

**2012 DHS S&T/ASD(R&E)
CYBER SECURITY SBIR WORKSHOP**



Homeland
Security
Science and Technology



Cyber Innovation Framework for DoD

DoD CIO

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Overview

- **DoD Objective**
- **What is your strategy?**
- **What is DoD looking for?**
- **DoD Lines of Operation**
- **Critical Entry Points**
- **Question and Answers**

DoD Objective

Accelerate DoD's ability to consume and provide innovation to improve its cyber security

- Classic Acquisition Models
- Compatibility with the World of Cyber

Why are you here? (i.e. what is your Strategy)

Situation 1

The Experienced Government Vendor

Focus on injecting innovation through the normal process

Tied to GSA Announcement?

Y N
GSA

Is it tied to legislation?

Y N

Monitor Legislation

Notional Buckets Situational Awareness

Mobility
PKI
LE/CI/DCO
Exploit
Attack
Hardware

<https://www.fbo.gov/>
The Center of Gravity

Which bucket does it fit under?

Situation 2

The Small Innovators

Enable them to play if they care about USG business

What is your Product or Service and is it holistic or a Piece Part?

Holistic Strategy Piece Part Strategy

You have no clue

Build Value and Sell

Build Value and Hold

Sub to a Major

GFE to a Major

Set Aside

Our focus is the Innovators

What is your Strategy?

Basic Stuff You Need to Know about Your Product or Service

- 1. Why do you want to do business with the USG?***
- 2. How is your non-USG business going?***
- 3. What bucket does your Product or Service fit in (and is it holistic or a piece part)?***
- 4. What specific examples of deployments do you have?***
- 5. What is your gross revenue?***
- 6. Who has similar products/services?***

What is DoD looking for?

Notional Concept of Cyber Buckets by operational areas

Notional Alignment	
OCO	Cyber Effects
	Cyber Transport / Cyber Projection
	Cyber Intel
DCO	Cyber Command and Control (Cyber C ²)
	Cyber Situational Awareness
	Cyber Partnerships
	Active Cyber Defense
	Cyber Analytics
NETOPS/DINO	Cyber Resilience
All	Cyber Workforce ? Something we weren't even thinking about?

What is DoD looking for? Notional Concept of Cyber Buckets by functional areas

- 1. Secure Configuration Management***
- 2. Continuous Monitoring***
- 3. Host Based Security Systems***
- 4. Cyber Security Inspection Programs***
- 5. Enterprise AV***
- 6. DoD/Fed DMZ***
- 7. USG Configuration Baseline***
- 8. Insider Threat Detection***
- 9. COP/SA***
- 10. IA Training/Workforce Management***

Use these buckets to your product/service

DoD Lines of Operation

Long-Term Approach to The Innovation Framework

1. Identify Innovation

2. Connect Innovation to Opportunity

***3. Conduct Pilots to Cultivate Cyber
Innovation/Disseminate Advanced Cyber
Defense Practices***

4. Find the Next Cyber Wave

DoD Lines of Operation FY 2012 Activities

- ***Catalogue existing programs and activities to include appropriate***
- ***Refine innovation requirements definition (the Cyber Bucket List)***
- ***Develop framework for coordinating efforts***
- ***Utilize outreach activities to link to Service and Agency program offices and S&T Activities***
- ***Conduct cyber pilots***

Critical Entry Points

These are the Innovation Entry Points for SB Innovators

Agency	Name	Email	Phone
DoD SBA	Andre Gudger	OSBPInfo@osd.mil	571-372-6191
DISA	Sharon Jones	Sharon.jones@disa.mil	301-225-6003
NSA	Mark Barnett	mlbarne@nsa.gov	443-479-2469
DARPA	Susan Nichols	Susan.nichols@darpa.mil	571-218-4922
ESC	Bill Donaldson	Bill.donaldson@hanscom.af.mil	781-377-2533
CECOM	Kenyata Wesley	usarmy.APG.cecom.mbx.com-small-business@mail.mil	443-861-4371
SPAWARS	Faye Esaias	Faye.esaias@navy.mil	619-524-7701



Questions

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