



OEA Support for Supply Chains

Feedback Webinar

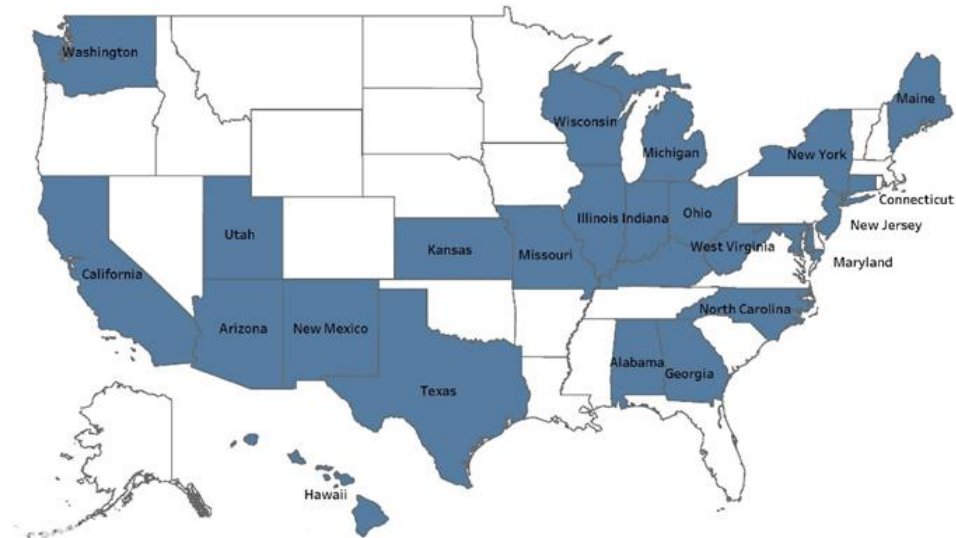
December 19, 2019

Today's Schedule

- Brief Summary of OEA Work on Defense Supply Chains
- Contents of the Paper
- Your Comments and Feedback
- What's Next for your projects?

Our Report in Brief

- Defense Supply Chains 101: What are they and why do they matter?
- What works?
 - Data and Analysis
 - Outreach/Communications
 - Programming
 - » For Businesses
 - » For Communities
 - Sustainability



Why Do It? Uses of Supply Chain Mapping

- Effective Uses of Supply Chain Mapping
 - Raising Awareness of the Defense Sector
 - Promoting Economic Development Opportunities
 - Finding Gaps in the Supply Chain
 - Match-Making between Companies
 - Business Diversification
 - Workforce Development
 - Supporting New Policy Initiatives or Legislation

What Works: Data and Analysis

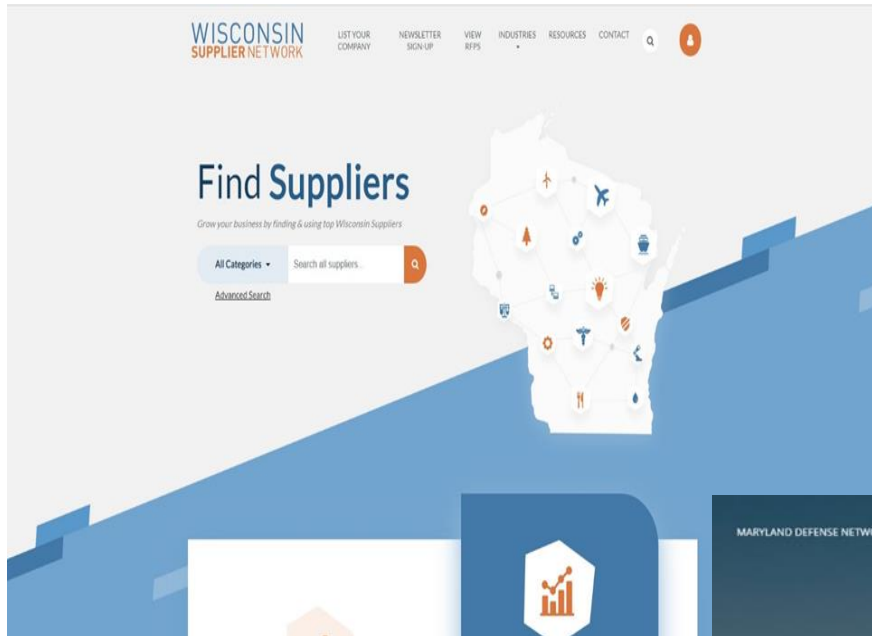
General Data Collection Methods

- E-Survey & Phone Survey
 - Traditional Questions
 - Supply Chain Information
 - Public Databases
 - User Group & Face-to-Face Meetings
 - Military Installations
 - Proprietary Databases
- Use USASpending.gov as a foundation
 - Supplemented with other datasets and with direct data gathering from local firms and associations
 - Mixed experience in using outside consultants

What Works: Outreach/Communications

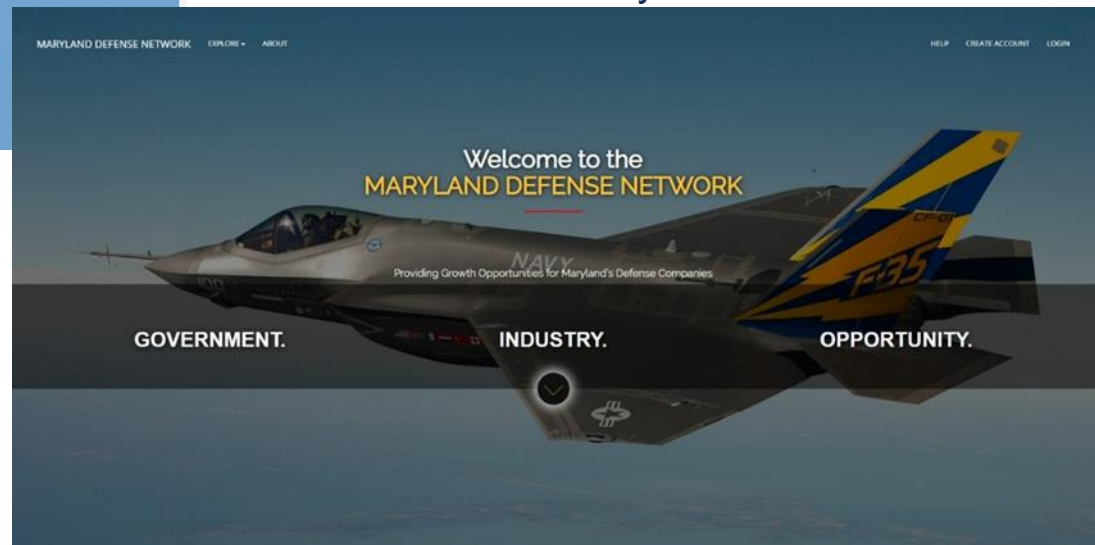
- Supply Chain Maps Don't Sell Themselves!
 - Why does your data matter?
- Segment your Audience
 - Businesses
 - Elected Officials
 - Economic Developers
 - Industry Associations

A Good Web Presence Matters



Wisconsin Supplier Network

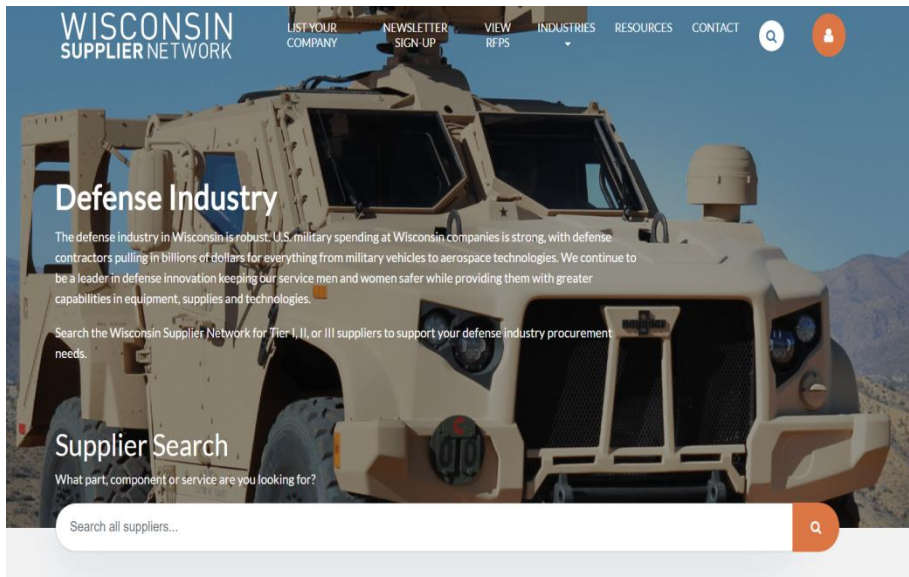
Maryland Defense Network



From Data to Action . . .

- Market Intelligence for Firms
- Expand Awareness of the Defense Industrial Base
- Target Services to Local Defense Contractors

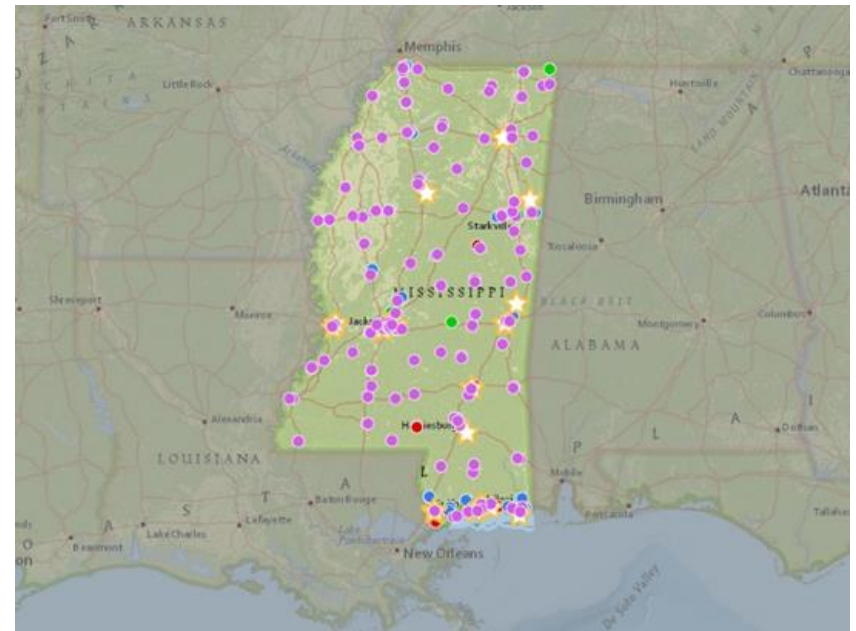
Market Intelligence



- Effective Supply Chain Maps . . .
 - Help Firms Identify New Customers
 - Help EDOs Identify At-Risk Companies
 - Provide Early Warning of Budget/Program Cuts
- EXAMPLE: Wisconsin Supplier Network; Maryland Defense Network

Expand Awareness of Defense Industrial Base

- Especially critical in less defense-dependent states
- Shows the range and type of contractors
 - Stress importance in key sectors like manufacturing
- Examples: Mississippi, West Virginia, Colorado



New Business Services Offerings

- Integration of new technologies like additive manufacturing and robotics
- Assistance with required certifications (ISO)
- Cybersecurity awareness and mediation for compliance
- Diversification Support
- Talent Development
- Targeted Strategies/Clusters

Primary Challenges

- Data Gathering and Updating
- Engaging Partners
- Program Sustainability

Top Defense Supply Chain Mapping Challenges

1. Acquiring Data
2. Sustaining the Effort after the Grant Period
3. Industry Engagement
4. Defining the Purpose for the Mapping Effort
5. Data Validation
6. Having a Strategic Communications Plan
7. Stakeholder Buy-In
8. Effective Data Visualizations
9. Measuring Data Utilization/Outcomes

We Need Your Help

- If your organization or state is mentioned, particularly where we highlight a program initiative or company example, please verify the accuracy of that content and update it if necessary;
- If you are aware of examples that could be but are not included in the text, please suggest them and provide sufficient detail so we know where they fit; and
- Provide any other suggestions or comments on the paper that you would like to offer.

Review of Draft Report

Section by Section

- 1) Gathering Market Intelligence (including supply chain mapping)
- 2) Data sharing and application
- 3) Services to strengthen the defense supply chain
- 4) Common themes/challenges

Your Reactions?

- What's Missing?
 - Key challenges to mapping?
 - Key benefits of mapping?
- What do you wish you knew on Day 1 of your project?
- Lessons Learned?
 - For future defense-related work?
 - For other sectors/industries?