework

MATOC IDIQ Objectives

1) Qualify and select vendors able to deliver platform and provide platform support services.
2) Establish an ecosystem of enterprise data platforms from multiple vendors and service providers that support Army data requirements.
3) Maximize competition at the task order level by releasing request for task and delivery orders.
4) Provide to the Army an expedited ordering process for new, emergent platforms that integrate seamlessly into the Army's ecosystem of enterprise data platforms.
5) Satisfy data product and data consumption requirements for the following types of users:
    1) Decision Makers
    2) Data Analysts/Product Generators
    3) Platform Enablers

Period of Performance

The period of performance for this multiple-award IDIQ is 10 years:

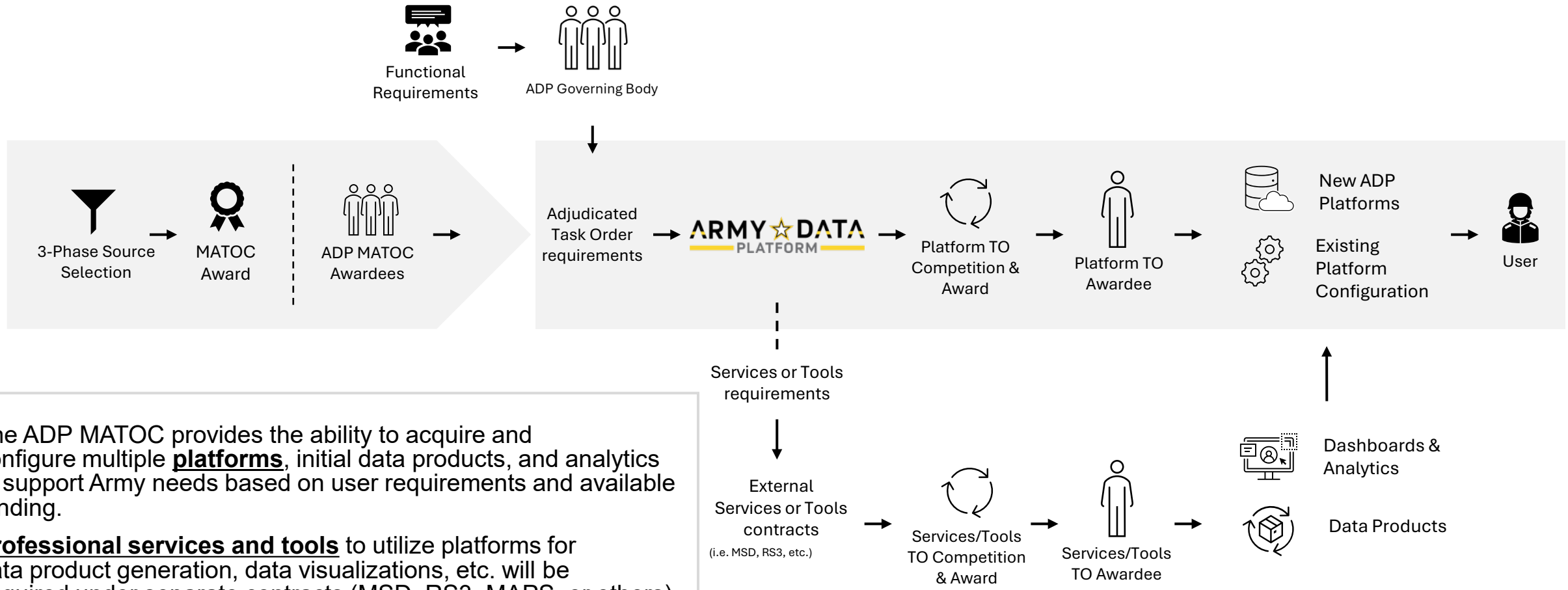
- Consisting of Two or Three-year base period from date of award
- Seven or Eight one-year option periods
- Multiple Vendors capable of providing various platform solutions (SaaS/PaaS/Hybrid)

Contract Type

The Army will select best contract type for each Task Order – likely FFP

DRAFT

Proposed ADP MATOC CONOPS



The ADP MATOC provides the ability to acquire and configure multiple **platforms**, initial data products, and analytics to support Army needs based on user requirements and available funding.

Professional services and tools to utilize platforms for data product generation, data visualizations, etc. will be acquired under separate contracts (MSD, RS3, MAPS, or others).

Sections in grey are facilitated through the MATOC

Contract Selection L - Instructions

Event	Description	Comments
Phase One: Technical Corporate Experience		
Phase One Proposal Due - Vol 1	• This phase will evaluate the offerors response to Volume 1, Technical Corporate Experience. • Cover Letter • Technical Corporate Experience • OCI Declaration / Mitigation Plan	Cover letter: ☐ No page limit cover letter ☐ Offeror's format Technical Corporate Experience: ☐ 9-page limit ☐ Format provided in Section L
Phase Two: Technical and Management Approach - Down Select		
Phase Two Proposals Due - Vol 2	• This phase will evaluate the offerors response to Volume 2, Technical Approach and Program Management Approach.	Technical Approach: ☐ 18-page limit, page limits include pictures and diagrams, 12-point font in text and 10-point font in tables and graphics Management Approach: ☐ Same as Technical Approach, however, there is a 7-page limit.
Phase Three: Pricing and Integration Data Platform Task Order Oral Demonstration – Down Select		
Phase Three Proposals Due – Vol 3 & 4	• This phase will evaluate the offerors response to Volume 4, Sample Integrated Data Platform Task Order Oral Demonstration, and Volume 3, Pricing • Sample Integrated Data Platform Task Order Technical and Pricing • Sample Integrated Data Platform Task Order BOE	Sample TO Oral Demo Tech and Mang Approach: • 15-page limit, page limit include pictures and diagrams12-point font in text and 10-point font in tables and graphics Sample TO BOE: • 8-page limit, page limit include pictures and diagrams12-point font in text and 10-point font in tables and graphics
MATOC Award (1) Multiple vendors awarded as data platform providers on the MATOC (2) Follow on task orders will be tailored to mission requirements and awarded based on capabilities required and affiliated with the appropriate data platform		

Contract Section M – Evaluation Factors for Award

Phase	Factor	Factor Title	Assessment
Phase One	Factor 1	Technical Corporate Experience	Satisfactory Confidence or Substantial Confidence
Phase Two	Factor 2	Technical Approach	Acceptable, Good, or Outstanding
	Factor 3	Management Approach	Satisfactory Confidence or Substantial Confidence
Phase Three	Factor 4	Pricing	Fair and Reasonable
	Factor 5	Sample Integrated Data Platform Task Order Oral Demonstration	Acceptable, Good, or Outstanding

Relative Order of Importance:
Factors are listed in descending order of importance:

Factor 5: Sample Integrated Task Order Oral Demonstration Presentation (most important)
Factor 2: Technical Approach
Factor 3: Management Approach
Factor 1: Corporate Technical Experience
Factor 4: Price (least important)

Capability Implementation & System Engineering Overview

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Army Data Platform

Capability Implementation & Systems Engineering Introduction

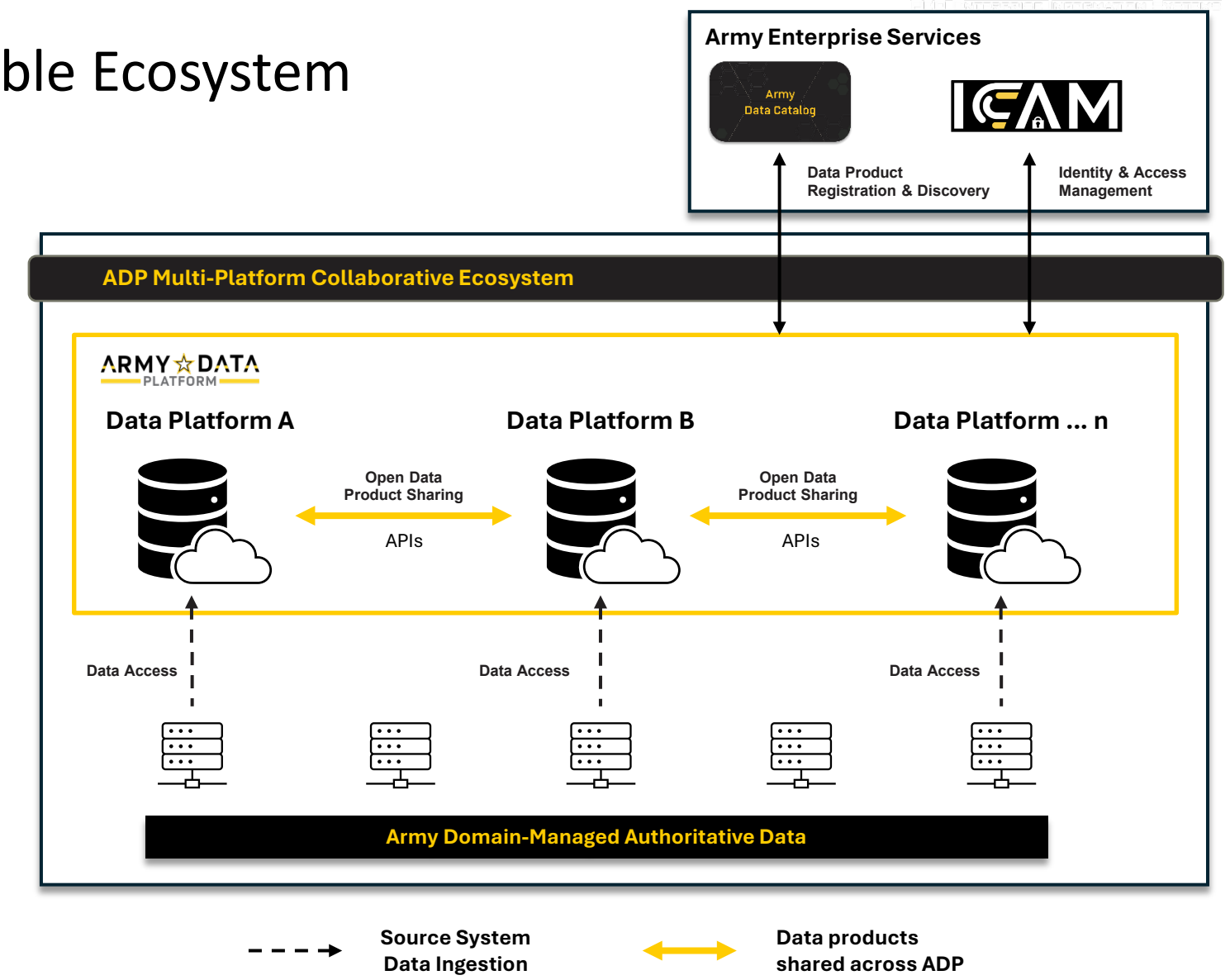
Every Soldier. Every Day.

January 16, 2024

ADP Multi-Platform Interoperable Ecosystem

ADP will operate as a multi-platform interoperable ecosystem that will:

- Align with the principles set forth in the Army Unified Data Reference Architecture (UDRA)
- Adhere to VAULTIS principles
- Access Army domain-managed authoritative data for data exploration, data product generation, and analytics
- Give self-service users the ability to discover, create, publish, and use conforming data products
- Ensure open data product access between ADP platforms and external consumers through open APIs.
- Provide the workspace for Army decision makers at every echelon to build and explore analytics, reports, dashboards, workflows, and other products.
- Interoperate with Army enterprise services for federated requirements such as data product registration and discovery, as well as user identity and access management.



ADP Platform Requirements

Minimum Requirements (All platforms)

• Usability	Intuitive, interactive, large-scale data exploration application
• Data Integration	Automated, data-agnostic, shareable data products, secure data acquisition & integration
• Security & Infrastructure	Secure, transfer data & insights to classified solutions, scalable, encrypted, controlled access
• Audit	Track, record, and verify data product integrity and changes
• Platform Support	Patch software and security issues, enhance product functionality
• KSA	Exportable data, scalable, Tier 3 support, interoperable with ADC, resource usage monitoring

Extensible Requirements (Task Order Specific)

• User Experience	Immediate, actionable, self-service, drill-down insights, intuitive search, platform controls & monitoring
• Classified Data Integration	Secure, transfer data & insights, scalable, encrypted, controlled access, (NIPRNet & SIPRNet)
• Protected Unclassified Data Integration	Integrate, secure unclassified data, comply with PII/PHI laws
• Analytics and Visualization	Real-time integration, visualization, predictive analytics
• Platform Solution Deployment	Develop data pipelines, analytics, and visualizations using platform capabilities
• KSA	On-line training, exportable data, data workflow, and display logic to any platform

Objective Requirements	Environment	Delivery Model
• AI/ML Integration • Agility Layer to transactional systems • Mission-focused, user prioritization in DIL	• SaaS with FEDRAMP and DISA PA. • SaaS with sponsorship and ability to obtain DISA PA (considered based on mission need). • PaaS and SaaS offerings in cARMY.	• Industry-standard agile operations

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Army Data Platform

Capability Implementation & Systems Engineering

Closing

Every Soldier. Every Day.

January 16, 2024

Questions and Answers

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Questions and Answers

ARMY DATA PLATFORM

Opportunities for Feedback and Engagement

- Industry Day 1:1's
  - Date: 22nd – 23rd JAN
  - Location: CARR 1800 Diagonal Road, Suite 600 Alexandria, VA 22314
  - Time: 0900 – 1700 (30-minute sessions)
  - Focus: Recommended improvements to sections L&M to ensure fair and reasonable competition
  - Attendees are expected to come with questions…this isn't a meet and greet or marketing opportunity
- Schedule with ADP OPS for 1:1's following Industry Day
  - Eventbrite - Industry Day 1:1's

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THANK YOU FOR ATTENDING
THE ARMY DATA PLATFORM VIRTUAL INDUSTRY DAY

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