



IUID

Item Unique
Identification

IUID Team Excellence Award

Mr. Mark Byrne
Lockheed Martin Corporation
Norway IUID & PLCS Project



Ms. LeAntha Sumpter, (Deputy Director for Program Development and Implementation, Defense Procurement & Acquisition Policy in the Office of the Under Secretary of Defense for AT&L) presents Mr. Mark Byrne (Lockheed Martin Corporation, Norway IUID & PLCS Project) with an IUID Team Excellence Award.



IUID Team Excellence Awards



Press Release April 23, 2008

Since the IUID Policy was introduced in 2003, it has been rapidly implemented by Department of Defense (DoD) Program Managers, Depots, Automatic Identification Technology (AIT) Solution Providers, Government Leaders and DoD Suppliers. Many stakeholders have fully embraced IUID to improve data quality, standardize serialization, and take advantage of automatic data capture to revolutionize existing business processes.

The April 8-9 2008 UID & eBusiness Forum, held in Huntsville, Alabama, marked the first distribution of the IUID Team Excellence Award. This award recognizes teams that have successfully deployed IUID above and beyond standard adoption.

The IUID Team Excellence Award was presented to the leaders of the IUID Marine Corps Propositioning Program Norway and PLCS (Product Life Cycle Support) integration project, co-led by Mr. Mark Byrne, Lockheed Martin Corporation. Mr. Byrne is a Senior Program Manager in the Advanced International Naval Programs office at Lockheed Martin in Moorestown, New Jersey. He has been with Lockheed Martin for twenty-five years, most recently serving as Deputy to the Lockheed Martin Corporate UID implementation team from 2004 through 2007.

Mr. Byrne provided critical industry team leadership in the pilot program, from conception through completion. As a result of this pilot, the team has proven that an electronic link between the US and other NATO nations' inventories is possible, and that a common data exchange standard, ISO 10303, "Standard for the Exchange of Product model data (STEP)", AP 239 "Product Lifecycle Support (PLCS)", could provide the key to this vision. This capability can be widely used to allow all NATO partners to leverage equipment, parts inventories, and failure histories to streamline the logistics process in times of peace and more importantly during times of confrontation.

The Headquarters USMC Lifecycle Management Team led the way from a government perspective, working closely with Lockheed Martin and its industry partners to appropriately mark legacy assets in accordance with DoD IUID Policy. In partnership with the Norwegian Defense Logistics Organization, the project simulated a "seek and apply" strategy for legacy IUID marking and registration. Specifically, forty-one USMC Medium Tactical Vehicle Replacement (MTVR) legacy assets, including embedded components, were identified, marked, and appropriately registered in the IUID Registry.

The MTVRs' rough marking surface and Chemical Agent Resistant Coating (CARC) paint required both the development of a custom "peel and stick" data plate and the development of a new adhesive tape by Avery Dennison specifically for this type of application. This new product has simplified the application process, creating new opportunities for IUID data plate field application.

This project provided an excellent opportunity for military and commercial industries, as well as the US and Norwegian governments, to work together in a cooperative effort to mark, identify, and exchange critical asset data. The results of this element of the Norway project may have broad application to DoD-wide items that demonstrate challenging mark-surface or application environment conditions. On behalf of the entire team, Mr. Byrne and the government co-lead, Major Robert Charlton (HQ USMC) received this award. Additional project details can be found at www.acq.osd.mil/dpap/pdi/uid/.