

Innovation: From Idea to Operation

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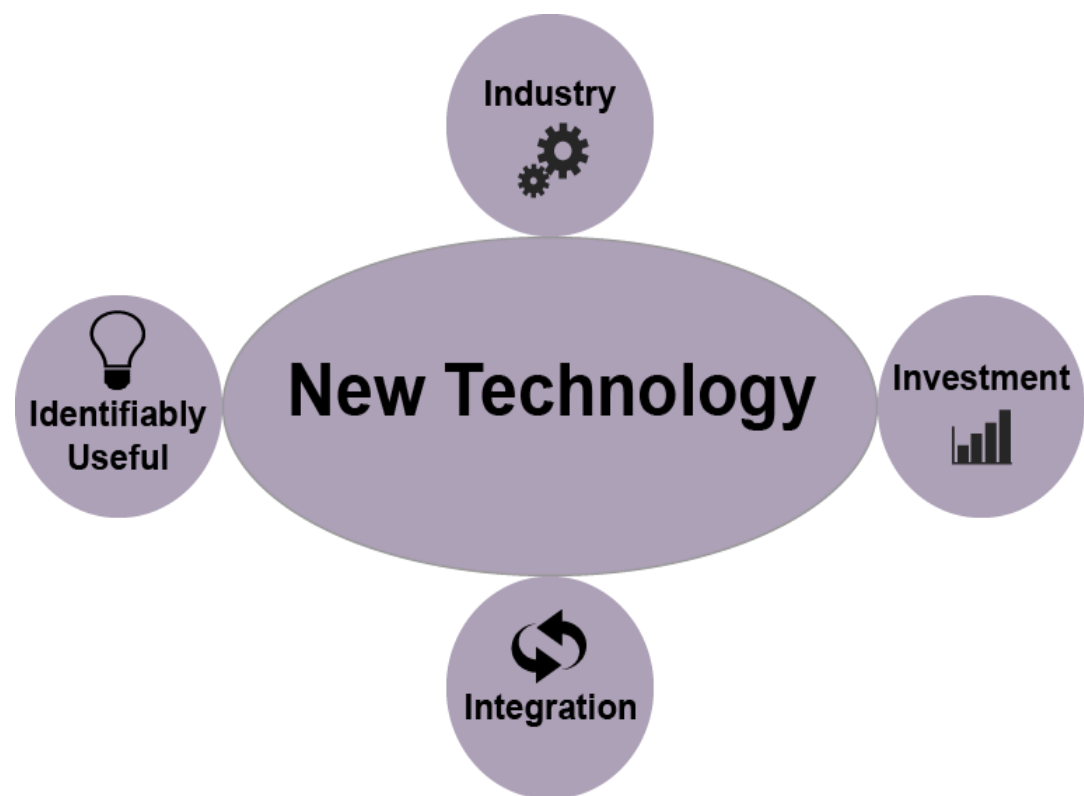
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“It sounds great, but does it work and how can I get it?”

The 4 I's



Challenge: The gap between newly developed capabilities and operational realities can often be substantial.

Answer: Government and industry use former operators to elaborate operational needs and craft solutions aligned with operations from early stages of development.

Industry – Competing Mandates?

- The government has a mission to balance facilitation and security.
- The logistics and transportation industry has a responsibility to ensure velocity and security.
- Where can these responsibilities intersect?

Investment – Competing Mandates?

- The government's procurement process must be nimble and flexible to support the dynamic evolution of technology.
- Industry must be ready with technologies that can provide these solutions in a timely and effective manner for testing.
- Again, how can these two mandates intersect?

Identifiably Useful – Competing Mandates?

- The tech industry has a responsibility to produce technology that works in the “real world.” (Tech Push)
- The government needs a solution that works in the field. (Operator Pull)
- One more time, how can these two mandates intersect?

Integration – Competing Mandates?

- We must recognize the reality of existing technology deployments and promote open architecture solutions.
- The government's effort to be more efficient requires the leveraging of data, sensors, from all sources (industry, PGA, foreign).
- So, how can these two mandates intersect?



Questions, comments, concerns?