



EMISARS

Early Military Involvement Speeds
Acceptance and Results:
*Introducing Innovative Information Technology
Vendors to the Military Market*

military

Briefing

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Standard
Advantage
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Goals Shared by Various Web-based DoD Initiatives

Aligning with a Mandate

“Accelerating the flow of technology to the warfighter is one of the top priorities of the Under Secretary of Defense... the services, defense agencies, and other key defense organizations that help transition technology.”

Manager's Guide to Technology Transition in an Evolutionary Acquisition Environment

Defense Procurement and Acquisition Policy Office of the Under Secretary of Defense, January, 2003

- Accelerate technology adoption in the military by:
 - ▶ Discovering innovative IT solutions
 - ▶ Doing business with more IT suppliers
 - ▶ Increasing communication between DoD and IT vendors
 - ▶ Encouraging inclusion of military requirements in commercial product development
 - ▶ Persuading new IT vendors that the military market is open and accessible





EMISARS Vision, Mission, Method

The DoD can accelerate technology deployment by becoming a **better customer** for innovative information technology from a variety of new vendors

- ▶ Attract new information technology vendors to the military market
- ▶ Involve military with new vendors during product definition, testing, and as a first buyer
- ▶ Build a pipeline of IT products influenced by military requirements and familiar to military experts
- ▶ Create a website for **forming pre-sales relationships** between DoD and new IT vendors seeking input for pre-release products

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vision

mission

method

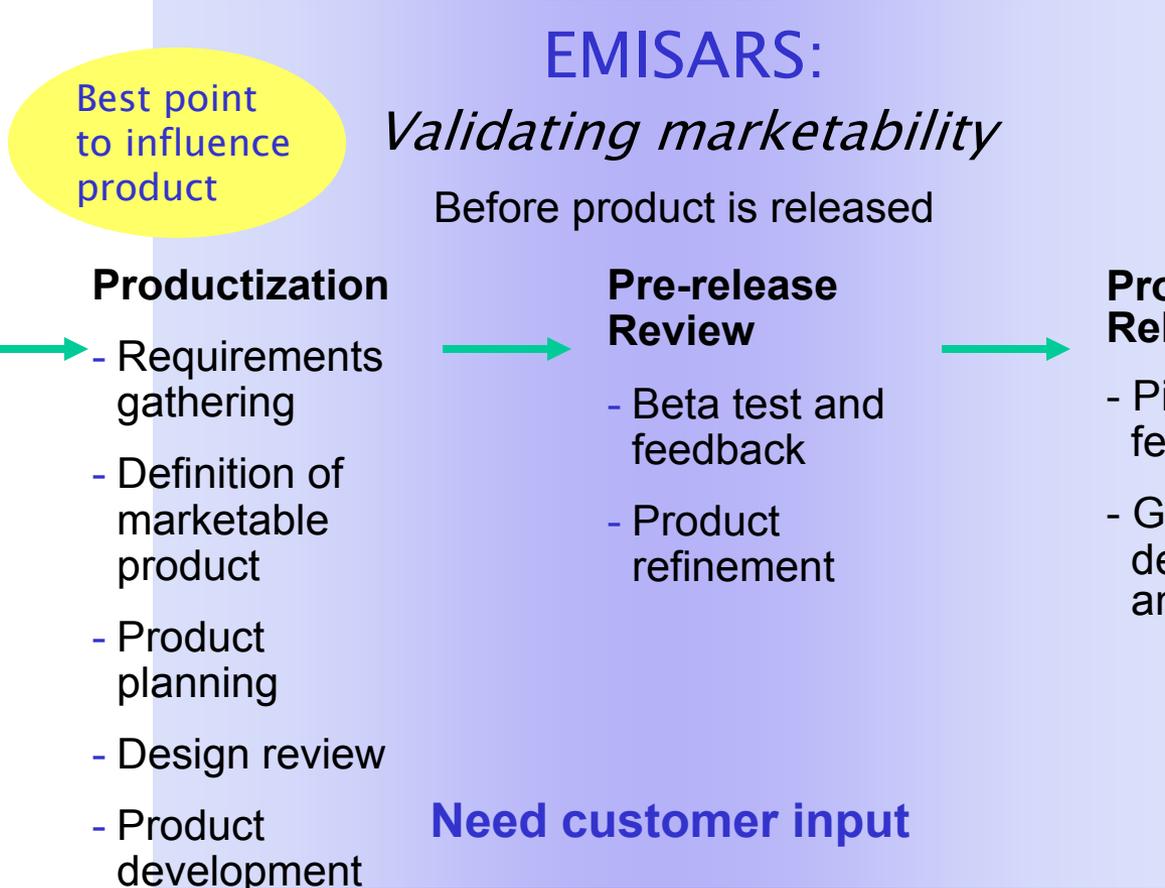
& focus





Value Chain for DoD Input in IT Product Development

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Desired Interaction: Quid Pro Quo

- IT companies offer prototypes for evaluation
- DoD offers evaluation services

Advantages

- No transfer of intellectual property
- No transfer of funds
- Transaction is not part of acquisition



Benefits

DoD's desired outcome:

accelerating
technology
adoption

*Technology
innovators'
desired outcome:*

selling into large
markets
profitably

- Early contact contributes to goals of both DoD and IT companies
 - ▶ Companies gather requirements at early stages to ensure commercially viable product, not merely cool technology
 - ▶ DoD can exert influence (like any big customer) by giving input and feedback
- **The earlier the involvement, the lower the cost to influence**



Basic Actions: How the Site Works



Displays high-level list of military areas of interest and forms for vendors to submit information about their companies and products

DoD:

- ▶ Sign up on the site to receive vendor submissions for their areas of interest (and can add new interest areas to the site). Identity and service branch are not revealed to vendors.
- ▶ Receive email submissions from vendors

Vendors:

- ▶ Submit product information on the site. Must select the areas of interest that match vendor software category.
- ▶ Submissions are emailed to all DoD personnel who signed up for that area of interest; they respond if interested and bring vendor to site to review agreements (e.g., NDAs)



EMISARS



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The Department of Defense needs innovative information technology now. To meet this goal, the DoD wants to participate in the early phases of product development during product definition, Beta testing, and first purchase.

Early Military Involvement Speeds and Accelerates Results (EMISARS) is a Department of Defense program for helping companies find these early-stage relationships with the military.

- Win for company: gain important market input for development; demonstrate market value to funding sources; get access to the military market
- Win for DoD: influence development by engaging early; get early access to cutting-edge products; help valued vendors thrive

Vendors, to get started you can:

- [Review the current list of military interests](#)
- [Read about the EMISARS process](#)
- [Request a contact for your product](#)
- [Get an overview of the DoD acquisition process.](#)

Military Users, to get started you can:

- [Request a DOD Login](#)
- [Search for Contacts](#)



How it works.



Find out what we're interested in.



Request a Vendor Login



Request a DOD Login

www.emisars.com



Status

- ▶ Prototype developed by contractor, Standard Advantage
- ▶ Prototype evaluated by Joint Forces Command
- ▶ Waiting for Joint Forces Command to decide on assumption of responsibility for site
- ▶ Need for site supported by OSD/Office of Force Transformation and OSD/DDRE