



OFFICE OF THE UNDER SECRETARY OF DEFENSE

3000 DEFENSE PENTAGON
WASHINGTON, DC 20301-3000

FEB 25 2015

ACQUISITION,
TECHNOLOGY
AND LOGISTICS

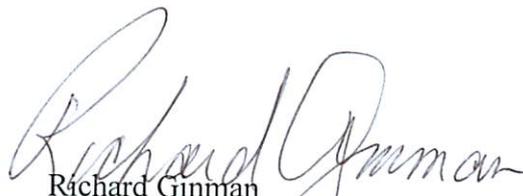
MEMORANDUM FOR COMMANDER, UNITED STATES SPECIAL OPERATIONS
COMMAND (ATTN: ACQUISITION EXECUTIVE)
COMMANDER, UNITED STATES TRANSPORTATION
COMMAND (ATTN: ACQUISITION EXECUTIVE)
DEPUTY ASSISTANT SECRETARY OF THE ARMY
(PROCUREMENT)
DEPUTY ASSISTANT SECRETARY OF THE NAVY
(ACQUISITION AND PROCUREMENT)
DEPUTY ASSISTANT SECRETARY OF THE AIR FORCE
(CONTRACTING)
DIRECTORS OF THE DEFENSE AGENCIES
DIRECTORS OF THE DOD FIELD ACTIVITIES

SUBJECT: Call & Response Procurement Data Service

The Department has a number of “big data” tools. These tools are used to collect, navigate and distill information from large sets of data. This information is used to help inform procurement policy decisions. Although such business intelligence tools are used to gain insight into procurement data trends, wide use by the workforce is limited. In order to build and sustain a data culture within the Department, procurement data must be made more accessible. Accordingly, I am making available the *Call & Response* procurement data service at http://www.acq.osd.mil/dpap/cpic/cp/call_and_response.html.

This tool allows users to quickly obtain publically-available data from the Federal Procurement Data System and visualize basic trends by simply initiating a “call” using email and Microsoft Excel 2010 (or later). “Responses” are automatically returned to the user via email within approximately five minutes. Although returned analyses are not intended to precisely replicate officially published data and scorecards (e.g., small business utilization, competition), *Call & Response* provides an efficient, cost-effective means to understand data and guide decisions by accessing the past four fiscal years of organizational outcomes.

Please direct questions to my staff point of contact, Mr. Victor Deal, at 703-614-4840 or osd.contractdata@mail.mil.


Richard Ginman
Director, Defense Procurement
and Acquisition Policy