

Data Acquisition Fundamentals and Solutions

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TTP Successes

- Tactic 1: **VALIDATE ASSUMPTIONS**. *Don't assume no data, can't get data.*
 - Pull contracts, ID data ORDER, locate ordered/mislaid data, ID options to get missing data
 - Contact OTHER programs, other military departments to see if data available from THEM.
- Tactic 2: **ENFORCE** contracts with valid delivery orders.
- Tactic 3: **CREATE ALTERNATIVES = LEVERAGE**: Rev. engineer, direct licensing from component suppliers, searching for other programs that ordered data/software, etc.
- Tactic 4: **PREVENT** data acquisition failure:
 - Prevent data acq failure: Need to integrate, coordinate, synchronize between supported/supporting entities
 - Data acquisition “shopping lists” for each life cycle entity (data inputs and data outputs)
 - Draft Data Acq Plan (6 objectives, 9 tactics, 9 lines of effort)
 - Supply Chain Data Acq Troubleshooting Response Guide
 - New methods to order data, fixes to for two existing methods

Avoid One Size Fits All Plan: 4 v 1 Plan

- **Need 4 vs 1** sustainment plans aligned w/ investor vs buyer status: IMPLIES P.S. STRATEGY/PLAN
 - **CAT 1:** Parts **developed at Gov exp.** (INVESTOR)(max data order, DSOR, competitive)
 - **CAT 2:** Parts **developed at PRIVATE EXPENSE** (BUYER)(min data order, ISOR, sole source) (unless bad relative value per VE analysis, then rev/eng & create 2nd source)
 - **CAT 3:** Parts **NEITHER Gov/OEM** paid dev costs (OEM used “prior art”)(Use CAT 1)
 - **CAT 4:** **LEGITIMATE commercial items.** DFARS 227: order data customarily supplied to similar customers. Implies commercial sustainment strategy. Reduces conflict.
- **Avoid “big ask” data orders; align with 4 categories plus task / decisions.**
- **TAILORED/TARGETED PLAN to REDUCE COST/CONFLICT**
- **Create Source of Development Funding (SDF) “Map” AT SUBSYS/PART LEVELS**
 - SDF category for part/sub-sys/software objects implies SUSTAINMENT PLAN:
 - Source of repair (DSOR vs ISOR), data order (max vs min), supply chain mgt (organic vs CLS), competitive vs sole source

Six Ideas for Improving Outcomes

- **USE INTELLECTUAL CAPITAL FUNDAMENTALS**
 - *Data is a BYPRODUCT OF WORK.* Pay for work, pay for data. *PRICING = initial cost/substitute cost*
 - **Data ENABLES** life cycle entities to perform tasks/decisions. *AVOID RE-WORK.*
 - *Inspection: use MIL-HDBK-288B, done by the life cycle ENTITY using data/would recreate it*
- **REDUCE CONFLICT:** *Employ conflict resolution science and behavioral economics* to tech data/SW acq (integrative/interest-based paradigms)
 - ALIGN data ordering with BUYER, INVESTOR, REGULATOR, and SOVEREIGN at the part/SW level: PROTECT MUTUAL ROI (Gov & OEM):
 - 4 vs 1 product support plan aligned w/source of dev. funding (Gov/OEM/neither) & comm. items
 - Find alt revenue opportunities or ALT VALUE propositions (e.g., see Airbus IP Symposium remarks)
 - Propose deals creating OEM OPPORTUNITY COSTS wrt share price, bonuses, *net* profit, cash flow
- **CREATE/USE LEVERAGE TO GET GOOD DEALS:**
 - Consider using “leverage strategy TTP” guide for supply chain/depot- try this, try this, try this
 - *Avoid MISMATCHES* between leverage NEEDED vs AVAILABLE leverage
- Use Depot/Supply Chain Activation **DATA ACQ TROUBLESHOOTING GUIDE.** Appendices:
 - A - Finding Data/Eval Data Rights, B – Improved Ordering, C – Economic Strategy to Drive Data Acq Plan, D – Creating Leverage and Influence Strategies, G – Understanding Basics of Data Rights



Six Ideas for Improving Outcomes

- **DSOR Execution Data Acquisition TROUBLESHOOTING / OPTIONS CHECKLIST**

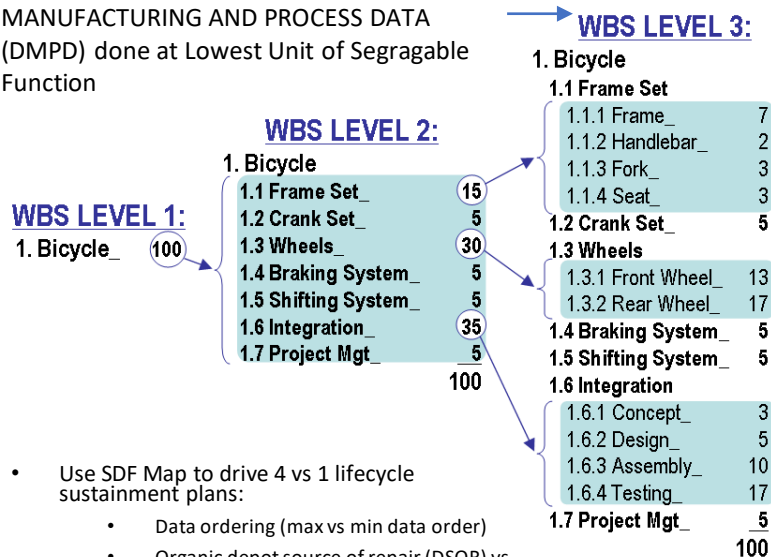
- Pull contracts: ID data order, what was ordered? Was it delivered? Inspection/acceptance for enabling/complete, gap, options to acquire missing data.

- ***FIX DATA ORDERING:***

- **PART TARGETING MAP** – 4 categories of parts aligned with buyer, investor, neither, commercial items – imply data order for each category. (See next slide)
- **SHOPPING LISTS:** Logistics Product Data, mfr'ing data, and SW dev data “shopping lists” aligned with life cycle entities task/decision data inputs/outputs
- **COMMERCIAL VS NON-COMMERCIAL** product support plan / data orders
- **USE PARTS MANAGEMENT:** Create a technical data, software, and data rights component to the DoD parts management plan guidance; e.g. prohibited design choices/constraints tied to technical data, SW, and data needed to enable life cycle entity tasks. Contract breach claims.
- **LIFE CYCLE ENTITY OR ROLE BASED DATA REQ / ORDER MAPPING:** Create life cycle entity map with data “shopping lists” for each life cycle entity
- **NEW DATA ORDERING METHODS:** *6 new methods to order data* (see slide notes)
- **“TAILORING” OF DIDs.** DIDs = undefinitized contract actions (UCAs). Created tailoring guide.
- **FIXES FOR TWO EXISTING ORDERING METHODS:** DIDs and DAL/Deferred Ordering

Visual Lifecycle Sustainment Plan (LCSP): Source of Developmental Funding (SDF) Map

Rights Determination for DETAILED
MANUFACTURING AND PROCESS DATA
(DMPD) done at Lowest Unit of Segragable
Function



- Use SDF Map to drive 4 vs 1 lifecycle sustainment plans:
 - Data ordering (max vs min data order)
 - Organic depot source of repair (DSOR) vs industry source of repair (ISOR)
 - Competitive vs sole source
 - Organic vs CLS supply chain management

Developed exclusively at Gov expense =
UNLIMITED RIGHTS to drawings for these items

Developed PARTIALLY at Gov expense =
GOVERNMENT PURPOSE RIGHTS (GPR) to
drawings describing these items

Developed exclusively at PRIVATE expense =
LIMITED/RESTRICTED rights to drawings describing
these items

Commercial items (legitimate vs bogus)

Unknown rights b/c contracting threw out the
contracts and we do not know if we ordered or
whether Gov paid developmental \$\$s

Specifically negotiated rights per non-standard
data rights license – Gov favorable, fair to both,
contractor favorable/adverse to AF

Public Domain engineering design knowledge (aka
what patent law calls “prior art”/obvious variations
of prior art
(UNLIMITED RIGHTS DATA)