



Defense Mapping Agency and the Commercial Sector



DMA Use of Commercial Sector

- Operational Systems Support
- Technology and Development
- Source Material for Production



DMA Use of Commercial Sector

- 49% of DMA \$ go to commercial sector.
- 24% of DMA \$ for production go to commercial sector.

Barriers to Use of Commercial Sector in Production

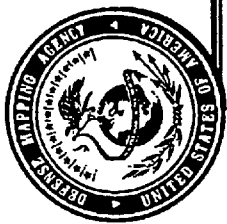


- Inflexibility of current production systems.
- Investment needed to do cartographic feature extraction and product finishing using DMA primary source materials.
- DMA tradition of self reliance.


Barriers to Use of Commercial Imagery

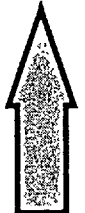



- Investment in current single source production systems.
- Accuracy requirements of key products.
- Cost of commercial source.



DMA in State of Change

Self Reliance  **Teaming with Industry**

Technology Driver  **Technology Customer**

Single Source  **Best Available Source**

Recent Actions Related to Change



- Near term modification to production systems to accept alternate sources.
- Funded plan to migrate production systems to open Architecture/COTS based technology.
- Request for funding to establish commercial imagery acquisition program.
- Funded program to prompt commercial sector investment in capabilities to meet DMA's most rigorous feature extraction/finishing requirements.
- Agreement with NASA for terrain elevation shuttle mission



Future Directions

Geospatial Integrated Product Team:

- Objective - Create a Global Geospatial Information Infrastructure to support warfighters and decisionmakers
- Develop a limited operating capability by FY97
 - Develop a master plan for end-to-end system



Future Information Production

*Terrain
Elevation
Data*

DMA
NASA IFSAR
Coproducers
Commercial

*Spatial
Image
Data*

Commercial
NTM

*Vector
Feature
Data*

DMA
Commercial
Coproducers
Customer value added



Future Directions - NIMA

- Orient NIMA to fundamentally new ways of doing business.
 - Providing needed information (not products)...
 - on very short timelines...
 - at the lowest possible classification...
 - based on best available information whether commercial or classified...
 - by a smaller workforce that relies on the private sector to meet growing customer needs...
 - using the best available commercial technology.



Future Directions - NIMA

- Establish Commercial Advocate Office
 - Separate “Business Unit”
 - Charged with responsibility to:
 - » Advocate commercial solutions in all NIMA activities
 - » Provide easy access point for commercial sector
 - » Seek ways to make NIMA easy to do business with
 - » Provide information on NIMA programs



Conclusion

- History of self reliance giving way to teaming with industry
- Future vision shows:
 - Increased use of private sector for information production
 - Increased use of commercial capabilities for production systems.
 - Increased use of commercial imagery in production processes.
- All focused on multiplying our customers' satisfaction

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