Opportunities for Industry through Open Systems Architecture

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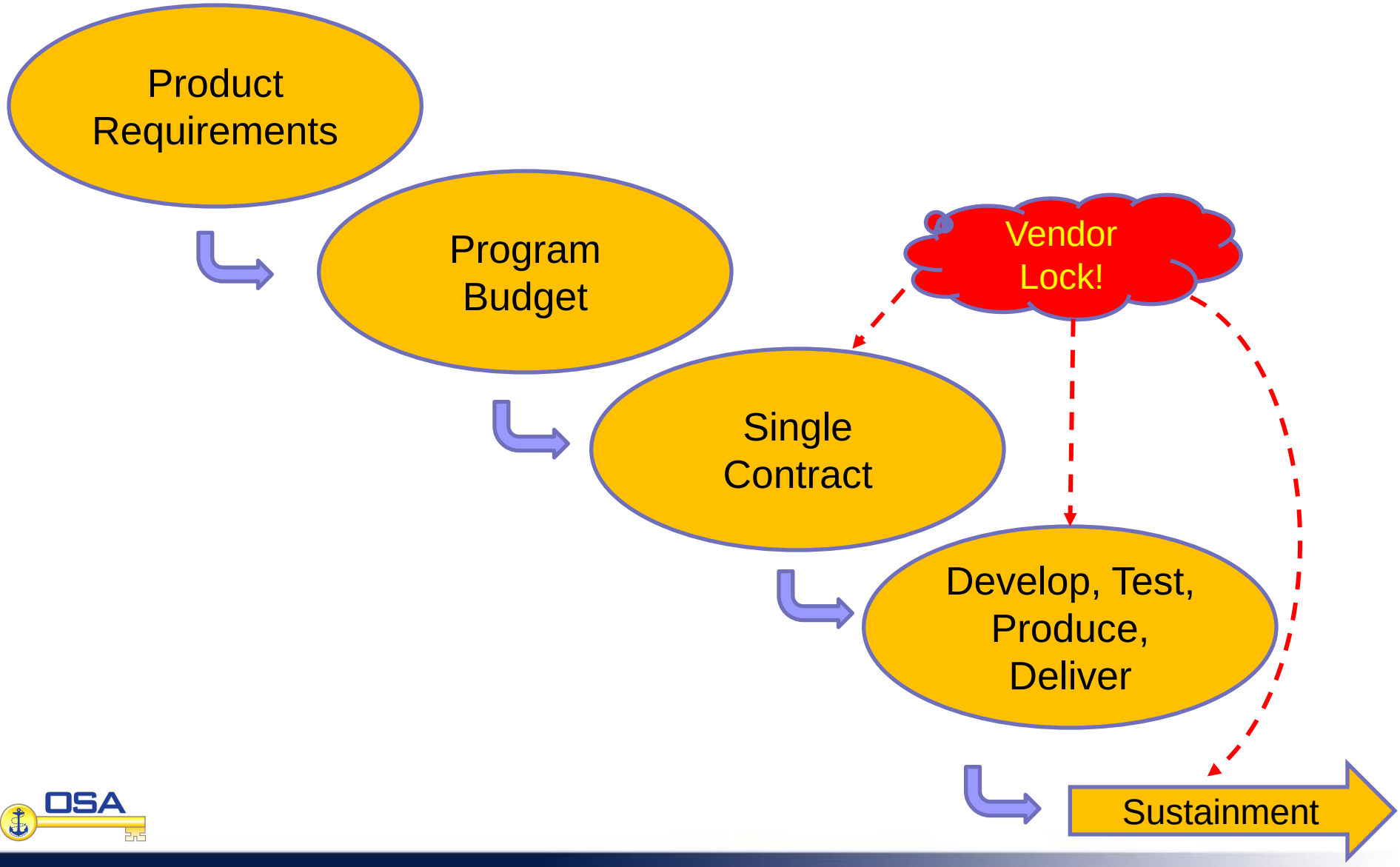
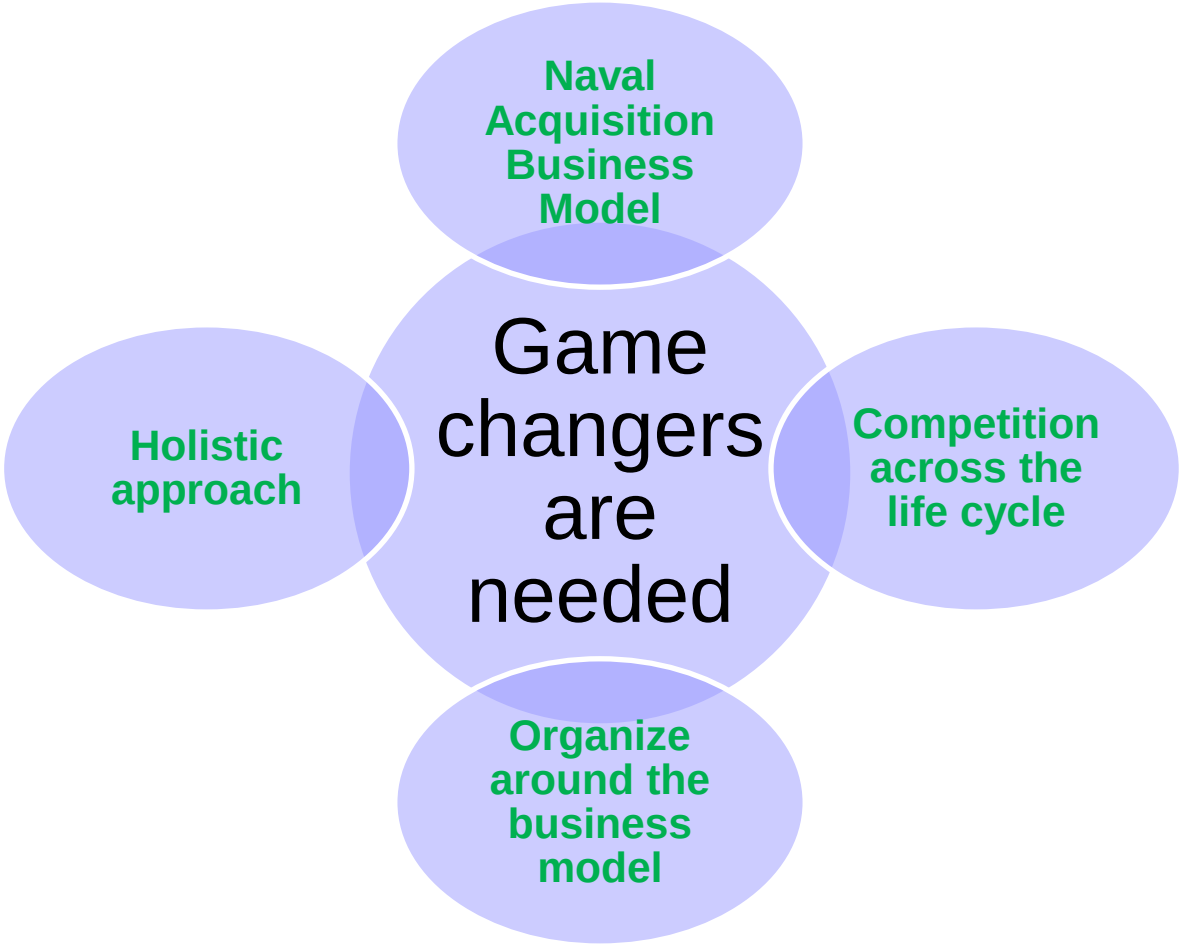
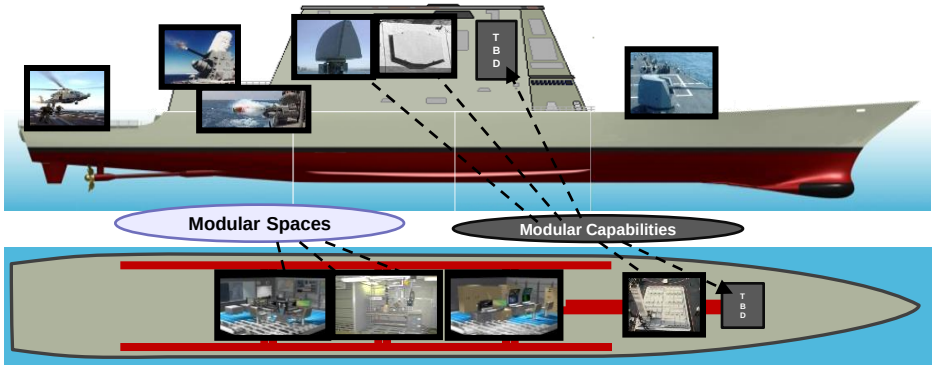
Naval Business Model: 219+ Years



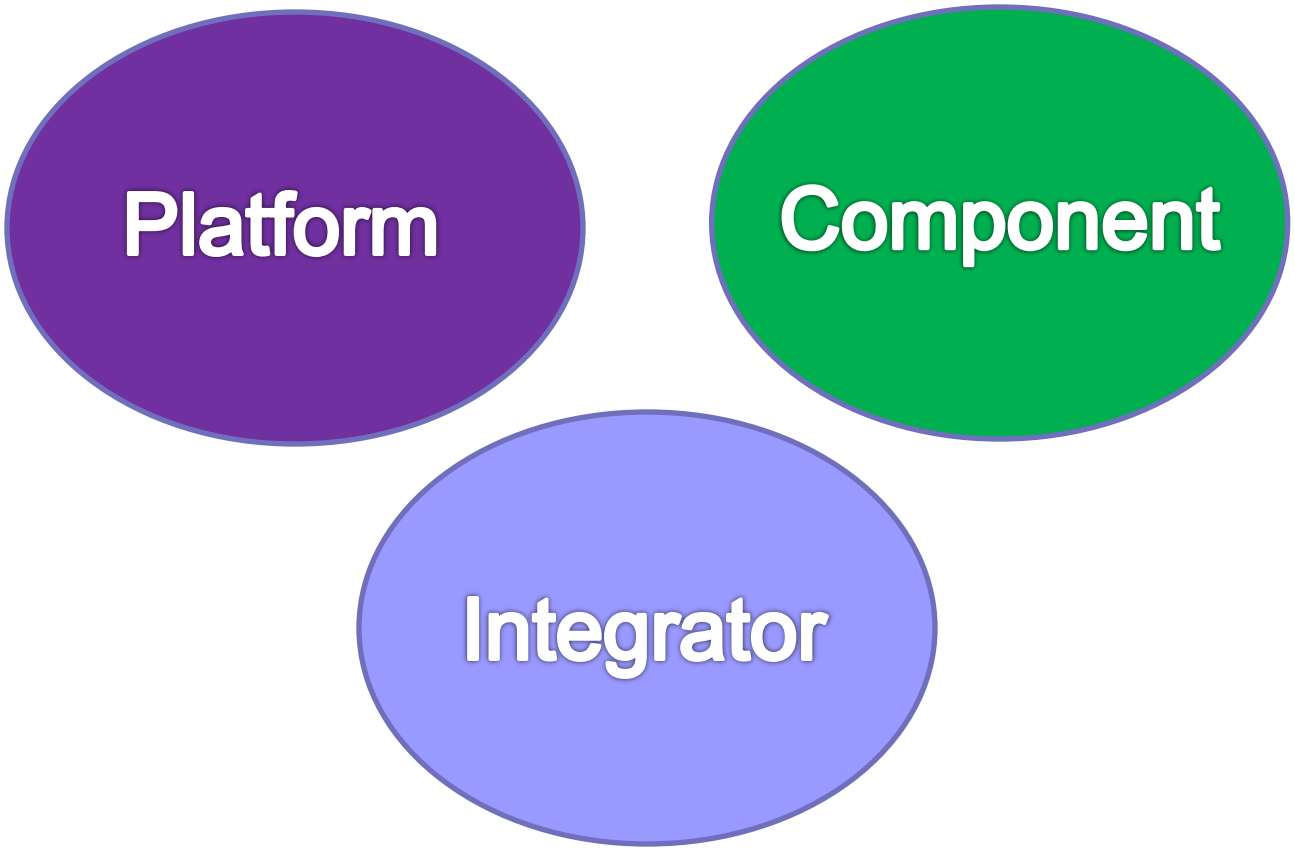

Naval Acquisition Business Model
Holistic approach
Game changers are needed
Competition across the life cycle
Organize around the business model

Naval OSA Business Model – Top-Level Strategy

- Procure Basic Platforms
- Develop/ Maintain Capability Product Lines
- Integrate and Deliver



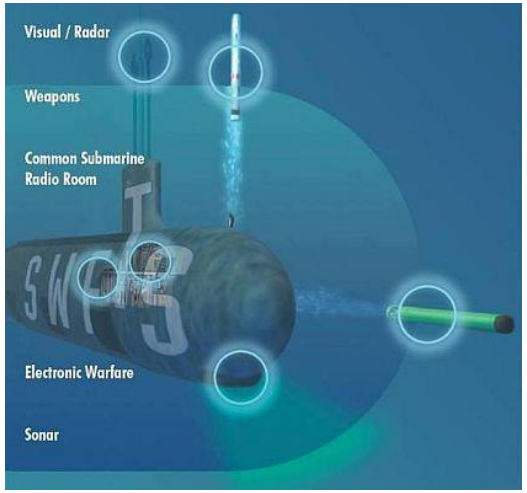
Competition at All Levels



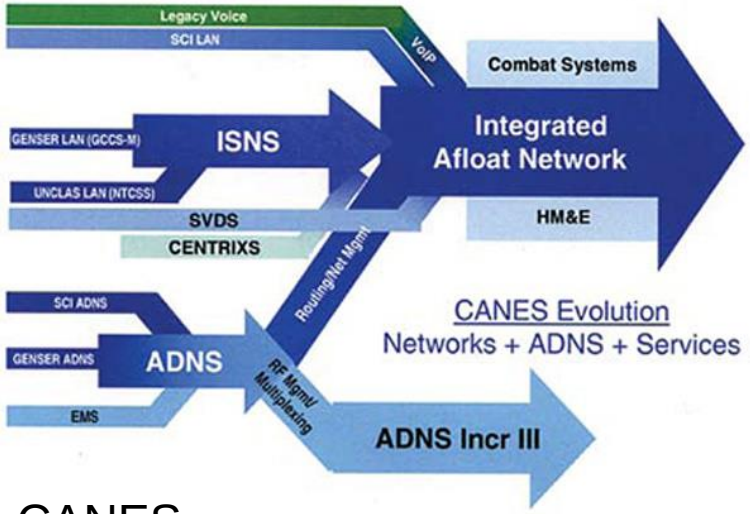
Technical Frameworks Enable Buying Choice

FACE™
Future Airborne Capability Environment

Open Interfaces - SPIES



SWFTS



CANES

The Paradigm Shift

Objective: Competition at the Component Level

Government must be able to share:

- Design documentation, interfaces, tools, etc
- Architecture of components small enough to be risk- prudent

Focus on what is needed for competition:

- Scale big enough to entice new players with new innovations
- Environment for innovation through limited IP licenses

Government must be a smart buyer.

Competition Lowers Costs and Increases Performance

- Government must set the stage for competitive acquisition
- Business strategy must mirror the technology architecture
- Competition is real when the Incumbent can lose
- Limited IP (proprietary) is allowed in Open Systems Architecture
- There will be more opportunities for Industry

What do we want to buy?

- Bugatti Veyron
- Estimated retail $2,250,000

- Ford Commercial Pickup
- Estimated retail $40,000
- 50x price difference
- Add your own features

Questions or Comments?

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