



# Adaptive Enterprise

**Transformation:** 

# Sense and Respond

Hosted by:



Sponsored by:



Presentations will be available online after the conference to participants only. A link will be emailed to you when the presentations are posted.

PLEASE SET CELL PHONES (ETC) TO SILENT



## Day One Summary

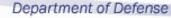
- Key Themes
  - -Connectivity begets adaptive behavior
  - -Entry fee may be steep
  - -S&R = Competitive advantage (Wal-Mart and RFID)
  - No panaceas, major advantages, risk of being left behind
  - -Relativity of information, context dependency





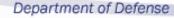
#### VADM Art Cebrowski

- Information age is the third stage of globalization
- The PLAN is less relevant in dynamic environments
- Tortured interoperability
  Interdependency
- Tension between power and moral principle
- Issues of regret
- Joint Demand-centered logistics
- Simultaneity
- Sense and respond infrastructure





- Chris Meyer
  - Out run OODA Loop
  - Connectivity
    Adaptive
  - Explosion in business capability
  - Learn and adapt
  - Recombination
  - Adjacent possible





- Dave Davis, Nutech
  - Genetic algorithms for optimization
  - Optimal networks aren't
  - Interdependencies
  - Simulations
    Agent based models





- Stephan Haeckel Video
  - Efficiency vs effectiveness
  - Context, coordination, metrics
  - Adaptive business design
- CAPT Linda Lewandowski, OFT and Don Zimmerman, Synergy
  - Development of S&R project since Jan 03
  - System Design Drivers
  - High rates of change, pressure on competitors





#### • Lou Kratz ADUSD (L&MR)

- Cultural barriers unacceptable
- S&R must succeed
- Force-centric Logistics Enterprise
- Total Life Cycle Management
- Performance-based Logistics
- Depot partnering
- Condition-based maintenance





- Bing West, GAMA
  - Iraq logistics worked, but with problems
  - LOS/ comm a problem
  - Digital to the soldier
- Jim Blaker, SAIC
  - Technology offers enabling of S&R
- Williamson Murray
  - Nature of war will not change
  - Be cautious with technology





- Col Art Corbett, USMC, MCCDC
  - S&R can work for maneuver warfare
  - Net-enabled operations
- Richard Lee, ADUSD (NCW & Interoperability)
  - GCCS/DJC2/GIG ES/NCES
  - C2IEDM
  - DoD Data Strategy



#### www.afei.org

#### • AFEI Net-Centric Programs:

- Adaptive Supply Chains & Net-enabled Manufacturing,
  February 19-20, St. Petersburg, FL
- Net-Centric Operations 2004, April 7-8, Mclean VA
- 3rd International Conference on Systems Thinking in Management, May 19 - 21, Philadelphia, PA
- Enterprise Integration Expo, September 21 23, Anaheim,
  CA