



# FROM PITCH TO PARTNERSHIP

A GUIDE TO INDUSTRY ENGAGEMENT





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# A CALL TO PARTNERSHIP

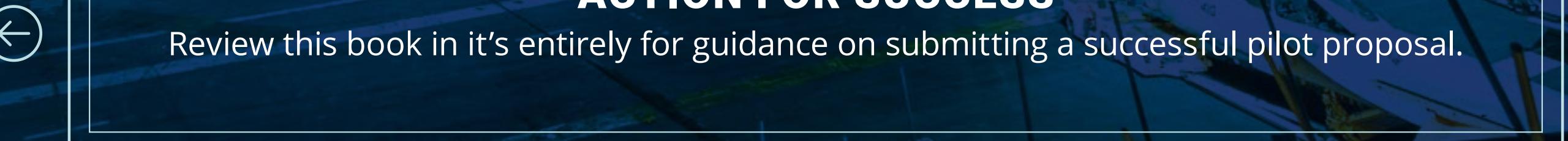
***Our vision is to deliver a world-class digital experience at the speed of mission.***

From the Arctic ice to the Pacific's vast waters, and from the Mediterranean chokepoints to cyberspace's invisible battles, rivals press on every frontier – disrupting trade, testing alliances, probing for weakness.

Yet, Sailors and Marines must be ready to fight and win tonight, relying on more than firepower alone. Their true edge is information: the lifeblood of modern operations, racing through satellites, across oceans, and through security layers to reach each warfighter.

## THE PEO DIGITAL MISSION

Provide the Marine Corps and Navy with a decisive information advantage through a modern, innovative, and secure digital experience – ***any data, any time, anywhere.***



## ACTION FOR SUCCESS

Review this book in its entirety for guidance on submitting a successful pilot proposal.

# MISSION SUCCESS DEPENDS ON PARTNERS LIKE YOU

Our mission requires relentless innovation: rapidly exploring new ideas, scaling proven solutions, and decisively retiring legacy systems. *We cannot do that alone.*

Delivering the best solutions to our warfighters requires your expertise and a clear process for engaging with PEO Digital.

We know our approach hasn't always been straightforward, so we've simplified it to make engagement easier, expectations clearer, and outcomes more predictable. This ensures a fair, consistent process that's focused on surfacing the most impactful solutions.



## WHAT CAN YOU EXPECT FROM PEO DIGITAL?

**Transparency:** We will clearly share our priorities and problem-solving approach so you understand what we're looking for and can align your pilots accordingly.

**Clear, direct guidance:** We have simplified the engagement process and will provide straightforward direction, enabling innovation without unnecessary bureaucracy.

**How we work:** We operate in an Agile, DevSecOps framework that values iteration, transparency, and speed. Partners who share this working style integrate more smoothly and accelerate solution delivery.

## WHAT DOES PEO DIGITAL EXPECT FROM YOU?

**Demonstrate mission impact:** Show how your pilot directly advances our mission outcomes and aligns with our frameworks from day one.

**Tell a clear, concise story:** Your proposal must explain what the solution does, how it works, and the measurable value it delivers to Sailors and Marines.

**Identify what your pilot replaces:** We seek solutions and new technologies that innovate capability delivery. Every pilot must identify a current solution it can eventually displace, show a viable path to scale, and enable us to retire legacy solutions.

**Engage through the process:** Follow our intake steps, respond promptly, and collaborate openly. Working within the process ensures rapid, fair evaluation and keeps your proposal moving.



## FROM PITCH TO PARTNERSHIP

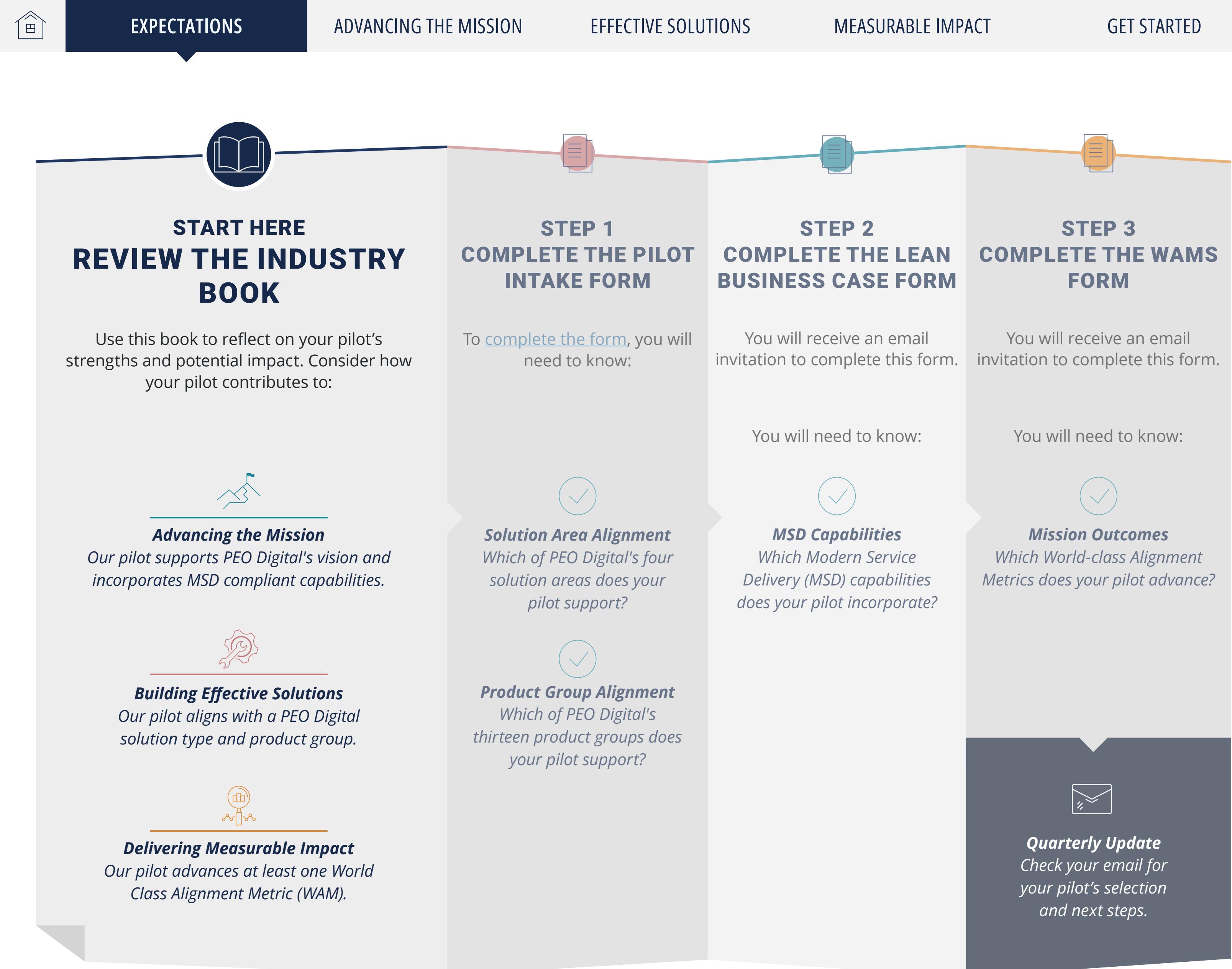
**Company A** identified a solution to improve internal business processes for PEO Digital. They reviewed this guide thoroughly and aligned their solution to our mission, offerings, and metrics. Their proposal clearly explained what the solution does, how it works, and why it matters to Marines and Sailors. After submitting the **Pilot Intake form**, they responded promptly to the **Lean Business Case (LBC)** and **World-class Alignment Metrics (WAMs)** forms.

By following submission guidelines, aligning with our frameworks, and staying responsive, Company A enabled a smooth review and rapid onboarding process. Their solution is now enhancing collaboration across PEO Digital.

# STEPS TO ENGAGE WITH PEO DIGITAL

To the right is our pilot submission process. We want your best solutions, so be sure to complete each step fully.

Evaluation takes time due to high volume, but we'll keep you informed with quarterly updates. Please follow the process as outlined. Going around it can cause delays.





# ADVANCING THE MISSION

## OUR CHALLENGE

Imagine a Sailor or Marine forced to make a split-second decision based on classified data traveling across multiple systems and networks. Meanwhile, adversaries exploit every opportunity to disrupt operations and deceive. When every second counts, the cost of delay is life or death.



## ACTION FOR SUCCESS

Identify which Modern Service Delivery (MSD) capabilities\* your pilot incorporates.

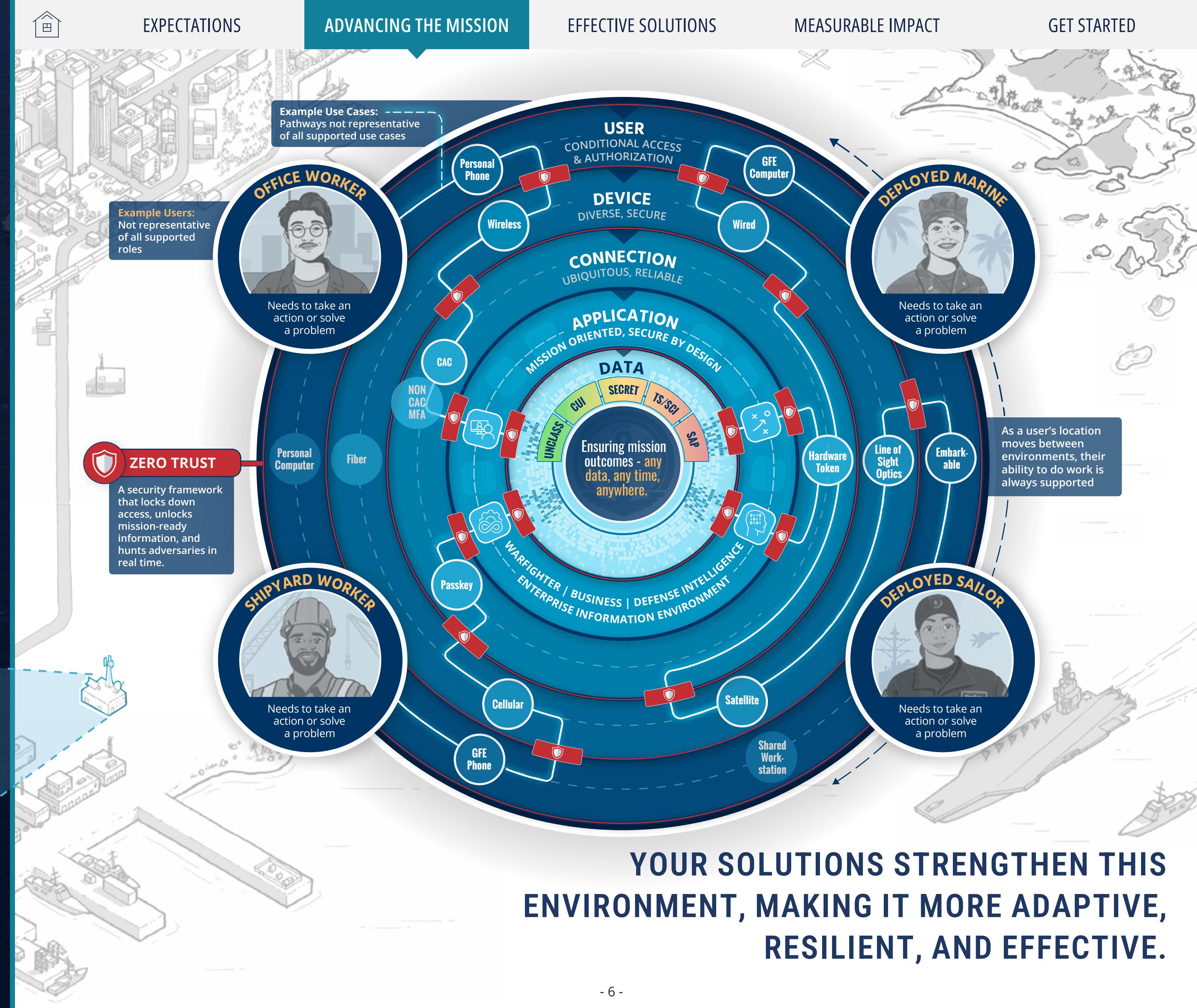
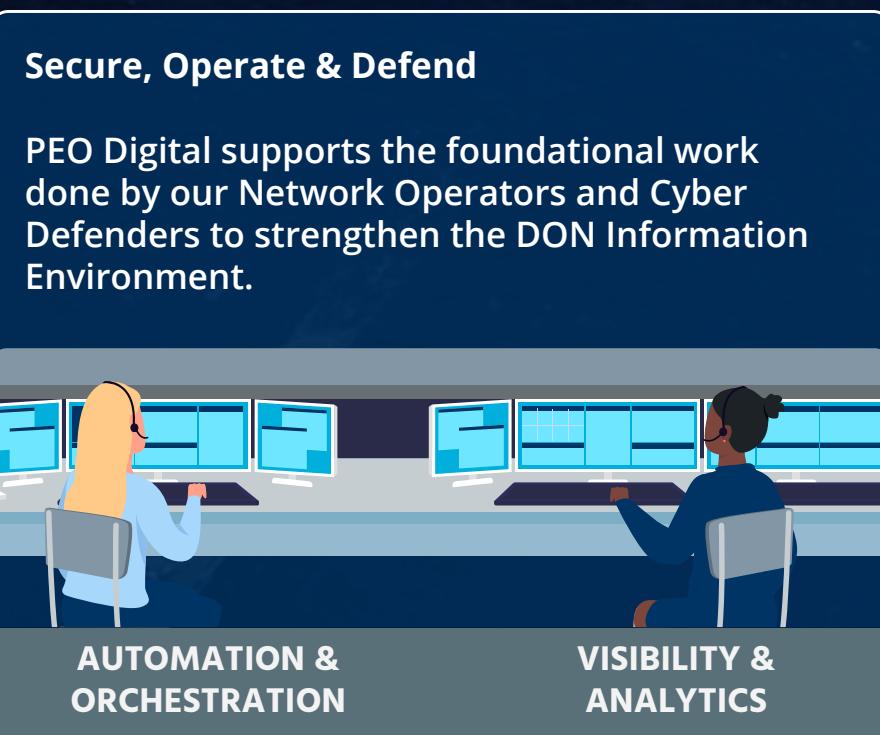
*\*This information is required to complete Step 2: Lean Business Case (LBC) form.*



HIGH-LEVEL OPERATIONAL CONCEPT GRAPHIC (OV1)

# A SECURE, USER-FOCUSED INFORMATION ENVIRONMENT

This OV-1 depicts the “problem space” in which we look for new, innovative solutions. PEO Digital is not the only provider in this shared capability space.



MODERN SERVICE DELIVERY

# POWERED BY NEXT-GEN TECH

Modern Service Delivery (MSD) defines how the Navy delivers digital capabilities and proposed solutions need to adhere to its guidelines.

MSD follows proven industry methods, promoting standards-based services that connect securely across networks.



EXPECTATIONS

ADVANCING THE MISSION

EFFECTIVE SOLUTIONS

MEASURABLE IMPACT

GET STARTED

## ALL DON DIGITAL ENTERPRISE SERVICES ADHERE TO THE FOLLOWING GUIDELINES:



*Buy instead of build commodity technologies (As-a-service preferred)*



*Maximize use of commercial cloud services*



*Create an Application Program Interface (API) economy; design for integration, data sharing, and reusable resources*



*Use Representational State Transfer (RESTful) architecture standards, focused on caching and layering for disconnected users*



*Ensure RESTful APIs support service calls from Integrated Navy Operations Command & Control System (INOCCS) manager of managers*



*Design to enable the National Institute of Standards & Technology (NIST) attributes of cloud for both on and off-premise consumers*



*Design loosely coupled services to operate across network and security boundaries (build once, use often)*



*Adopt Zero Trust principles as the basis for security and user experience*



*Acquire integrated suites of capabilities instead of integrating many best of breed products*



*Enable self-service provisioning in development and production environments*



*Design for mobile access*



*Design for resiliency*



*Ruthlessly automate everything*



## DOES YOUR PILOT SUPPORT THESE MSD CAPABILITIES?

Demonstrating your pilot's alignment with MSD helps PEO Digital assess its compatibility with existing DoN technology and potential to integrate and scale.

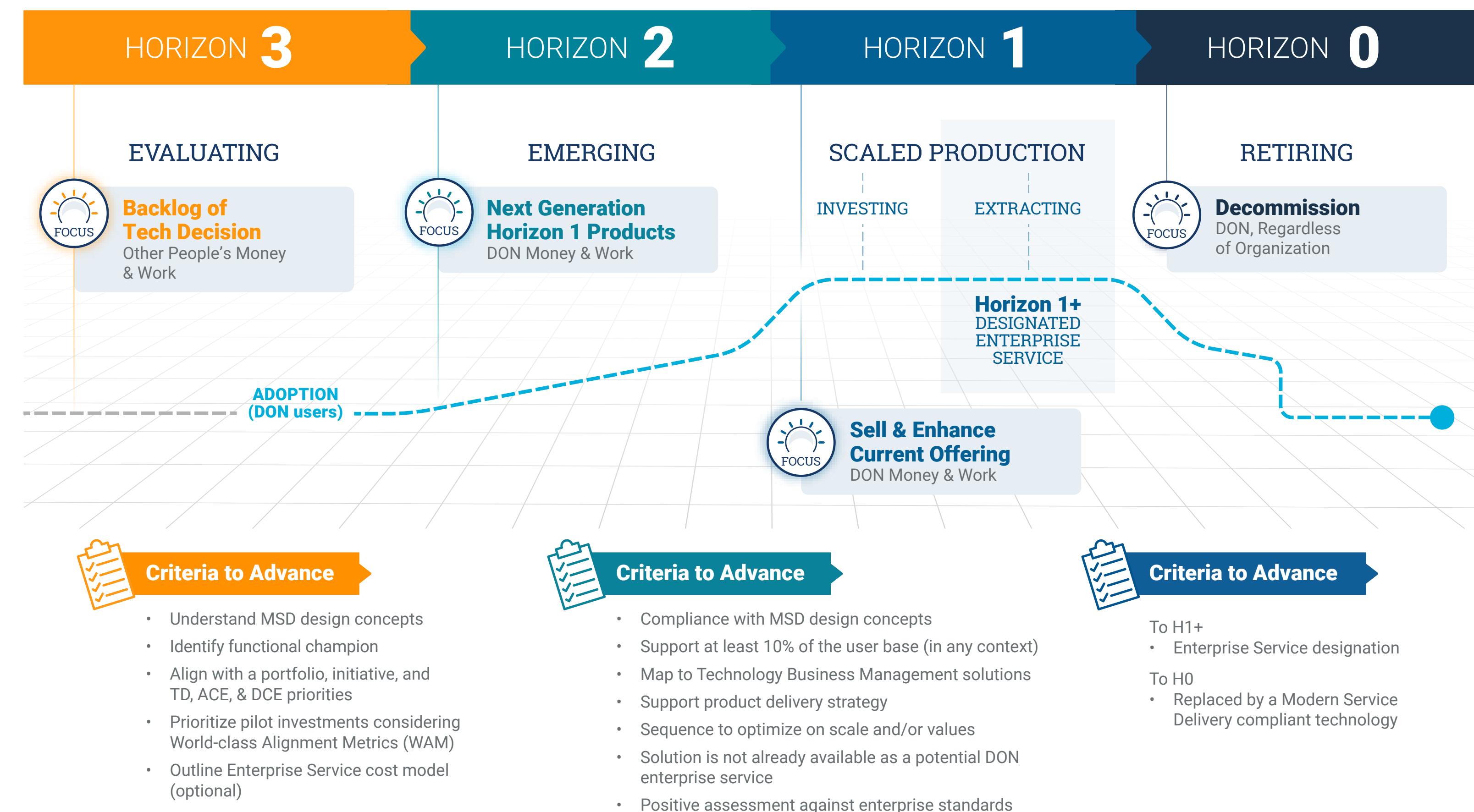


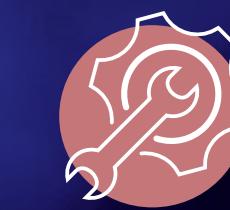
INVESTMENT HORIZONS

# DELIVER SOLUTIONS BUILT TO SCALE

Where OV-1 defines the problems we face, and MSD defines how we deliver capabilities, Horizons define how solutions advance across their lifecycle.

Each new pilot must show it can scale to Horizon 1, enabling us to responsibly transition older Horizon 1 services into Horizon 0 and out of the fleet. This disciplined cycle of growth and retirement is how we modernize at speed. We value partners who design with this in mind - solutions that improve, expand, and ultimately make room for what comes next.





# BUILDING EFFECTIVE SOLUTIONS

## OUR WAY FORWARD

Imagine that same Sailor or Marine with the right system, powered by solutions built and sustained by Industry and PEO Digital. A connected digital workplace enables warfighters to act faster than adversaries. Adaptive cybersecurity and IT lifecycle defenses close gaps before they're exploited. Interoperable IT platforms move data seamlessly across domains, and resilient IT Infrastructure keeps the fleet strong under attack. Now warfighters are armed, prepared, and mission-ready.



### ACTION FOR SUCCESS

Identify which of PEO Digital's 4 solution types\* and 13 product groups\* your pilot aligns with.

*\*This information is required to complete Step 1: Pilot Intake Form*

SOLUTION AREAS, PRODUCT GROUPS, & OFFERINGS

# HERE'S WHERE YOU CAN MAKE A DIFFERENCE

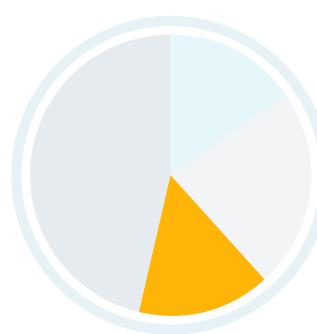
PEO Digital uses an adaptation of Technology Business Management (TBM) to organize offerings and evaluate budgetary spend.

This approach turns a broad problem space into actionable solutions, with each category highlighting areas where your pilot can deliver meaningful impact.





## SOLUTION AREAS &amp; PRODUCT GROUPS



# DIGITAL WORKPLACE

The Digital Workplace solution type focuses on ***continuously improving user collaboration*** and access to ***any data, any time, anywhere***.



## COMMUNICATION & COLLABORATION

- Encompasses tools and platforms that support communication and team collaboration in the workplace, including messaging and video conferencing.
- The Communication & Collaboration targeted objectives focus on ***improving and expanding the Flank Speed and Hyperion platforms*** and services to include adoption, awareness, and availability.
- Current offerings include ***VTC/Telephony*** and ***printer services***.

## CLIENT COMPUTING

- Includes devices and technologies that support ***end user computing experiences (i.e. laptops, desktops, tablets, and mobile devices)*** along with the management and performance of these devices.
- Client Computing's objectives aim to ***increase operational resilience and support*** for Navy and Marine Corps users and ***decrease user time lost***.
- Current offerings include ***Nautilus Virtual Desktop, IOS/Android phones, and Commercial Solutions for Classified***.



## SOLUTION AREAS &amp; PRODUCT GROUPS

# CYBERSECURITY & IT LIFECYCLE

Cybersecurity & IT Lifecycle practices help us to **rapidly design, deliver, and sustain world-class mission solutions.**



## DATA PRIVACY & SECURITY

- **Protects sensitive data** from unauthorized access, disclosure, or misuse, ensures compliance with privacy regulations, and implements technical controls to safeguard data.

## OPERATIONS

- Includes the **management and optimization of IT operations**, ensuring that systems and infrastructure run efficiently and effectively, with a focus on monitoring, performance, and IT service delivery.
- The objectives for the Operations product group **improve network adaptability along with mobility and operational resiliency**.
- Current offerings include **monitor and logging, network performance and protection, endpoint configuration management**, and **IT service management**.

## IDENTITY & ACCESS MANAGEMENT

- Focuses on **ensuring that the right end users have appropriate access to technology resources** (i.e. authentication, authorization, and user management) **while protecting against unauthorized access** and reducing lateral movement across the network by adversaries.
- The objectives for the product group **enhance operational resiliency and decrease user time lost**.
- Current offerings include **Naval Identity Services (NIS)** and **Domain Controller Security**.

## SERVICE DESK

- Focuses on **providing IT support and services to end users** via incident management, service requests, and troubleshooting **for IT-related issues**.
- The objectives for the Service Desk product group **improve adaptability/mobility and decrease cost per user** by **improving self-help ability** and **expediting requests** to a centralized service desk.
- Current offerings include **Naval Enterprise Service Desk (NESD)** and **Neptune Cloud Management Office**.

## THREAT & VULNERABILITY MANAGEMENT

- Involves **identifying, assessing, and mitigating security threats and vulnerabilities** across IT environments, including both active and proactive measures.
- The objectives for the Threat & Vulnerability Management product group **increase operational resiliency and support Zero Trust expansion**.
- Current offerings include **NextGen Firewall** and **Endpoint Security Services**.

## DEVELOPMENT

- Encompasses all aspects of **software development to include coding, testing, deploying, and maintaining applications**. This product group works closely with DevOps and Agile methodologies to ensure continuous delivery of software.
- The Development objectives aim to **increase customer satisfaction**.
- Current offerings include **test and integration labs** and **application development and modernization**.



## SOLUTION AREAS &amp; PRODUCT GROUPS



# IT PLATFORMS

IT Platforms **empower the data workforce, software developers, and application owners** through a robust and effective **IT platform portfolio**.



## DATA PLATFORMS

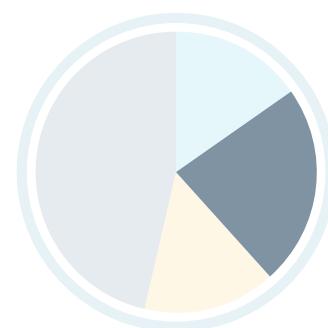
- Features technologies and systems that **enable our organization to collect, store, process, and analyze large volumes of data**, including both structured and unstructured data management solutions.
- Current offerings include **data management services, service automation platform, and records management**.

## APPLICATION PLATFORMS

- Focuses on the **software frameworks and environments** used to **build, deploy, and manage applications** in an efficient and scalable manner.
- The Application Platforms objectives work to **increase customer satisfaction, decrease cost per user, and improve adaptability/mobility**.
- Current offerings include **IaaS Cloud and PaaS Cloud**.



## SOLUTION AREAS &amp; PRODUCT GROUPS



# IT INFRASTRUCTURE

The IT Infrastructure solution type looks to **modernize and create lean and diverse transports** that bring the power of cloud to the point of mission.



## SERVERS

- Deals with the **deployment, management, and optimization of server infrastructure** in both on-premises and cloud environments to include both physical and virtual servers.
- The objectives for the Servers product group work to **reduce user time lost**.
- Current Server offerings include **enterprise storage, enterprise compute services, and edge compute services**.

## NETWORK

- Focuses on the **design, management, and optimization of network infrastructure**, ensuring that communication between systems, end users, and devices is fast, secure, and reliable.
- Network product group objectives work to eliminate redundant infrastructure and implement streamlined contracting solutions **to improve network resiliency and reduce run cost**.
- Current offerings include **NIPR/SIPR transport, remote access/VPN, and WiFi**.

## DATA CENTER

- Encompasses the **physical facilities that house servers, storage, and networking equipment** and ensures they are secure, efficient, scalable, and capable of **supporting mission-critical applications**.
- Data Centers product group objectives work to upgrade non-IT infrastructure to **prevent network outages and improve operational resiliency**.



# DELIVERING MEASURABLE IMPACT

## RESULTS THAT MATTER

Your solutions can help Sailors and Marines fuse intelligence instantly and fight with confidence, armed with trusted data. Systems bend but don't break, adapting to shifting missions and contested networks. Reduced time lost, greater resiliency, unmatched adaptability and mobility, stronger user confidence, and reduced costs - these outcomes define mission success.



### ACTION FOR SUCCESS

Confirm that your pilot advances at least one World Class Alignment Metric (WAM).\*

*\*This information is required to complete Step 3: WAMs Form*





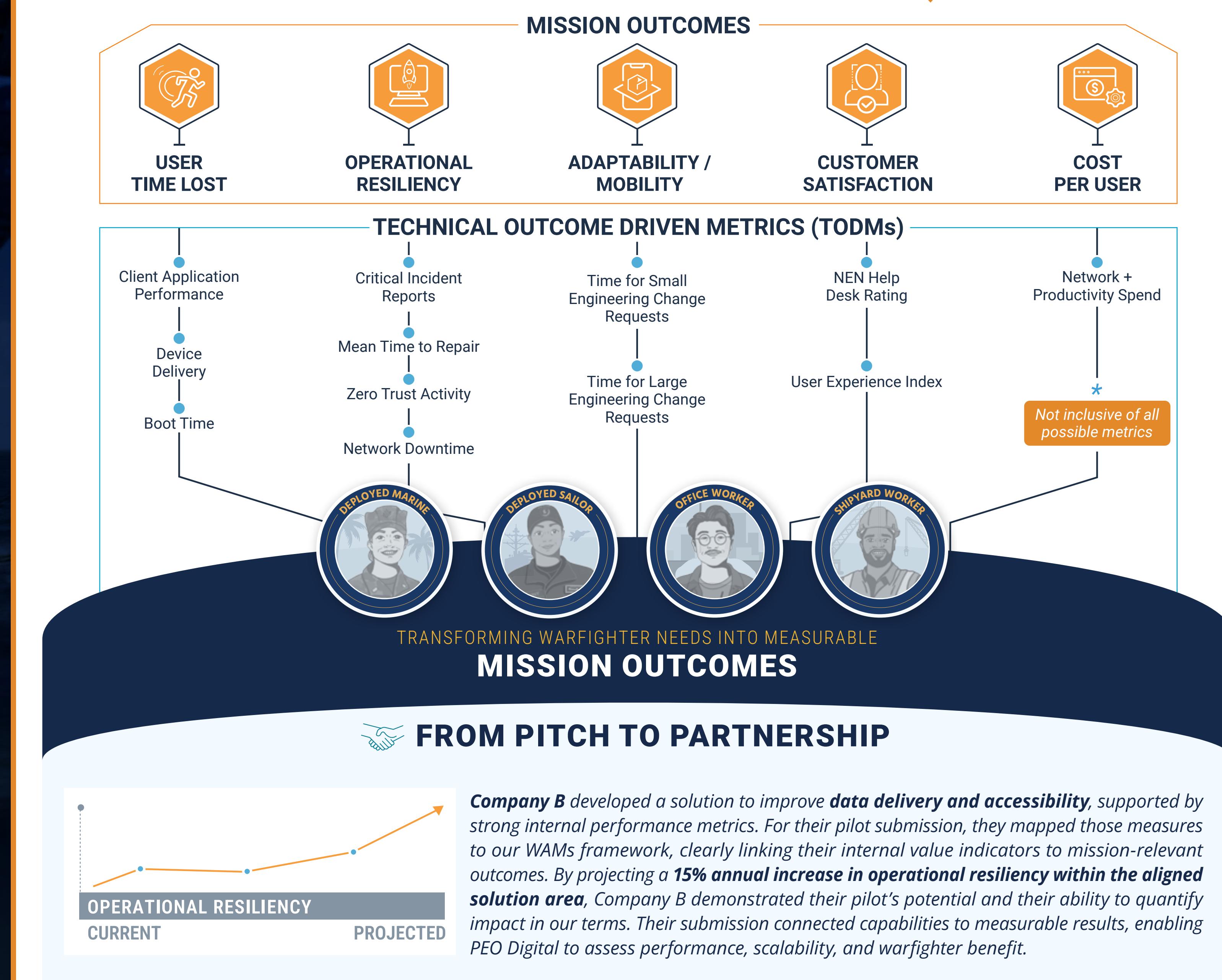
WORLD-CLASS ALIGNMENT METRICS (WAMS)

# HOW WE MEASURE MISSION SUCCESS

WAMs are the lens we use to evaluate every pilot. They are made up of five mission outcomes and supporting technical outcome driven metrics (TODMs) that show how well your solution connects to our mission. Framing your pilot against the five mission outcomes demonstrates the value you bring to Sailors and Marines.

The best submissions clearly state the mission outcomes and TODMs they advance, and use quantitative data to help show your pilot's cost-to-value ratio.

Examples are provided to the right, however **these are not exhaustive**. You may have additional metrics that show impact.





# READY TO GET STARTED?

Sailors remain on watch, Marines remain forward-deployed, and adversaries adapt with every move. The next chapter demands new solutions, faster answers, stronger systems. Industry is essential to building tools that deliver at the speed of mission.

The only question is:

**WILL YOU HELP WRITE WHAT COMES NEXT?**



## ACTION FOR SUCCESS

Review this section carefully to improve  
your pilot's chance of success

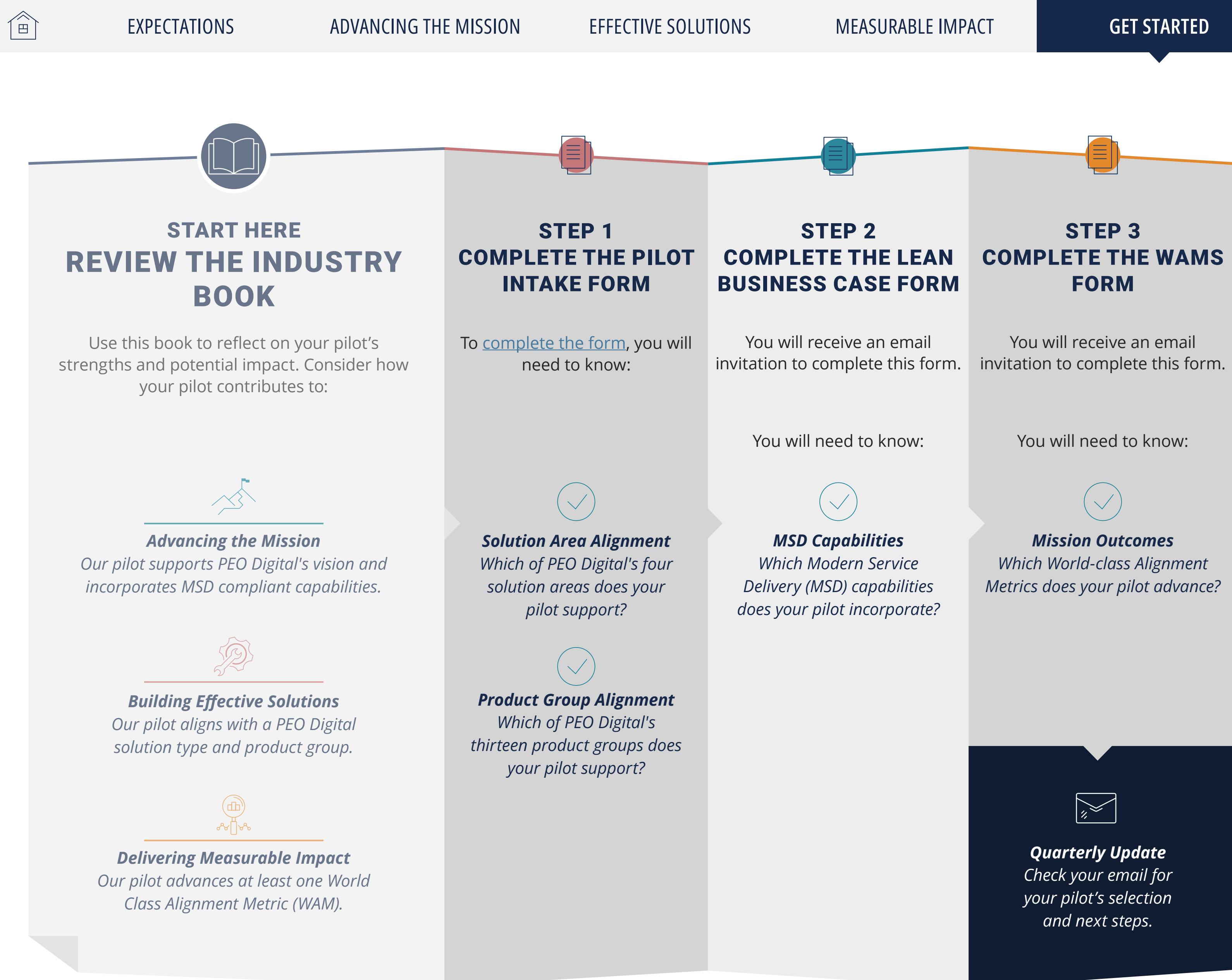


# NEXT STEPS FOR YOUR SUBMISSION

If your pilot aligns with our problem space, a solution type, a product group, and demonstrates measurable value, you're ready to for Step 1. For the Pilot Intake Form, have the following ready:

- Point of Contact
- Reliable email address
- Which PEO needs to review

Once you've submitted the Pilot Intake form, you will receive email invitations to complete the final two forms.





# HOW TO COMPLETE EACH FORM

After submitting the Pilot Intake form (Step 1) and receiving your unique reference ID, you will have two additional forms to complete: Lean Business Case (LBC) and World-class Alignment Metrics (WAMs).

All forms must be completed for PEO Digital to evaluate your pilot.



## STEP 1 PILOT INTAKE FORM

This form serves as your entry point into the evaluation process, collecting information about you, your organization, and your pilot's alignment.

*Complete the Pilot Intake form [here](#).*

### Resources:

[Technology Business Management Solution Areas & Product Groups](#)



## STEP 2 LBC FORM

Adapted from the Scaled Agile Framework (SAFe) LBC, this form focuses on benefit hypotheses and minimum features required to generate value.

*After completing the pilot intake form, you'll receive an email with a link to this form.*

### Resources:

[Modern Service Delivery Overview](#)  
[Modern Service Delivery Detail](#)  
[SAFe Interactive Visual Guide](#)



## STEP 3 WAMs FORM

WAMs quantify the outcomes your pilot delivers, showing its cost to value ratio and mission impact.

*After completing the LBC form, you'll receive an email with a link to this form.*

### Resources:

[World-Class Alignment Metrics](#)

## SUBMISSION TIPS

✓ **Save your responses:** Download a copy of each completed form before submitting. Once submitted, you won't be able to view or edit your responses.

✓ **Check for spam:** After submitting the Pilot Intake form, you'll receive email invitations to the remaining forms. If you don't see these emails, check your spam folder.

✓ **Keep your reference ID:** You'll receive a confirmation email with a unique reference ID once you submit the Pilot Intake form. You'll need this ID going forward.

✓ **Complete all forms:** All forms must be completed in their entirety for your pilot to be considered. Incomplete submissions will not be evaluated!



## FROM PITCH TO PARTNERSHIP

**Company C** prepared their pilot submission for a technology designed to improve identity and access management. After submitting the pilot intake form, they **downloaded a copy of their responses** for their records. When their confirmation email arrived, they **noted the unique reference ID** for use in follow-up forms.

To stay on track, they **monitored their inbox** (and spam folder) for links to the LBC and WAMs forms, downloading copies of their responses after each submission. **By completing all three forms promptly and thoroughly**, Company C ensured their submission was complete and ready for evaluation without delay.



THE KEYS TO SUCCESS

# TIPS TO STRENGTHEN YOUR SUBMISSION

Your expertise is vital to delivering exceptional solutions for our warfighters, and we want you to succeed. We receive many submissions and only a few pilots can be selected, so clarity and impact are key.



## USE THESE TIPS TO BEST SHOWCASE YOUR IDEAS AND MAXIMIZE YOUR CHANCES OF SUCCESS:



### *Articulate your value and alignment clearly*

Define what your solution delivers and how it advances warfighter readiness. [Map your capabilities directly to the frameworks in this guide](#) to demonstrate strong mission alignment and tangible value.



### *Include clear, quantifiable World-class Alignment Metrics (WAMs)*

Back your claims with data. [Use specific, measurable WAMs](#) to show exactly how your pilot drives mission outcomes. Quantified results will strengthen credibility and improve your chance of success.



### *Prove what you can scale and what you can retire*

The strongest pilots show they [can become a Horizon 1 enterprise service](#) and clearly identify the existing solutions they would displace. This enables the responsible transition of legacy solutions to Horizon 0 through new solutions and emerging technologies.



### *Promptly complete all required forms*

For your pilot to be considered, you must complete three forms: Pilot Intake, Lean Business Case (LBC) and World-Class Alignment Metrics (WAMs). Incomplete submissions cannot be evaluated.



## FROM PITCH TO PARTNERSHIP

**Company D** developed a solution to enhance **SIPR modernization**, in alignment with our **Cyber & IT Lifecycle solution area and Data Privacy & Security product group**. From the start, they used this guide's frameworks to tailor their submission and demonstrate mission impact.

**Company D** strengthened their case with **quantifiable mission-focused metrics (WAMs)**, demonstrating potential to reduce user time lost by 10%, boost operational resiliency by 25%, and increase adaptability and mobility by 15%. Their data-driven, evidence-based proposal positioned **Company D** as a high-value partner.



# WHAT HAPPENS AFTER SUBMISSION

Our priority is to fill critical warfighter needs as efficiently and responsibly as possible, using the most effective contract vehicles. No matter where your submission stands, you'll stay informed through quarterly updates.



## PILOT SUBMISSION OUTCOMES

### STATUS

**GOOD TO GO**

Your pilot aligns with current objectives and priorities and funding is available.

### WHAT'S NEXT?

Our team will contact you and guide you to successful execution.

**PAUSE FOR NOW**

Your pilot aligns with current objectives and priorities but funding is not currently available.

We may revisit your pilot submission as opportunities arise.

**STOP AND REFINE**

Your pilot does not align with current objectives and priorities.

Use the resources in this guide to strengthen future submissions.



## RESILIENT CONTRACTING

PEO Digital maintains a resilient contracting posture, using a *diversified contracting approach* to provide flexibility to work within constrained budgets, expand partnerships, and deliver warfighter capabilities sooner.

We establish pilots with Defense Innovation Unit (DIU), Defense Technical Information Center (DTIC), the Small Business Innovation Resource (SBIR) program, and other contracting offices that offer innovative contracting practices. We also utilize contracting authorities, Other Transaction Authorities (OTA), and Commercial Solutions Opening (CSO) for pilot acceleration and transitions into sustainment.

While your pilot is being evaluated, explore available contract vehicles to help position your solution for faster action when the opportunity arises.



# ALTERNATE AVENUES FOR SUBMISSION

While this guide focuses on engaging with PEO Digital, your pilot may align better with another PEO, such as PEO MLB or PEO C4I.

These teams share our commitment to advancing mission outcomes and are included in the pilot intake form as alternative pathways for collaboration.

Submit your pilot where it best fits. Engaging with the right PEO increases your chances of selection and meaningful impact.



## PEO MLB

### PEO MANPOWER, LOGISTICS, AND BUSINESS SOLUTIONS (MLB)

PEO MLB Delivers effective and affordable business IT solutions to advance the readiness of our naval forces.

[www.peomlb.navy.mil](http://www.peomlb.navy.mil)



### PEO COMMAND, CONTROL, COMMUNICATIONS, COMPUTERS AND INTELLIGENCE (C4I)

PEO C4I acquires the right communication and technology tools to deliver affordable, integrated and interoperable information warfare capabilities to the fleet.

[www.peoc4i.navy.mil](http://www.peoc4i.navy.mil)



**CONNECTING MARINES AND  
SAILORS ACROSS THE GLOBE**

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