



PEO STRI

PEO STRI Industry Survey Feedback to Industry

12 September 2011

A Message from the PEO



I would like to personally thank each of you who participated in the 2011 PEO STRI Industry Survey that was announced at TSIS. Your feedback is key to improving our ability to acquire, field and maintain the best training enablers for our Soldiers.

In the coming years, we will all be asked "to do more without more." To meet this challenge, it is vital that we maintain open communications with our Stakeholder community - including Industry - as we continue to provide our Soldiers the decisive training advantage that they deserve.

Mission first, people always. Army Strong!

Dr. James T. Blake

Program Executive Officer

U.S. Army Program Executive Office for Simulation, Training, and Instrumentation

- **Background**
- **Survey Results and Representative Comments**
- **Next Steps**

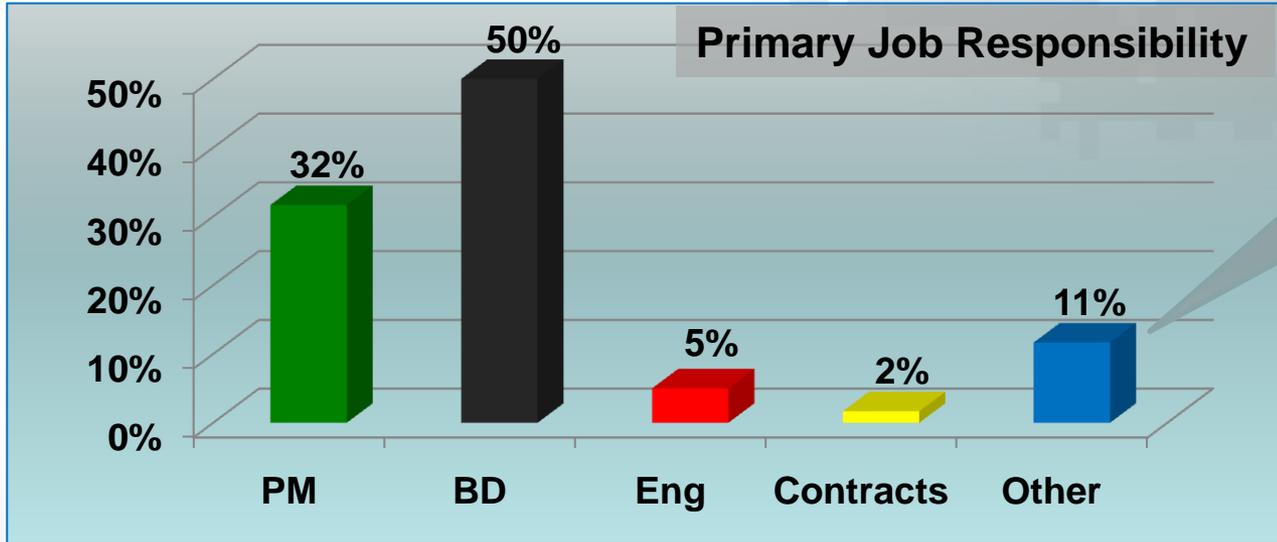
- **PEO STRI conducted an Industry Survey in conjunction with TSIS 2011.**
- **The survey sought to collect Industry's perspective on a variety of topics related to the acquisition of training, simulation and testing enablers.**
- **Survey was open from 15 June – 29 June 2011.**
- **TSIS participants were notified of the survey:**
 1. During the Strategic Integrator's briefing
 2. Via information cards distributed at the registration area of the conference
 3. Via a link on STRI external website under TSIS topics.
- **The survey contained 15 questions: 11 specific survey questions (3 open-ended) and 4 to collect demographic information.**
- **60 responses to the survey were received.**



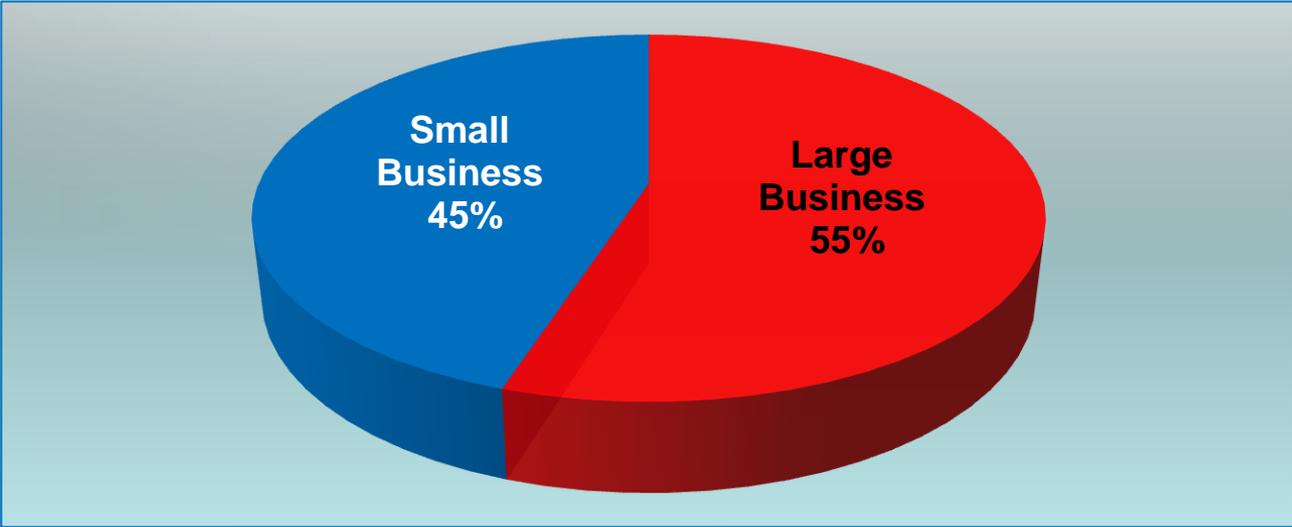
Survey Results and Representative Comments

Note: Responses focused on a specific PM organization have been shared with that PM for review and action as appropriate.

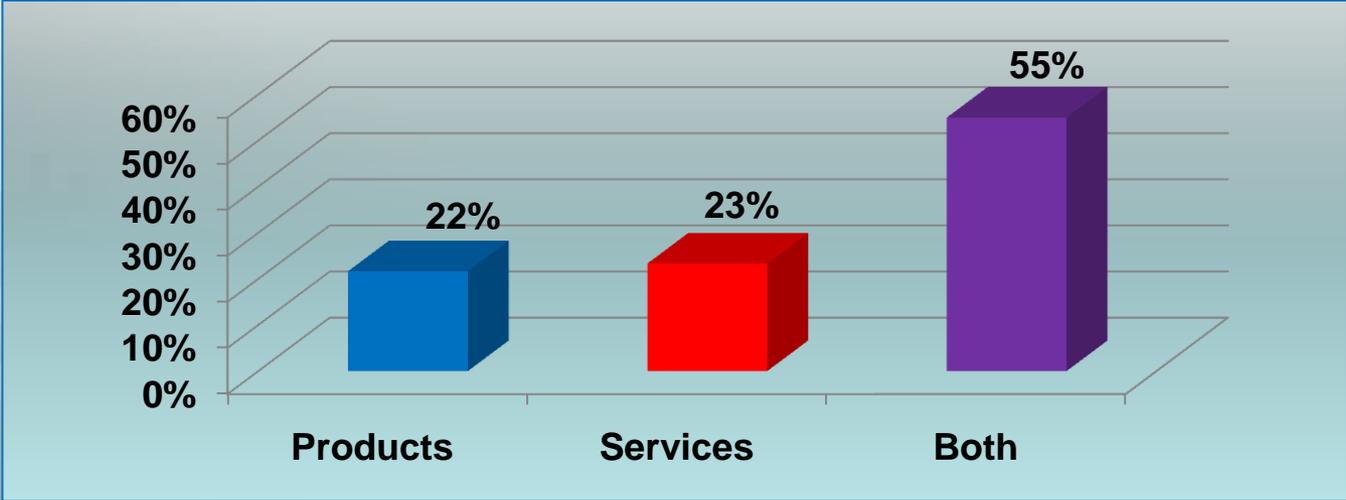
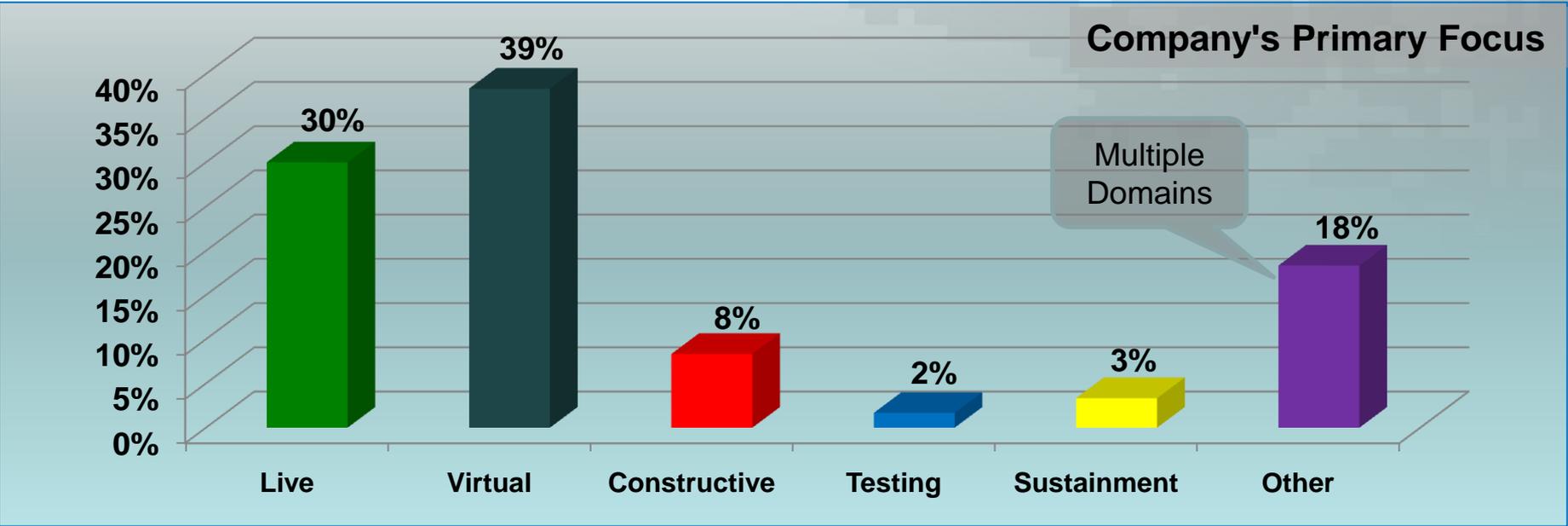
Respondent Demographic Breakdown



Respondents who have multiple roles within their company



Respondent Demographic Breakdown



Pre-Solicitation Communications



	Not Important	Somewhat Important	Important	Very Important	Critical	Don't Know
Solicitation Announcements	0%	2%	3%	20%	75%	0%
Ability to Contact Government Personnel	0%	2%	5%	30%	63%	0%
RFI	0%	0%	27%	38%	35%	0%
Industry Days	0%	2%	8%	50%	40%	0%
Draft RFP	0%	2%	5%	35%	56%	2%

Pre-Solicitation Communications



- **STRIBOP provides information, but is not well organized. Needs to be better organized and old items removed.**
- **Don't make finding solicitation information a treasure hunt regardless of system (FBO, COS, LT2, BOS). Consider adding keywords.**
- **Implement guidance and educate the workforce on the policy that allows two-way communication until the release of the Draft RFP.**
- **Consistently allow for Q&A at Industry Days.**
- **Critical to know which contract vehicle will be used and whether or not the opportunity will be a full and open competition. This dramatically effects teaming and bid / no bid decisions.**
- **Have STRI Senior Leadership attend some Industry Days to observe the quality of the events.**
- **To better understand Industry's cost drivers, consider bringing in Industry Reps to brief the PEO STRI workforce on how Industry responds to and develops proposals.**

Events & Conferences



Please rate the main reason for attending the following events or conferences, with 1 being of highest importance and 4 of least importance.

	Marketing of Products & Services	Technology Awareness	Customer Awareness	Peer Networking
<i>I/ITSEC</i>	1	2	3	4
<i>TSIS</i>	3	4	1	2
GameTech	4	1	2	3
ITEC	1	2	3	4

- **I/ITSEC and TSIS are the “big two”. Industry uses I/ITSEC to market their products and services. TSIS is focused on understanding upcoming opportunities.**
- **GameTech is considered a niche event.**
- **ITEC is expensive to attend, especially for small businesses, and focused on the international market.**
- **Consider an interim Industry / Government event or checkpoint to provide feedback on new opportunities and synch up information on opportunities presented at TSIS.**
- **Consider having more junior level government folks attend TSIS. PDs and KOs do not always seem to follow the message that was communicated at TSIS.**

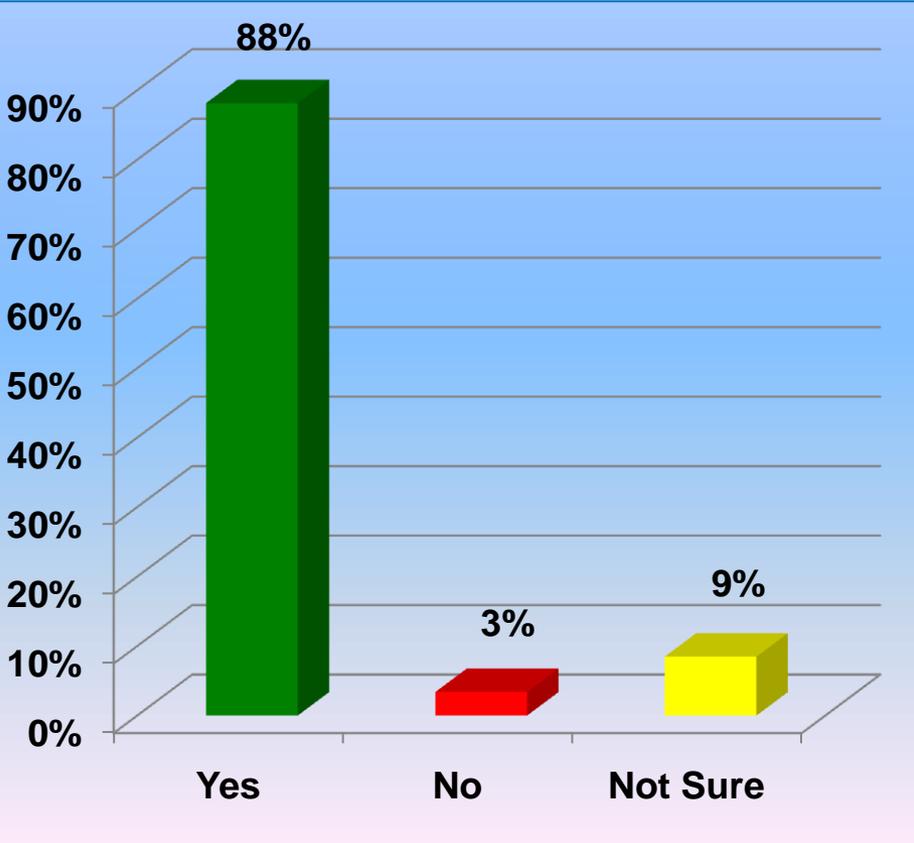
Army Concepts & Guidance



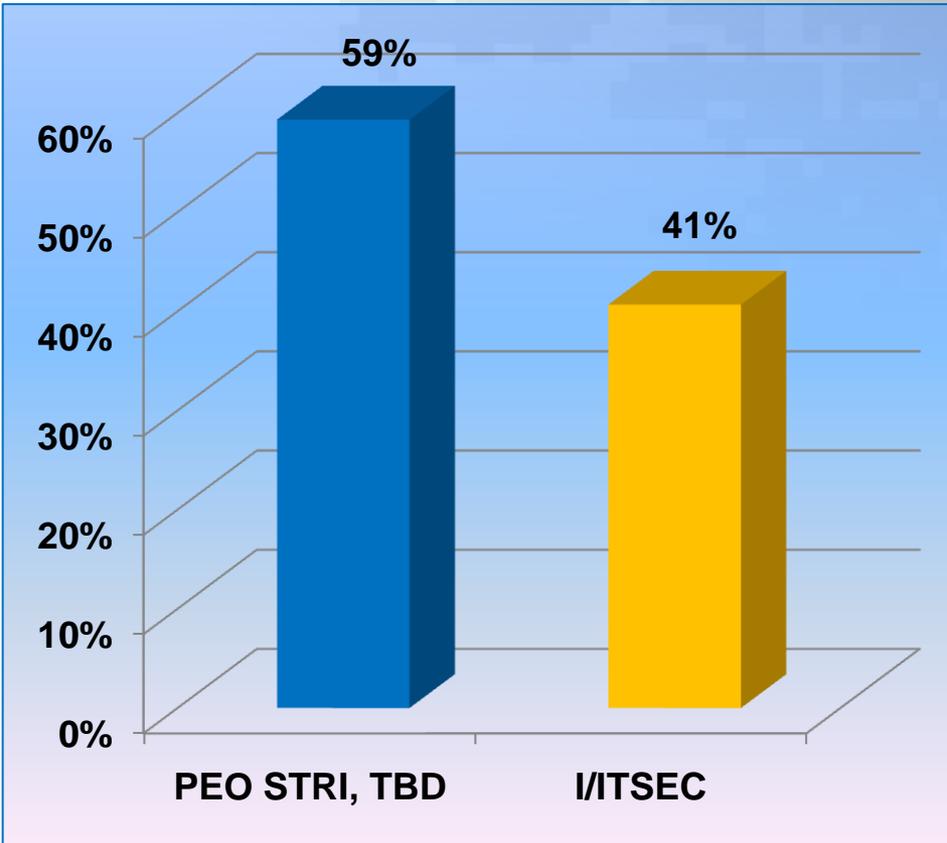
	Don't Know	Limited Understanding	Understand	Thorough Understanding
ARFORGEN	8%	28%	40%	24%
ATC 2012-2020	5%	27%	40%	28%
FSO	3%	28%	33%	36%
LVC-IA	2%	15%	50%	33%
ITE	3%	28%	50%	19%
Better Buying Initiatives	15%	43%	30%	12%
Digital Apps	8%	37%	27%	28%
CTC Mod	6%	20%	42%	32%
COE	5%	23%	47%	25%

- **Roughly 2/3 have understanding of most Army guidance and concepts.**
- **The exception being Better Buying Initiatives, which focus on restructuring the Government's buying strategies.**
- **In many cases, 1/3 either don't know or have limited understanding of these concepts. This issue is more acute for small businesses.**
- **Consider providing an area on the external website with links to relevant DOD / Army policy guidance or topics that influence the training, testing and simulation environment that Industry should be aware of.**

Source Selection Information Session



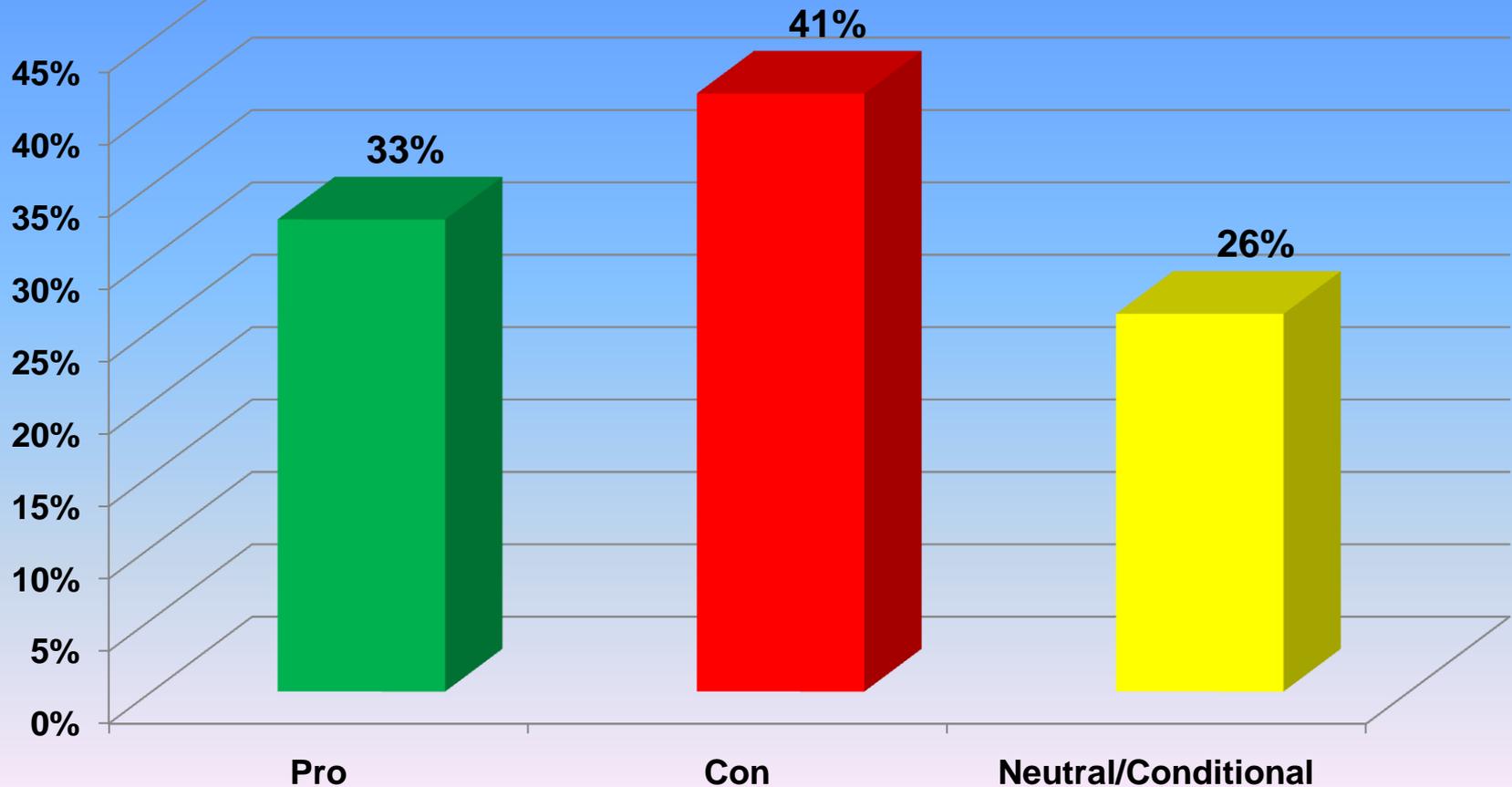
Interested in Session



Location / Timing

Turn-Key Home Station Training Support

The Premise: To promote increased efficiency and continuity, the Army is considering a concept where by a single vendor / vendor team would provide a “turn-key” home station training solution. This vendor / vendor team could be responsible for operation and sustainment of existing training enablers, in addition to development or integration of future training capabilities for an entire home station installation.



Pros

- **Could produce cost savings, consistency and operational efficiencies.**
- **There are many existing STOCII companies who could provide the framework.**
- **Consider a prime systems integrator role for this and hold working sessions to define requirements and priorities.**

Cons

- **It will lessen competition and innovation.**
- **Would favor large companies and impact the industry base.**
- **Requirements are too varied to standardize.**

Conditional

- **Can't award all stations to a single winner.**
- **Must be full and open.**
- **Need a defined PoP and strong performance incentives / penalties.**



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Next Steps

Next Steps



- **PEO STRI has a number of initiatives under review based on the Industry feedback.**
- **PEO STRI will conduct a briefing at I/ITSEC 2011 to provide Industry with status on these initiatives.**