

Supply Chain Operations and Management Awards for Excellence

General Information

1. Submitting Organization: Naval Supply Systems Command, Deputy Commander for Fleet Logistics Operations, Phone Number: (717) 605-6913, Email: Kevin_D_Fitzpatrick@NAVSUP.NAVY.MIL
2. Responding Organizational Unit: One Touch Support Project Office, SUP 4C4
3. Brief Mission Description: The Naval Supply Systems Command is responsible for administering the operation and providing oversight for the supply chain which supports the operating forces of the United States Navy, including ships, aircraft squadrons, staffs and the supporting shore infrastructure.
4. Award Category: Supply Chain Management Technology Excellence
5. Brief Description of the Supply Chain: The One Touch Portal supports the Naval Supply Chain by providing information to Navy customers about the assets available in the Navy and DoD inventory system, status of requisitions for these assets, and technical information to help identify and categorize individual requirements for Navy customers.
6. External Supply Chain Partners:

IBM Global Services: Thirteen Information Technology personnel involved in system maintenance.
7. Internal Supply Chain Partners:

NAVSUP One Touch Project Office: Four logistics specialist involved.
Navy Supply Information Systems Activity (NAVSISA): Three Information Technology personnel involved in system maintenance.
Fleet Industrial Supply Center (FISC), Norfolk, VA: Two logistics specialist
FISC, Jacksonville, FL: Two logistics specialist
FISC, San Diego, CA: Two logistics specialist
FISC, Puget Sound, WA: Two logistics specialist
FISC, Pearl Harbor, HI: Two logistics specialist
FISC, Yokosuka, Japan: Two logistics specialist
Navy Inventory Control Point (NAVICP), Two logistics specialist

8. Provide a Point of Contact:

IBM: Rich Stewart, phone number (717) 796 2575, Email: stewartr@us.ibm.com, Mail: IBM Global Services: 5267 E Simpson Ferry Rd, Mechanicsburg, PA 17055

Navy: Thomas Pate, phone number (717) 605 7268, Email: thomas_p_pate@navsup.navy.mil, Mail: Naval Supply Systems Command, 5450 Carlisle Pike, Box 2050, Mechanicsburg, PA 17055.

Implementation

1. Why was the Initiative Undertaken:

World wide Web access to the Naval Supply System has been provided by several disjointed, sometimes overlapping and occasionally conflicting web sites, which have been established by a number of different activities over the last six-year. During the summer of 2000, the decision was made to consolidate all of the various corporate web sites providing supply information to Navy customers. The One Touch Support vision combines those organic web sites under a single portal concept. The initial portal capability was developed by IBM in less than 90 days and demonstrated the value of consolidating web sites and standardizing capabilities. The lessons learned from that early effort led to a revised deployment strategy and the revised initiative to stand up a single corporate transactional web site that successfully replaced seven earlier supply information web sites in June of 2002.

2. Duration of the Project:

Building upon lessons learned from the first One Touch Support (OTS) demonstration, in the fall of 2000, IBM teamed with Vignette to provide the Navy with an enterprise content management tool, personalization capabilities and a flexible graphical user interface that can be easily tailored to support Navy communities of interest. The resulting integrated web site, delivered in June of 2002, provides a single integrated view across the Naval Supply System from a single user identification and password.

3. Details of the Processes:

The goal of the One Touch Support (OTS) Program was to provide a single integrated web interface for the Navy's integrated supply system. As a result, we stood-down duplicative Navy eBusiness sites and provided a single web face to customers of the Naval

Supply System. The web applications delivered provide visibility of and assess to organic Navy inventory and links to the DOD supply and transportation system for tracking outstanding requisitions.

The primary supply functions provided by OTS include: (1) technical screening, that is identifying a National Stock Number for a requirement based on part number or nomenclature or whatever information an end user has available, (2) submitting a stock check to the Naval Supply system for any identified National Stock Number, and (3) checking on the status of any outstanding DoD MILSTRIP requisition for material, including links to the Global Transportation Network GTN for providing transportation information for any material in transit.

The MILSTRIP processes also include: (1) for National Stock Numbered items, MILSTRIP requisitions can be formatted and submitted to the Navy supply system for processing and (2) modifications, cancellation and follow-ups can be submitted for outstanding MILSTRIP requisitions via on-line web forms.

Batch capabilities are also provided to enhance batch submission of MILSTRIP transactions for large numbers of queries. OTS links are also provided to the existing Defense Logistics Agency (DLA) batch programs, which provide Navy logistics personnel with transparent access to DLA's PC LINK capabilities.

FISC and NAVICP personnel are deeply involved in registering regional users and maintaining web site content to provide specific details about how to conduct supply business at each of the Navy's FISCs and at the Navy Inventory Control Point.

4. Identify Significant Challenges and Best Practices:

The Commercial Best Practice implemented with One Touch Support was contracting with our commercial partner to consider them as an Application Service Provider vice a systems developer. Contracting was accomplished during a sixty-day period using a minimal statement of objectives to define a performance-based requirement. The selected vendor then developed a business solution using commercial tools and business practices. The vendor was to develop and host the One Touch Support Web site for the Navy with no investment in Navy infrastructure or drains on the Navy's severely constrained Information Technology work force.

The most significant challenge in the One Touch process has been obtaining access to data from numerous diverse Navy and DoD legacy supply systems. Our commercial developer found it difficult to penetrate firewalls at numerous government activities in order to obtain access to data from Navy and DoD legacy systems. To minimize the need for point-to-point interfaces, required by the web-site, the developer and NAVSISA jointly developed a middleware solution and consolidated all data access at a single government consolidation point which then passes all government data to the commercial web-hosting facility. The government infrastructure investment to date has been four servers being operated at Defense Information Systems Agency and supported by three full time NAVSISA personnel.

5. Indicate the metrics used to measure success.

The metrics that measure the progress and ultimately success of this program will be demonstrated by growth in standard Web metrics, hits, customers accessing the system, and queries processed. Of particular importance for a Navy site is the diversity of the user population, getting the site known across a wide range of Navy and Marine deployable activities, and expanding the customer base to include as wide a range of users as possible.

The following Charts provide a summary of Web metrics data for the first 8 months of system operation.

Users and Activity

Logins

Page Views

Page Views by Hour

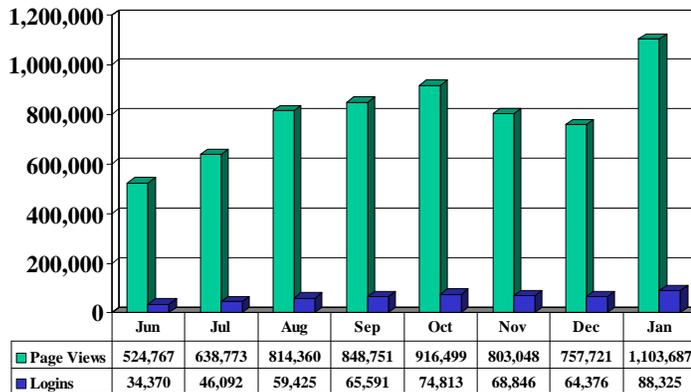
Hits

Registered Users

User Population Profile

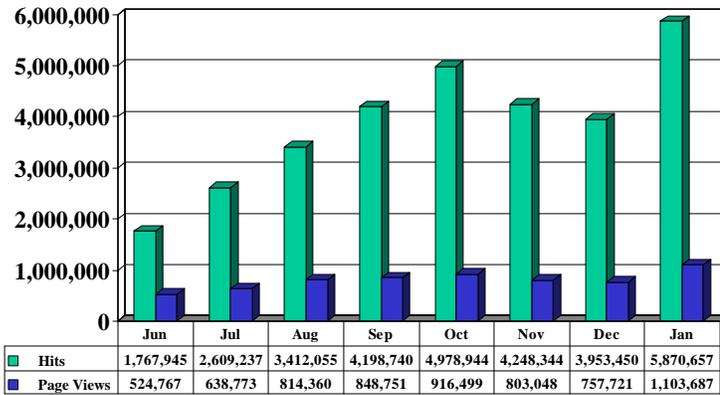
Visitor Frequency

OTS Site Logins and Page Views



- **Page Views:** The number of times a page was viewed. In the case of the OTS applications the results of a single query transaction may result in a number of page views as the user examines a number of aspects of the information retrieved. For example a user might execute a single transaction through File/Text upload to retrieve status for a number of requisitions but may execute a number of page view for each requisition retrieved while examining the history and shipping status details for each requisition.
- **Logins:** The number of individual durations of times visitors were on the site accessing a series of pages without 30 minutes of inactivity.

OTS Site Hits and Page Views

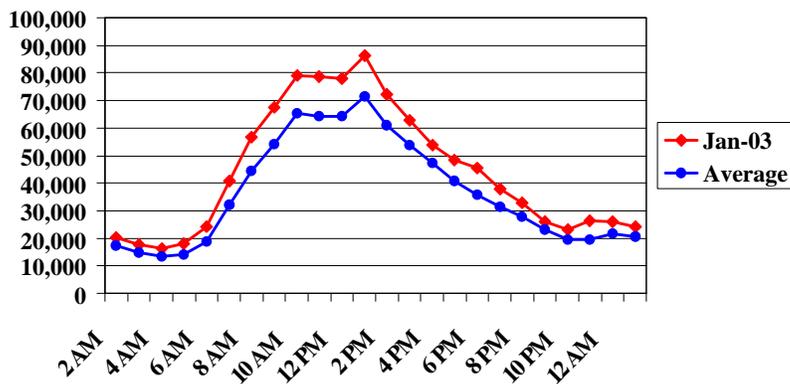


- **Page Views:** Refer to the Site Logins and Page Views chart for an explanation of page views.
- **Site Hit:** A browser request from a server for any one item that is included in a page. A hit can include pages, graphic images, redirects, frames, and other server resources



Data Source: IBM SurfAid Analytics (OTS Web Logs)

OTS Page Views by Hour

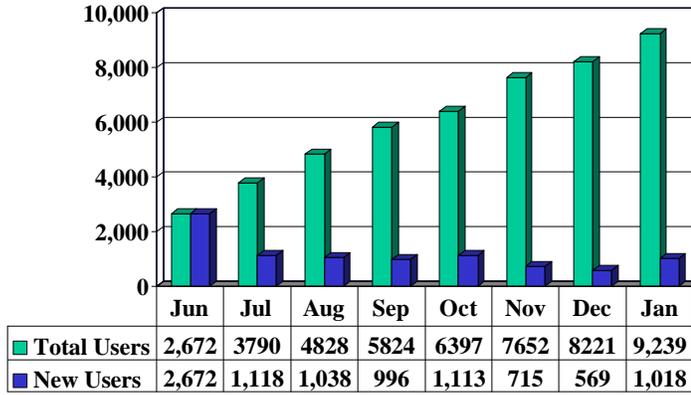


- **Page Views:** Refer to the Site Logins and Page Views chart for an explanation of page views.
- **Distribution of page views executed by users for each hour of the day (Eastern Time Zone).** Compares the current month reported to a monthly average from September 2002 through through the current month. For example in January 2003 there were 86,186 page views between the hour of 1 PM and 2 PM while the running monthly average was 71,585 page views during that one hour period.



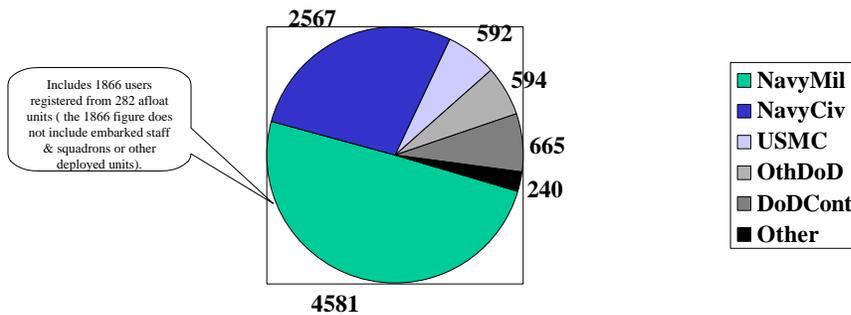
Data Source: IBM SurfAid Analytics (OTS Web Logs)

OTS Registered Users



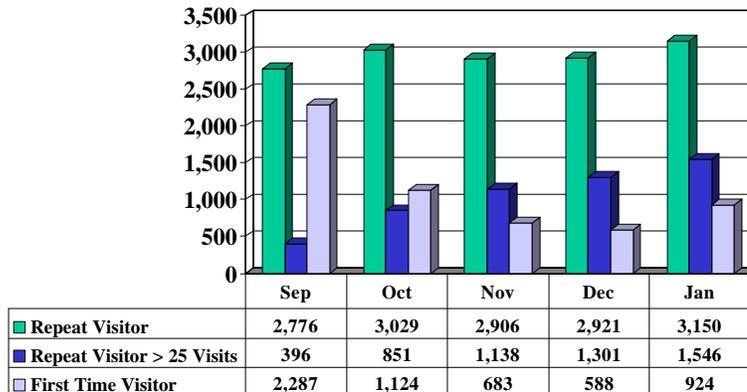
OTS User Population Profile

January, 2003



- The Other DoD category includes users that have selected the following categories:
 - Army: 16
 - Coast Guard: 38
 - DoD Civilian: 369
 - DoD Foreign National: 71
 - Reservist: 40
 - Air Force: 60
- The users in the USMC Category are primarily military (529 of the 592 total)
- The Other count above includes the 204 users that selected the Other category as well as 36 users that selected the OtherFedGovt category when they registered.

OTS Visitor Frequency



- **Unique Visitor (Measurement)**
 - The number of individual visitors to OTS over a selected time period. SurfAid calculates this by counting the number of unique cookies in the Web logs. A user is counted after being presented with page views associated with a content category.
- **Repeat Visitor**
 - The number of visits across the selected time period that were not from first time visitors. A visitor who has been to OTS at least once before.
- **First Time Visitor**
 - A user visiting the site for the first time ever. A new visitor is detected when his or her issued unique cookie has never been recorded in SurfAid before.

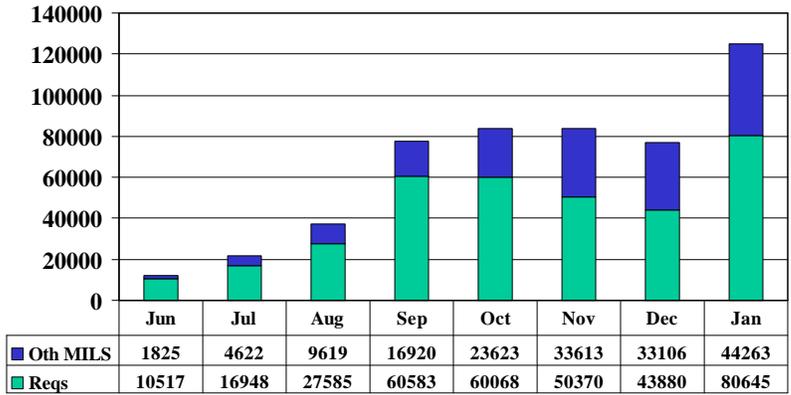


Data Source: IBM SurfAid Analytics (OTS Web Logs)

6. Document the performance benefits and change in the value of SCOR level 1 metrics.

These two charts provide more specific metrics, showing OTS application usage. The value of the OTS web-site has been to speed up the process of passing MILSTRIP transactions into the supply system and providing customers with improved visibility of those transactions which determine supply chain performance. These transactions are the core logistics applications provided by OTS for Navy customers and as such are integral to improving the performance of the Navy's supply chain.

OTS MILSTRIP Transactions

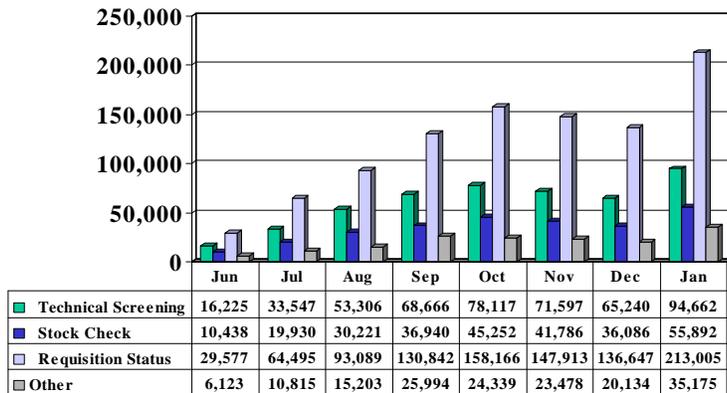


- Requisitions submitted through the File/Text Upload application as well as single line item requisitions submitted.
- Other MILS transactions include cancellations, follow-ups, requisition modifiers, etc.



Data Source: OTS Database

OTS Application Page Views



- Page Views: Refer to the Site Logins and Page Views chart for an explanation of page views.



Data Source: IBM SurfAid Analytics (OTS Web Logs)

7. Outline how the success of this effort supports the organizational objectives:

The primary mission of the Naval Supply Systems Command includes administering the operation of the supply chain, which supports the United States Navy operating. One Touch provides customers of the Naval supply system with visibility and control of their requirements and will improve their perception of the supply systems ability to support their supply chain needs.

Knowledge Transfer

1. Describe the efforts to share lessons learned:

Meetings with field activities to update them on the status of one touch are normally scheduled once each quarter. An ongoing training effort geared at reaching Navy customers in fleet concentration centers has significantly improved the registration rates from shipboard users. Specific all hands training in One Touch has been provided at both sites of the NAVICP and is scheduled for a mini-brief at the headquarters all hands forum sometime during the coming spring. Articles have been published in the Supply Corps Newsletter and OTS is an active participant and Navy logistics trade shows. NAVSUP is currently sponsoring a web based collaboration site for which OTS is one of the charter participating programs.

2. Describe how this initiative can be transferred to other organizations:

One Touch will become an initial implementation component of the forthcoming Navy Portal and provide to the entire Navy the supply applications developed for One Touch as web services capabilities. It is also serving as a showcase for demonstration of web enabling technology for legacy applications and as such has broad applicability to all activities still dealing with old legacy applications.