

# DSA NEWS BRIEFS

## Single Interface to the Field (SIF) and milWiki recognized by LTG Jeffrey Sorenson

DSA customers received two of the Army's top Knowledge Management (KM) awards. The awards went to the Program Executive Office Command, Control, Communications-Tactical (PEO C3T); Battle Command Network Support Directorate (BCNSD) for their Single Interface to the Field (SIF) initiative and to PEO C3T Chief Knowledge Office and CERDEC for their milWiki initiative. Both were presented awards by Lt. Gen. Jeffrey A. Sorenson, Army Chief Information Officer (CIO)/G-6. The DSA-led team supported these initiatives as part of our contract with PEO C3T.

milWiki received the 2009 Category III: Technology Dimension Army Knowledge Management award. It is included in a firewalled suite of tools called milSuite. This includes a blog (milBlog) and a Facebook-type portal (milBook) for professional networking and community collaboration.

One of the more recent initiatives that has changed the way the Army manages doctrine is through the use of wikis. Field manuals can be updated in real-time, providing Warfighters with immediate access to the most current information and documentation available.

Single Interface to the Field (SIF) was the recipient of the 2009 Army Knowledge Management Award in the Dimension Process Category. SIF is a web-based operation that has improved how Army units remain equipped and ready. Its web portal and support operations center not only guides the Warfighter to the assistance they need, but also links them to mission-essential information such as fielding and training.

## DSA begins its sixth consecutive year as a Gold Certified Microsoft Partner!

DSA retained its Gold level partnership with Microsoft for 2010-2011. Recognized for technical certifications, customer satisfaction, and expertise in the areas of: Information Worker; Systems Management; and Small Business, DSA benefits from this partnership in multiple ways. The partnership grants DSA license for internal use, testing, development, and demonstrations.

A Microsoft Customer Satisfaction Survey conducted last year gave us valuable insight into our customers' opinions and our managers' perceptions. This partnership is an important alliance enabling us to better support our customers. Qualifications for the partnership depend on various employee certifications in Microsoft products, customer references, and customer satisfaction.

## PEO C3T Social Media Policy Wins Keith L. Ware Journalism Award

PEO C3T, supported by DSA's Christie Silver and Denise Rule, began participating in public social media in March 2009. With almost 1,000 followers on Twitter and 400 fans on Facebook, PEO C3T is currently recognized as the social media leader of ASA(ALT) organizations. This was recently noted officially when PEO C3T received the Keith L. Ware Journalism Award for Outstanding Initiatives in Social Media.

More than 80% of Americans use social media sites monthly, and social networking has become the most popular activity on the Internet, representing a change in how people communicate with each other, and how businesses communicate with their clients. During 2009, the Army researched reasons to participate in social media, to better understand what direction the phenomenon was moving, what was the impact, and what rules should be created to govern responsible interaction? After months of debate, the Deputy Secretary of Defense recently announced that social media capabilities are to be embraced by the DoD. Policy release DTM 09-026 – Responsible and Effective Use of Internet-based Capabilities requires that all social media sites be available on the Non-Classified Internet Protocol Router Network (NIPRNET). Using this policy as a guideline, the DSA team supporting PEO C3T

now manages a Twitter account and two Army Facebook pages: PEO C3T and milSuite.

The Army's social media best practices state some of the many reasons to become involved:

- *Presence:* If you're not there to communicate your message, someone else will do it for you.
- *Relevance:* A presence in social media is necessary, but not sufficient. The medium requires value added content. Explore the platform before you utilize it and develop a communications strategy.
- *Prominence:* As you develop your social media presence, consider how prominent you

want to be and tailor your profile and participation accordingly.

Benefits include an expanded network of potential clients, the ability to gauge and influence public opinion about your brand, and a public platform from which criticism

or disputes may be addressed. In addition, internal collaboration through social media can save an organization time and money by bringing teams together without incurring the cost and lost time associated with travel. Social media is revolutionizing the way people communicate and find information. The Army understands this change and has embraced it. There is a good model to follow in the pursuit of success and relevancy in the current age.



## JPEO-CBD Enhances Knowledge Management through Microsoft SharePoint

Since November 2006, DSA has been supporting the Joint Program Executive Office for Chemical and Biological Defense (JPEO-CBD) in its Knowledge Management efforts. DSA's JPEO-CBD support team, led by Mike Donovan, initially created a Knowledge Management system which leveraged the work of DSA's customer, PEO C3T MilTech Solutions. Due to JPEO-CBD's heavy reliance on the Microsoft Office Suite, a decision was made in 2009 to migrate the JPEO-CBD Knowledge Center Portal and Team Collaboration Sites to a Microsoft SharePoint solution. This involved a complete rebuild of the Portal Interface from the IBM products suite to Microsoft. In close partnership with MilTech Solutions, the DSA support team at JPEO-CBD developed a new SharePoint Knowledge Management Portal.



In November of 2009, the new Portal was officially launched to rave reviews by our customer. The new Knowledge Management Portal and Team Collaboration Sites provided an abundance of advanced integration between the Microsoft Office Suite and SharePoint.

Users are now able to fully integrate their daily tasks between the two systems, thus enhancing knowledge capture throughout the command.

In addition, our team at Aberdeen Proving Ground (APG) supporting the Joint Program Management (JPM) Office for Contamination Avoidance (JPM CA) successfully migrated a substantial amount of data from legacy team sites and shared drives to Microsoft SharePoint. Loushon Curtsinger and his team worked closely with support staff at JPEO-CBD Headquarters to

Continued on back

## President's Message



*Teamwork is one of DSA's Guiding Principles, the core values by which we measure ourselves each day. 2009 was a testament to the contributions of the entire DSA team, as the company recorded the highest revenue in our 45-year history.*

*Our growth was spurred significantly by our performance on the Encore II contract. As of this writing, DSA is the leading small business prime contractor on Encore II, measured by total awarded contract value. DSA's Program Management Office*

*has developed strong working relationships with our large, diverse team, and we look to continue to leverage Encore II to support our growth objectives in 2010.*

*DSA also continued to see strong operational performance across our major customer accounts, delivering a broad array of IT solutions in support of DISA, U.S. Army, DHS, and Intelligence Community programs. Our support of the Army's MilTech Solutions group continues to garner acclaim as we expand the Army's social networking presence through the milSuite family of applications.*

*DoD's Base Realignment and Closure (BRAC) program is a topic of*

*management focus in 2010, as many of our customers prepare to move to Aberdeen Proving Ground, MD, Fort Belvoir, VA, and Fort Meade, MD. Our significant Knowledge Management expertise and technical acumen position us well to turn BRAC's challenges into substantial opportunities, whether supporting our current customers' transitions or developing new customer relationships.*

*DSA's continued success will be consistent focus on teamwork – both internally and externally. We look forward to working with all of you in the coming year.*

*Fran A. Pierce*

## DSA Hires New CFO

DSA is pleased to announce the appointment of Mr. John Foley as Chief Financial Officer. John is responsible for the management and direction of the company's



accounting, finance, contracts, and procurement activities. As DSA continues its focus on rapid growth, these functions will play an increasingly important role to ensure competitiveness and financial stewardship.

"We are delighted to welcome John to DSA," said Fran Pierce, CEO. "He brings diverse experience and industry knowledge to the company, having held a variety of leadership positions across the financial spectrum. John is an invaluable addition to the team at an important time, as we expand our operations and broaden our service offerings."

John spent much of his career at Lockheed Martin Information Systems and Global Services (IS&GS) in a variety of financial leadership roles in transformation, pricing, M&A, post-M&A integration, and accounting. He also worked for eBay as Senior Business Analyst, Business Intelligence and was most recently employed by CIGNA Corporation as Business Finance Officer for CIGNA's Shared Service functions.



JPEO-CBD Continued

develop taxonomies for these sites providing a well organized and feature rich environment for their users. The team at APG has worked diligently with other JPM's located on APG to capture tacit and explicit knowledge within SharePoint, dramatically reducing reliance on emails and shared drives. The DSA team has worked extensively to encourage JPM-wide adoption of SharePoint as a means for document management, internal task management and knowledge capture.

## Mr. Robert F. Lentz, former Deputy Assistant Secretary of Defense for Cyber, Identity and Information Assurance (CI&IA), joins DSA's Federal Advisory Board of Directors (FAB).

"In today's security-conscious environment, information assurance is more critical than ever. DSA has been providing our clients the ability to capture, store, manage and share information securely for many decades. The addition of Bob to our board adds further depth to an already distinguished group of advisors whose guidance assists us in remaining on the cutting edge of these capabilities," stated Fran Pierce, DSA's President and Chief Executive Officer.

Mr. Lentz has over 26 years of experience with the National Security Agency (NSA) in the areas of financial management and technical program management. He has served as Chief of the Space and Networks IA Office, Chief Financial Officer of the NSA IA Directorate, Executive Assistant to the NSA SIGINT Collections and Operations Group and Field Chief of the Finksburg National Public Key Infrastructure OPS Center. Mr. Lentz has



also served as the Chief Information Assurance Officer (CIAO) for the Department of Defense (DoD). In this capacity, he managed the DoD's IA Cyber Program, operating the world's most robust Identity Management System, and was a member of the DoD CIO Executive Council.

Other members of DSA's Federal Advisory Board include David Borland, former Deputy to the Army's Chief Information Officer (CIO/G6); Kevin Carroll, former US Army Program Executive Officer (PEO), Enterprise Information Systems; John Gilligan, former CIO for the US Air Force and US Dept. of Energy; Michael J. Mestrovich, President and CEO, Unlimited New Dimensions, and President and Chairman of the Board of the Federation for Identity and Cross Credentialing Systems (FiXs); Charles A. Self, former Deputy Commissioner of the Federal Technology Service (FTS); and, William Shernit, former Intel-sat General Corporation chief executive.

## DMS IA Team Excels Once More

DSA employees were recognized for their performance of duties in planning, testing, deploying, and maintaining the Host Based Security System (HBSS) for the Defense Message System (DMS) program in both the unclassified and classified enclaves. This was a large, complex task requiring not only solid technical skills but also exceptional patience, careful planning, and exemplary interpersonal skills. HBSS was fully deployed to the Fort Detrick Labs, National Gateway Center, NOC Columbus, NOC Europe, NOC Pacific, and Lockheed Martin while meeting all deadlines, earning very high praise from the customer. DSA has been supporting DMS and its predecessor systems for over 40 years.



## TELLING DSA'S STORY

DSA will be exhibiting at:

- **LandWarNet 2010**, Booth #1044, August 3-5, Tampa Convention Center, Tampa, Florida
- **AFITC 2010**, Booth #153, August 30-September 2, Renaissance Montgomery Convention Center, Montgomery, Alabama
- **Biometric Consortium Conference and Technology Expo 2010**, Booth #424, September 21-23, Tampa Convention Center, Tampa, Florida

To receive  
DSA News Briefs electronically,  
please send an email to  
[NEWSBRIEFS@DSAINC.COM](mailto:NEWSBRIEFS@DSAINC.COM).

[www.dsainc.com](http://www.dsainc.com)

DSANews is published by DSA, Inc.  
Eight Interplex Drive, Ste 209, Treviso, PA 19053-6980  
tel: 215-245-4800 • fax: 215-245-4375  
© 2010 Data Systems Analysts, Inc.