

WELCOME!

**Missile Defense Agency Engineering And Support
Services (MiDAESS) Acquisition
Industry Day**



28 MAR 07



Agenda

0900-0910 Administrative Announcements

Ms. Janice Olson

0910-0930 Introductions and Overview

Mr. Barney Klehman

0930-0950 Reengineering Phase I

Mr. Tim McKaig

0950-1010 Break

1010-1040 Current Contracts

Ms. Caroline Coleman

1040-1100 Acquisition / Contract Strategy

Ms. Janice Olson

1100-1130 PSC Involvement

Mr. Stan Soloway

1130-1150 Next Steps and Q&As

Ms. Janice Olson

1150-1200 Closing Remarks

Mr. Barney Klehman



Administrative Announcements

- **All attendees must sign in**
- **Briefing is Unclassified**
- **Please turn cell phones to off / vibrate**



Administrative Announcements

- **Ground rules**
 - **Submit questions in writing**
 - **Use provided Question Sheets**
 - **Responses may be deferred**
 - **Government responses are advisory**

MiDAESS Industry Day Introduction



28 MAR 07

**Barney Klehman
Director Of Contracting
Missile Defense Agency**



Why Are We Here?

- **Inform Industry of MDA's plan for acquiring Engineering and Support Services**
- **Partner with Industry to Develop Acquisition Strategy**
- **Expectations**
 - **Industry (what, no Draft RFP?)**
 - **Government**



Introductions

- **Key Government Attendees**

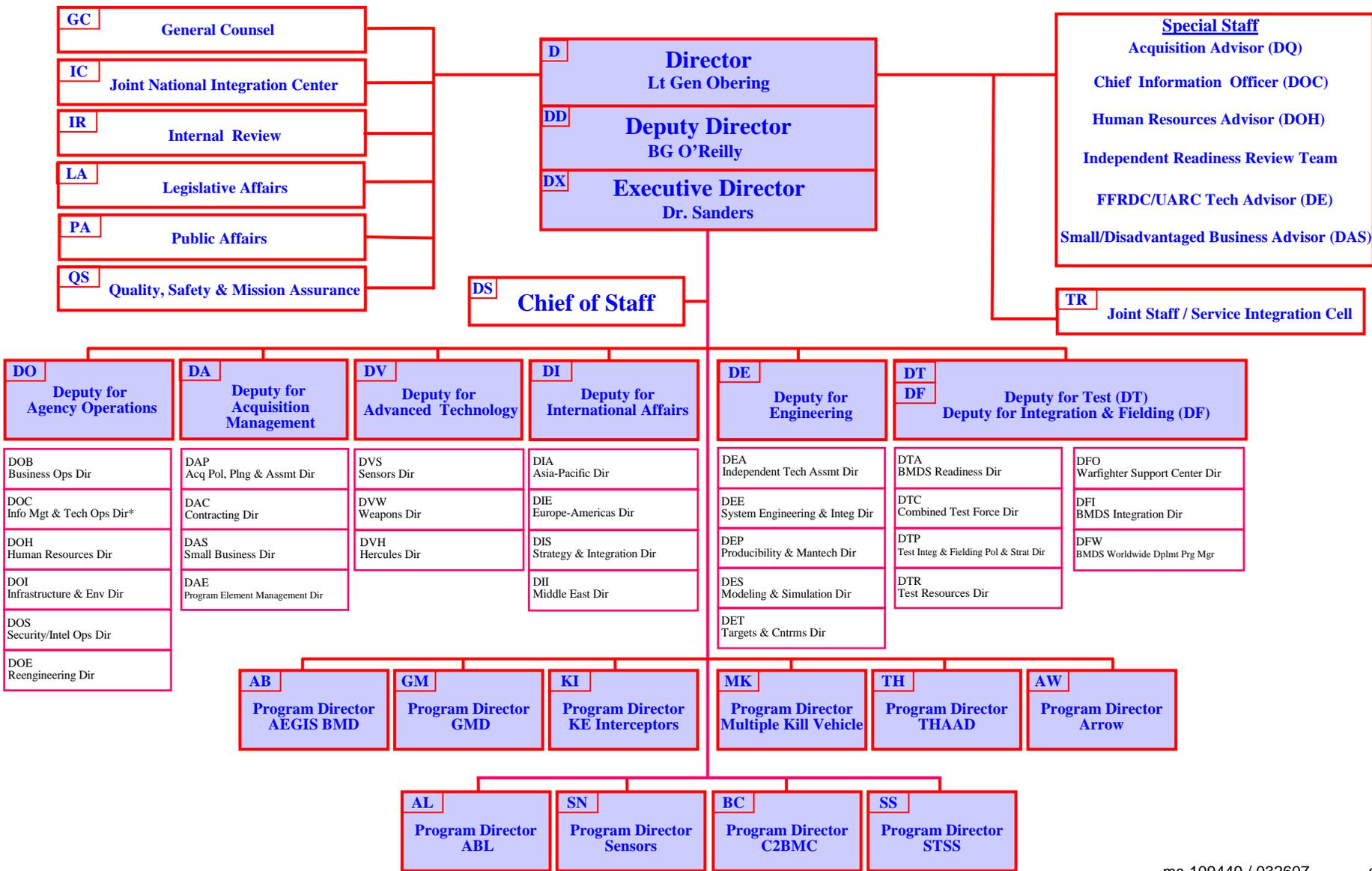
- **Dr. Patricia Sanders, MDA Executive Director**
- **Mr. Tim McKaig, MDA Special Assistant for Reengineering**
- **Mr. Barney Klehman, MDA Director of Contracting**
- **Ms. Joy White, MDA Deputy Director of Contracting**
- **Mr. Lee Rosenberg, MDA Director, Office of Small Business**
- **Ms. CC Coleman, MDA Director, Contractor Support Services**
- **Ms. Janice Olson, Contracting Officer**



Missile Defense Agency

Approved

February 20, 2007



Reengineering Phase I



28 MAR 2007

Tim McKaig
Special Assistant for Reengineering
Missile Defense Agency



Reengineering Phase I Outcomes

- **Implement Matrix Management**
 - **Program Management Core**
 - **Budget / Financial Management**
 - **Cost Estimating**
 - **BMDS Information Assurance**
 - **Security and Intelligence**
 - **Administrative Support**
 - **Acquisition Management**
 - **Contracts**
 - **Engineering**
 - **Test**
 - **Safety, Quality, and Mission Assurance**



Reengineering Phase I Outcomes (Cont'd)

- **Establish New / Restructured Offices**
 - **Deputate for Test / Integration & Fielding**
 - **Responsible Engineering Office**
 - **European Component Program Office**
 - **Sensors Program Office**
 - **Target Program Office**
 - **Joint National Integration Center / Missile Defense Integration & Operations Center**
 - **Advanced Research Center**
- **Establish Knowledge Centers**
 - **Interceptor Systems**
 - **Battle Management Systems**
 - **Sensor Systems**
 - **Directed Energy Systems**
 - **Space Systems**



Reengineering Phase I Outcomes (Cont'd)

- **Refine Operations Support**
 - **Service Transition & Transfer**
 - **Combat Support Agency**
- **Update Agency CONOPS & Battle Rhythm**
 - **MDA Front Office**
 - **Corporate Boards**
- **Conduct Organizational Alignment Assessment**
 - **Agency Operations**
 - **Acquisition Management**
 - **Advanced Technology**
 - **International Affairs**
 - **Engineering**
 - **Test**
 - **Integration & Fielding**
 - **Quality, Safety, & Mission Assurance**
 - **Elements**



Reengineering Phase I Outcomes (Cont'd)

- **Relocate MDA Offices**
 - **Von Braun II**
 - **Wynn Drive**
 - **Bradford Drive**
 - **Building 4505**
 - **Dahlgren Building 1705**

MiDAESS Industry Day Current Contracts



28 MAR 07

**Caroline (CC) Coleman
Director, Contractor Support Services
Missile Defense Agency**

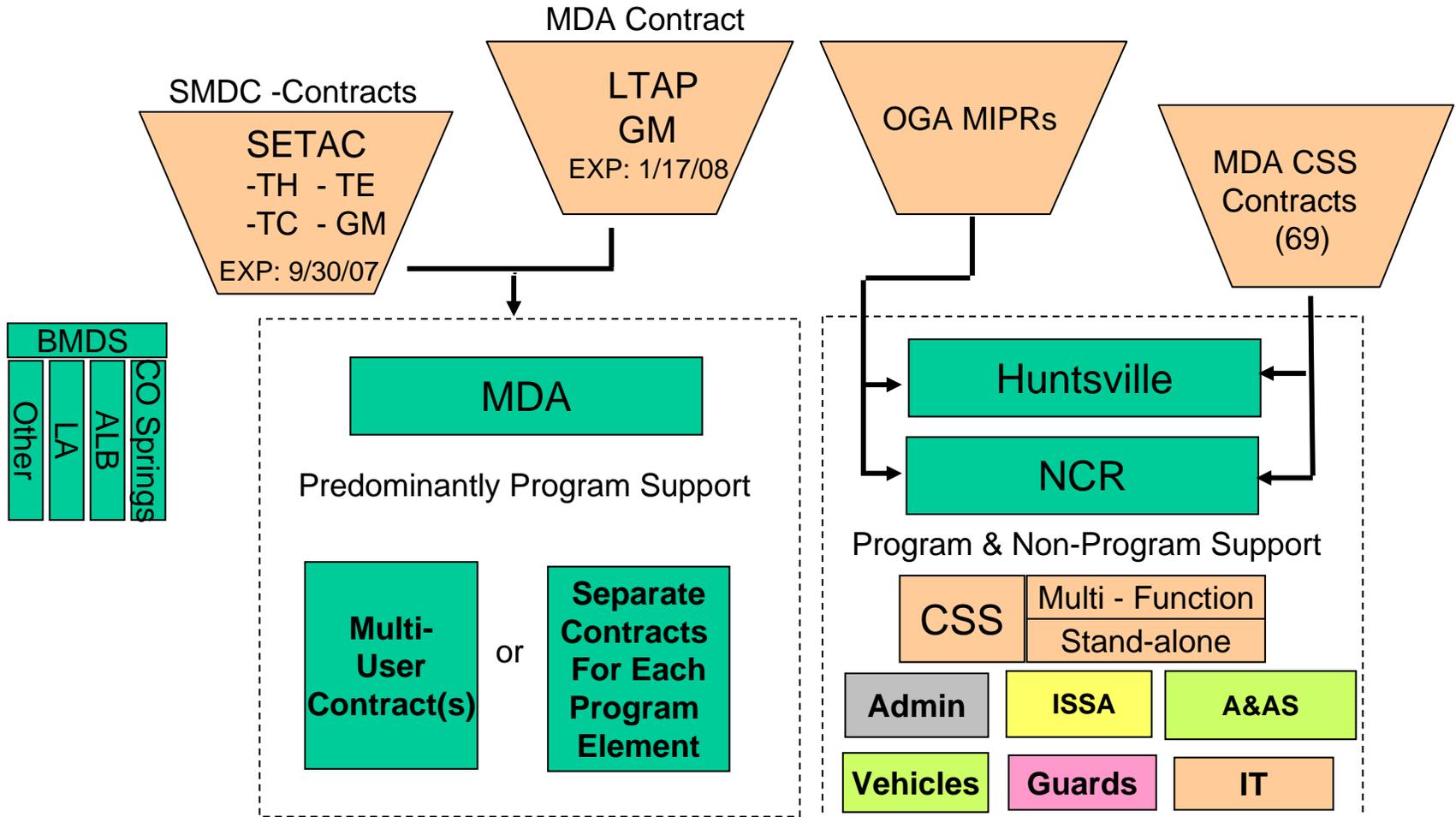


Agenda

- **Background**
- **Current MDA ESS Contracts**
- **Actions to Date**
- **The New Environment**
- **Next Steps**



Current MDA ESS Contracts



Heavy Reliance on Contractor Support!



Current MDA ESS Contracts

- **MDA Reengineering – Matrix Management**
 - **Centralized management**
 - **Decentralized execution**
- **We Want your Help!**
 - **Acquisition strategy**
 - **Transitioning contracts to Matrix Management**



Actions To Date

- **DX SETA CEO Day, 18 Dec 06**
- **Data Calls, Dec 06**
 - **Phase 1: Current baseline – complete Feb 07**
 - **Phase 2: Future requirements – initiated Mar 07**
- **DAU Strategy Sessions, 16 & 24 Jan 07**
 - **Statute / regulation / policy review**
 - **Current DoD CSS contracts – pros & cons**
- **Director's Off-Site, Feb 07**
 - **Re-assess strategy based on reengineering**
- **PSC Kick-Off Meeting, 20 Mar 07**
 - **Roles and responsibilities**



The New Environment

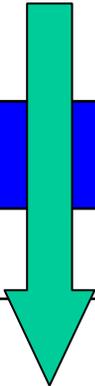
- **Why Change?**
 - **MDA Reengineering**
 - **Sound Business**
 - **Enterprise Level Management**
 - **Efficiencies (Organization & Budget)**
 - **Effectiveness (BMDS Integration)**
 - **Statutory / Regulatory Changes**



The New Environment

Link Between Functional Orgs & Program Managers

Program/ Office (example)	Functional Orgs				
	Business/ Agency Ops (DO) 1.1/1.2	Contracts (DAC) 1.7	System Engineering (DE) 1.8	Test and Eval (DT) 1.9	Safety, Quality & MA (QS) 1.10
THAAD					
GMD					
KEI					
DO					



Example



Next Steps

- **Analyze current and future requirements**
- **Conduct Industry Sessions / Market Research**
 - **28 Mar 07 and Jul 07 (TBD)**
- **Conduct Acquisition Strategy Panel**
 - **Preliminary 20 Apr 07**
- **Develop Contingency Plan for Expiring CSS Contracts**
- **Develop Transition Plan for Phasing to New Contract**

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Acquisition / Contracting Strategy Issues



28 MAR 07

Janice S. Olson
Contracting Officer
Missile Defense Agency



Acquisition / Contract Strategy

- **Functional Areas**

- **Both Technical and Non-Technical functions covered such as**

- Engineering**
(General, Systems)

- Scientific**
(Physics, Mathematic)

- Technical Analysis / Support**

- Business & Financial Management**

- Logistics**

- Testing / Evaluation**

- Administrative / Clerical**

- Program Management**

*** Note: Notional list**



Acquisition / Contract Strategy

- **Type of Contract(s)**
 - **IDIQ, BPA or other arrangement**
 - **Fixed Price versus Cost- Plus**
- **Period of Performance**
 - **Contract and task order**
- **Places of Performance**
 - **Primarily Huntsville AL and National Capitol Region**
 - **Other potential MDA areas of operation such as, but not limited to: Colorado Springs, CO; Albuquerque NM; Los Angeles, CA; Ft. Greely, AK**
- **Competition**
 - **Multiple Awards**



Acquisition / Contract Strategy

- **NAICS Codes**
 - **541710; Research and Development in the Physical, Engineering, and Life Sciences, 1,000 employees**
 - **Other applicable NAICS Codes for specific functional areas**
- **Small Business Participation**
 - **Considering set-asides – strategy TBD**
 - **Large business awards will include SB subcontracting goals**
- **Teaming/Joint Ventures**
 - **Encouraged**



Acquisition / Contract Strategy

- **Organizational Conflict of Interest (OCI)**
 - **Organizational**
 - **Personal**
- **E-Business Requirements**
 - **Automated reporting**
 - **Quick turn-around of requirements**
- **Performance-Based Service Acquisition**
 - **??**



PROFESSIONAL SERVICES COUNCIL

Presentation to

MiDAESS Industry Day

March 28, 2007

Huntsville, AL

Stan Soloway

President



Overview

I. Who Is PSC?

- Principal national trade association of government services industry
- 210+ member companies—all sizes, all functional areas
- PSC often collaborates with agency leadership to foster high quality procurements (Alliant; Seaport-E; AFPCA; Eagle; SBI.Net; etc.)

II. Our Role with MDA

- Industry Advisor at ASP Phase Only
 - i. Stan Soloway, President
 - ii. Alan Chvotkin, Sr. VP/Counsel
- Information conduit and advocate for balanced procurement strategy
- Input sought and welcome from PSC members and non-members alike and equally
- NDAs are in effect and will be fully respected
- PSC may still comment on MDA solicitation



PROPOSED PROCESS

I. PSC Objective: Consensus Input for ASP

- ASP slated for April 20, 2007
- PSC will NOT filter information but will advocate on consensus views only
- All inputs received will be provided to MDA

II. Follow-on Industry-Only Discussion

- April 12, 2007
- Doubletree Hotel
300 Army Navy Drive
Arlington, VA
8:30 a.m.-11 a.m.
- Advance registration will be required
- Information will be available on PSC website: www.pscouncil.org

III. Other Avenues for Company Input

- MDAInfo@pscouncil.org
- Direct to MDA



PROFESSIONAL SERVICES COUNCIL

Possible Issues

(illustrative; not complete)

- Small Business
- “Industrial base” impacts (costs to compete, work packaging, quals)
- Pre-determined rates/margins
- Competitive landscape/market access

MDA IS SEEKING A FULL SPECTRUM OF INDUSTRY INPUT. PSC IS COMMITTED TO HELPING MDA ACHIEVE THAT IMPORTANT GOAL.

MiDAESS Industry Day

Next Steps



28 MAR 07

Janice S. Olson
Contracting Officer
Missile Defense Agency



Next Steps

- **Questions and Recommendations**
 - **Submit in writing**
 - **On Question Form today**
 - **Email: MiDAESS@mda.mil**
 - **Fax: 256-971-9798**
 - **Email: PSC at MDAInfo@pscouncil.org**



Next Steps

- **6 Apr 07** **Post Questions and Answers**
- **20 Apr 07** **Intro ASP**
- **Jun 07** **Draft RFP Release**
- **Jul 07** **2nd Industry Day**
- **TBD** **One-On-One Sessions**

***Target Dates, subject to change**



Next Steps

- **One-on-One Sessions**

- **Register using the form on FEDBIZOPS**

- **E-mail to MiDAESS@mda.mil or fax to **256-971-9798****

- **Schedule TBD**



Next Steps

- **Updates and new information posted via FEDBIZOPS**
 - **Solicitation number: HQ0006-07-R-0012**
 - **Keyword: MiDAESS**
- **Interested parties must register on the FEDBIZOPS site to receive updates or check the site periodically as MDA will not directly send offerors the solicitation or any amendments**



Questions?