



Decision Lens Overview

February 27, 2024

Agenda

- **Overview of Decision Lens**
- **The Ecosystem**
- **Product Demo**
- **Q&A**
- **Next Steps**

Decision Lens modernizes how government prioritizes, plans, and funds.

Company Background

- ✓ Established in 2005
- ✓ Top Secret Facility Clearance
- ✓ Customers across Federal, State & Local Government Agencies

Certifications

- ✓ US Small Business
- ✓ FedRAMP Certified
- ✓ IL-2 Compliant AWS Hosting
- ✓ IL-4/5 ATO (Third-party hosting)
- ✓ IL-6 (Anticipated 2023)

Who Uses Decision Lens? A Few Examples...



Army

- An Army major command
- Army Enterprise Marketing Office (AEMO)
- Army Test and Evaluation Command (ATEC)



Navy

- Naval Facilities Engineering Systems Command (NAVFAC)
- PEO Submarines
- Commander, Naval Installations Command (CNIC)



Air Force

- AF Special Operations Command (AFSOC)
- Global Strike Command (GSC)
- Air Force Materiel Command (AFMC)



Civilian

- National Institutes of Health (NIH)
- Federal Aviation Administration (FAA)
- United States Department of Agriculture (USDA)



OSD / Joint Service

- Office of the Secretary of Defense (OSD)
- Defense Health Agency (DHA)
- Defense Logistics Agency (DLA)



Intelligence Agencies

- Various in both Intelligence Community (IC) and DoD

Challenges

For many within the DoD, planning, and execution processes are manual, disconnected, prone to user error, and reactive in nature. As a result, several important challenges exist:



**Budget
Uncertainty**



**Inefficient,
Ineffective Analysis**



**Ever-Changing
Requirements**



**Limited
Resources**



**Comparing Plans
to Actuals**



**Disconnected
Strategy**



**Personality-Driven
Decision Making**

How Agencies Use Decision Lens

Decision Lens provides benefits throughout the planning process.



Planning, Budgeting & Execution

UFR Prioritization, Spend Plan
Obligation Tracking, Budget
Formulation , Continuous Planning



IT Planning/Modernization

IT Prioritization, Risk Management,
IT Governance



Research and Development

Grant Selection, Investment
Prioritization, Requirements/
Capabilities Gap Identification and
Prioritization



Prioritization

1-N List, Resource Allocation,
Requirements



Facilities Planning

Capital Investments, Leasing



Resource Capacity Planning

Resource Scheduling and optimization
based on constraints (FTEs, hours, etc)

How Decision Lens is Used within the PPBE Process

Decision Lens provides benefits throughout the PPBE process.



**Program Objective
Memorandum (POM)**
AFSOC



**Unfunded Requirements (UFR)
Prioritization**
Army TRADOC



Budget Formulation
NAVSUP



Scenario Planning / Reporting
NAVAIR PEO(T)

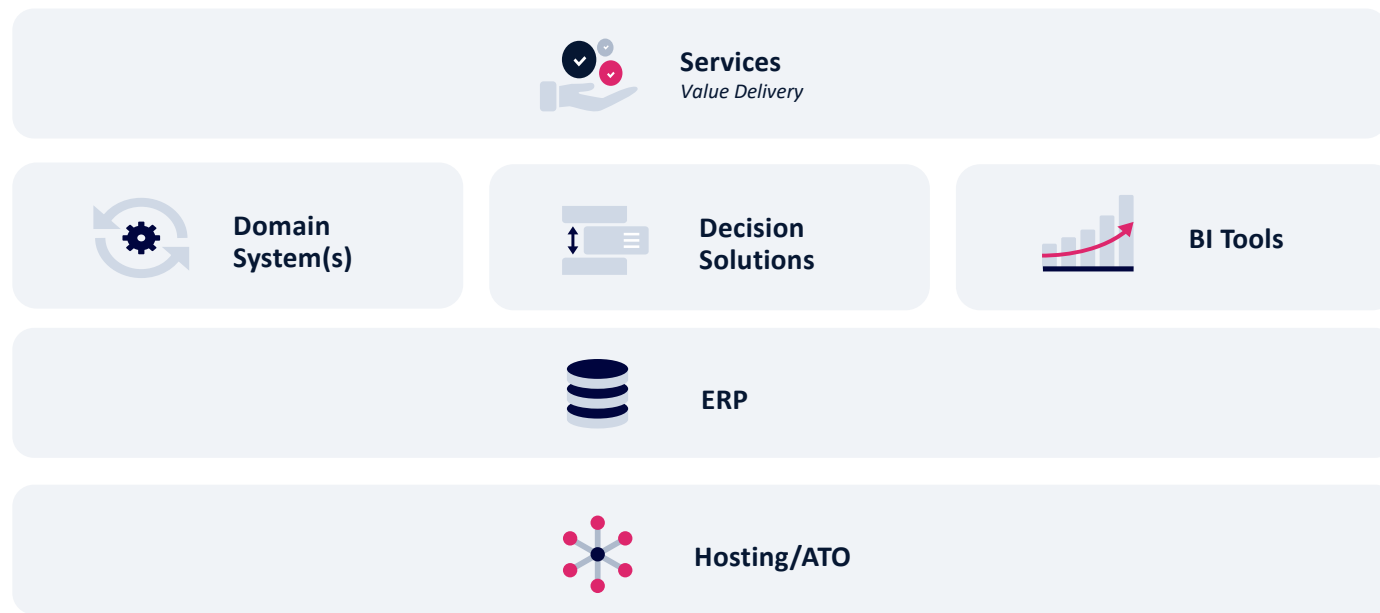


**Spend Plans / Obligation
Tracking**
Army Intel Center of Excellence

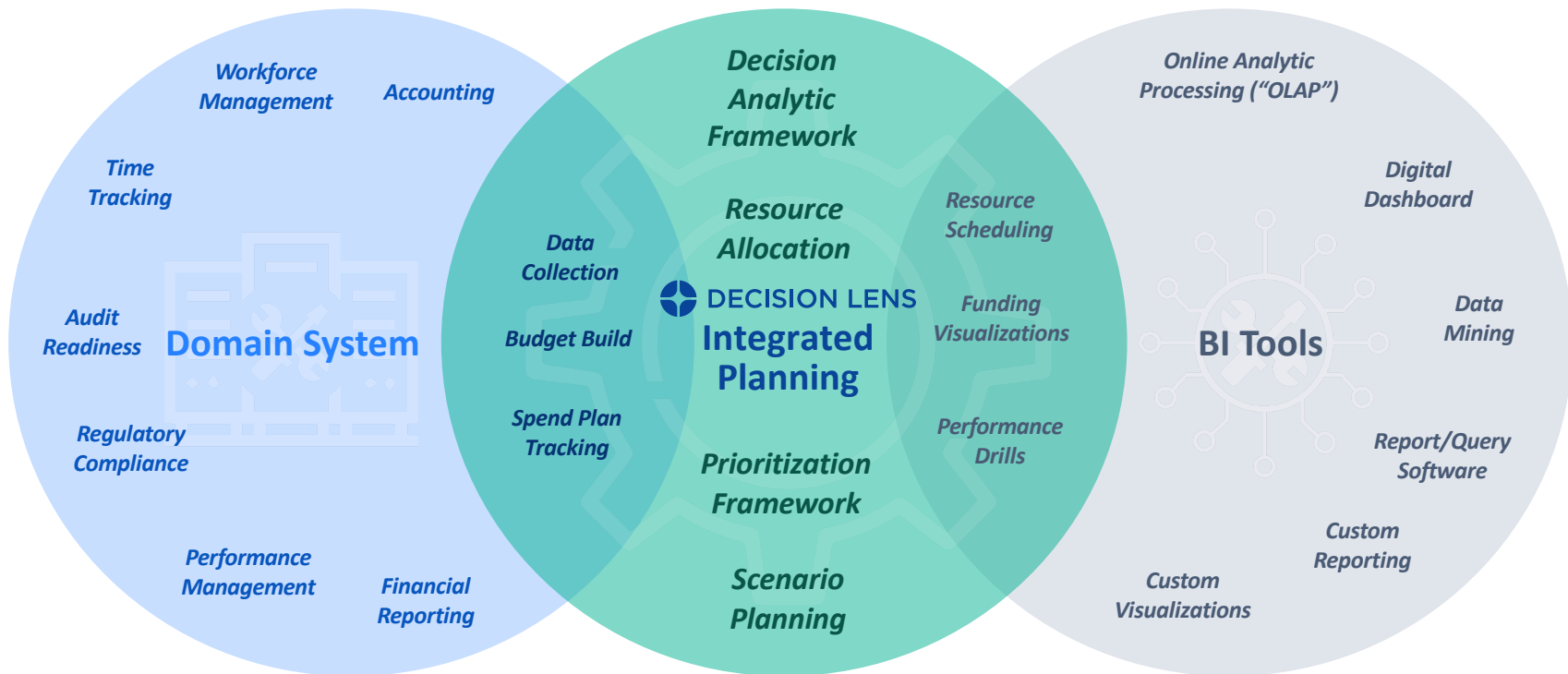


Mission Prioritization
Navy CNIC, FAA, NIH

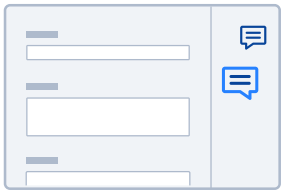
Ecosystem



Our Place in the Ecosystem

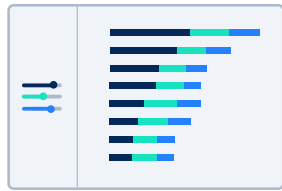


Decision Lens Workflow



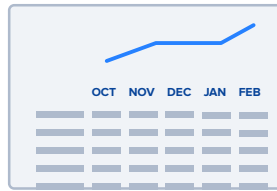
Requirements Intake

Connect to existing requirements repositories



Mission Prioritization

Requirements are prioritized using a strategic prioritization process



Budgeting & Funding

Selected Requirements are budgeted and tracked



Resource Optimization

All information is automatically aggregated



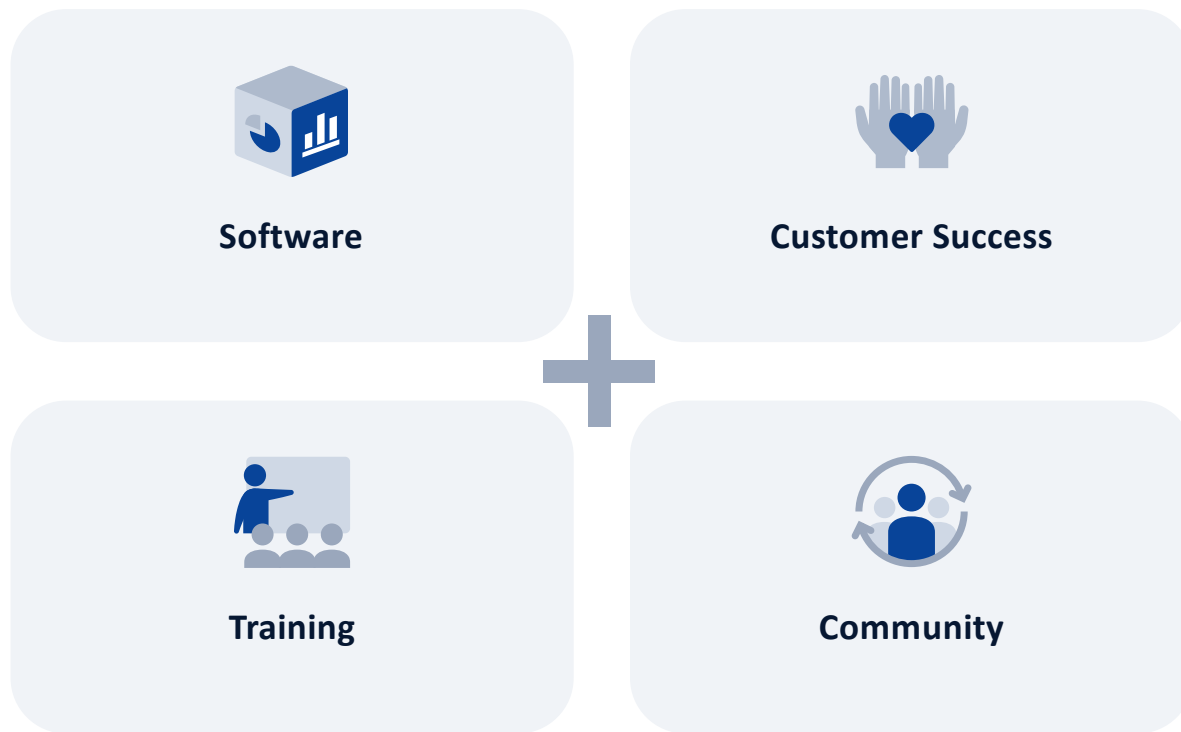
Scenario Planning

Evaluate several alternative approaches

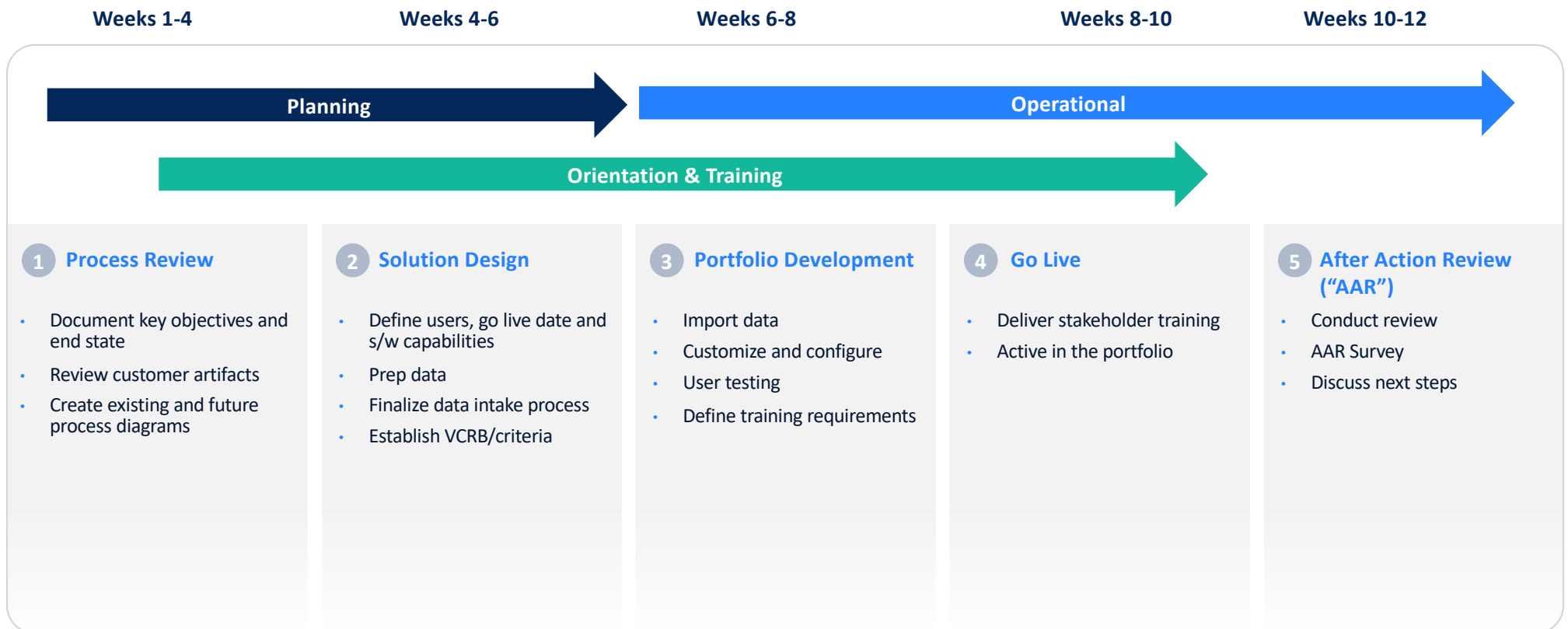
Continuous/Automated Process

Customer Experience

The elements we bring together to ensure your ongoing success.



Implementation Plan



SUCCESS STORY: Modernizing the UFR Process within Army

THE CHALLENGE

- Managing the annual intake, prioritization, and funding of more than 100 unfunded requirement (UFR) requests. The current system was functional but manual, tedious, and time intensive resulting in inefficiency and risk of inaccuracies.

THE SOLUTION

- Decision Lens provided the single platform this Army Command needed which provided data transparency alongside a more streamlined and integrated intake and prioritization process.

THE OUTCOME

- **Turbocharging the Intake Process.** A UFR intake form with standardized inputs was distributed to the field for collection and input. This resulted in higher quality submissions easily accessible to all stakeholders.
- **A Living UFR List.** The final 1-N list was based on objective, qualitative criteria and metrics provided them with a defensible, data-driven way to prioritize and re-prioritize funding.
- **Ruthless Operational Efficiency.** Historically, for their spend plan collection process, they would be sending 29 Unit-specific spreadsheets back and forth... With Decision Lens, **this time has been cut by at least 80%.**

“Decision Lens has greatly increased transparency across all levels and reduced version control over using Excel spreadsheets. The push and pull of data ... was seamless.”

Decision Lens



Our Solution is Simple, Secure, and Scalable



Simple

Our planning solution is simple and intuitive, with features based on the DoD customer experience.



Secure

AWS GovCloud, FedRAMP certified, ADVANA/JUPITER, Cloud One/Platform One (IL 4, Oct '22)



Scalable

The Solution's unique capabilities are scalable across every organization in the Navy and Marine Corps, connecting projects, requirements, and data across the entire organization.

Questions?

We'd love to hear your impressions so far.



Jonathan Allen

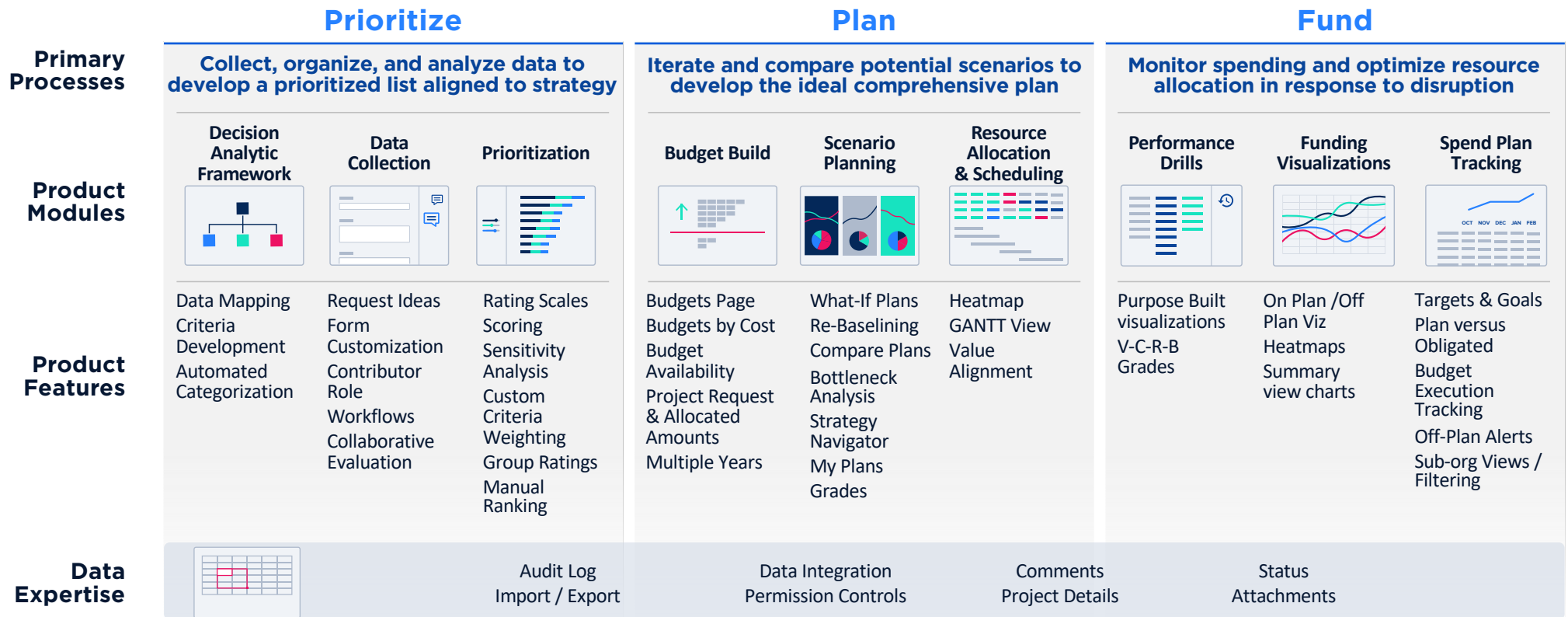
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Integrated Planning Solution at a Glance



Solution Overview - Prioritize

The Challenges

Labor intensive and time-consuming data collection and correcting process

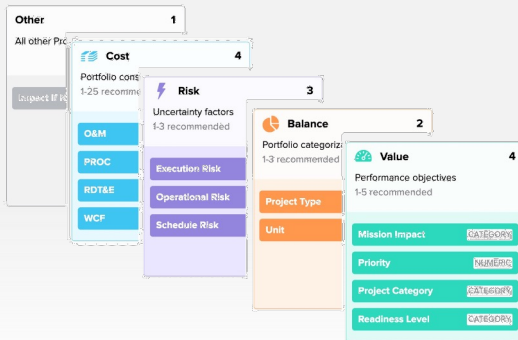
Inability to properly analyze and prioritize data

Ambiguity on mission alignment

Decision Lens - Prioritize

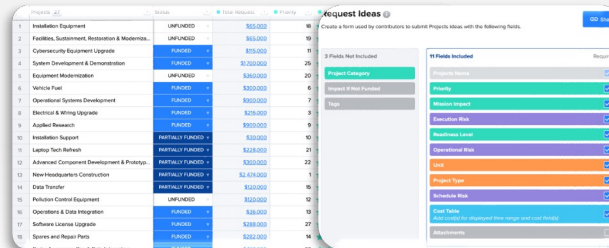
Analytical Framework

- Leverages a purpose-built framework designed for optimal decision-making using portfolio management concepts incorporating Value, Cost, Risk, and Balance (“VCRB”) to identify and quantify tradeoffs
- Allows customers to understand their priorities, available resources, and end goals through continually evolving the metrics that matter



Collect & Manage Data

- Automates requirements intake and eliminates hours spent with spreadsheets that are traditionally used by the customers
- Focus on user experience and UX design provides familiarity to the existing ways of managing data
- Maximizes collaboration across users via multiple features, including, but not limited to, commenting, role-based permission, locking, and activity history



Requirements Prioritization

- Provides comprehensive toolkit that allows different methods for the requirements to be prioritized based on mission criticality, readiness, impact, among other factors



Solution Overview - Plan

The Challenges

Challenges in managing and categorizing budget data

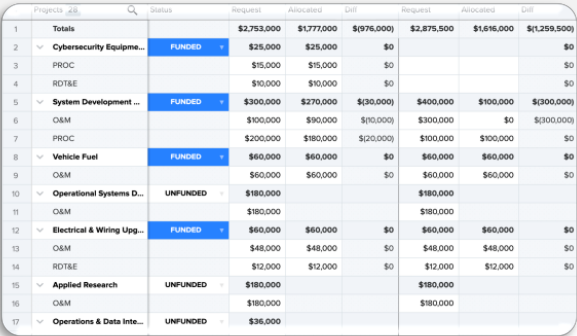
Difficult to quickly develop alternative mission-aligned options

Challenging resource allocation from lack of priorities and biases

Decision Lens – Plan

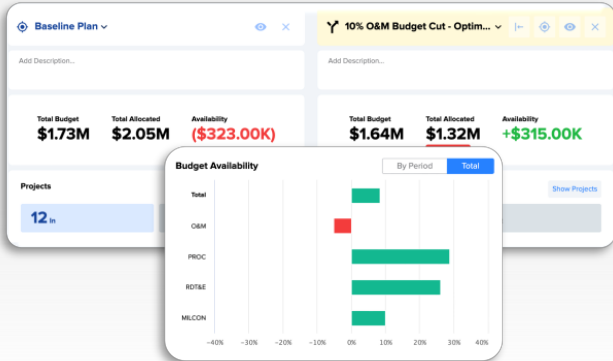
Budget Building

- Develops and balances current and future year budgets in a centralized planning solution
- Manages portfolio resource supply and demand including funding status, amounts and timing



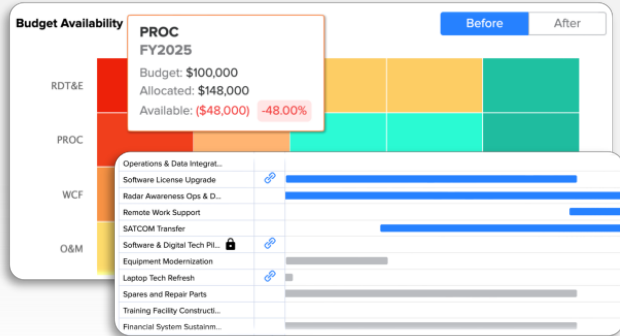
Scenario Planning

- Runs scenarios based on shifting priorities, changing allocation amounts, and/or potential shortfalls
- Allows users to view multiple scenarios at a time



Resource Allocation & Scheduling

- Determines the optimal allocation of resources by assessing multiple factors to include (i) resource constraints, (ii) priorities, (iii) dependencies, unfunded projects, among others
- Ability to educate the platform to make recommendation



Solution Overview - Fund

The Challenges

Lack of visibility into spend and performance

Ineffective execution of funds

Trade speed for quality of the decision

Decision Lens - Fund

Performance Drills

- Purpose-built visualizations show impact and outcomes associated with each plan
- Algorithms provide VCRB grades based on the universe of other potential paths

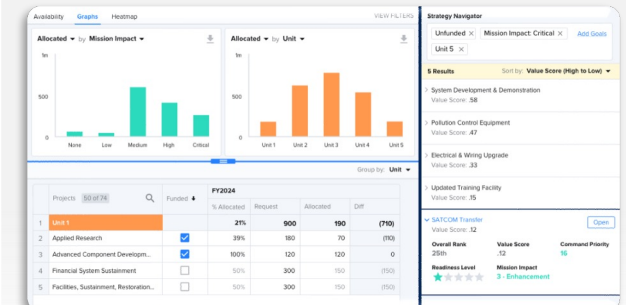
Funding Visualizations

- Provides filterable visualizations across targets/goals to quickly determine over / under spending
- Highlights resource data by budget and by time to quickly determine key resource constraints

Spend Plan Tracking

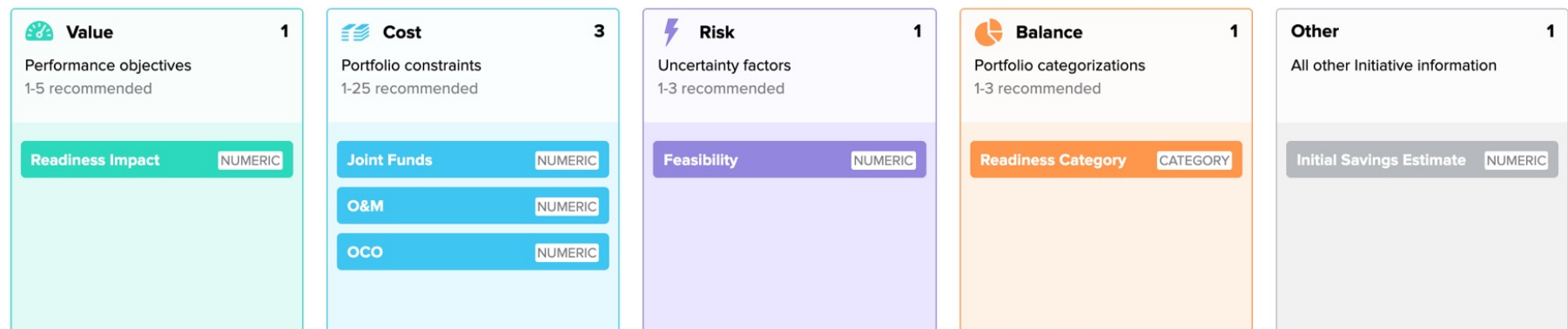
- Tracks budget with real-time visibility into execution year funding
- Provides ability to manage spend plans, review the areas that are under- or over-obligated, and view status of funds

Requirements	Status	Start	End	Request	Approved	DIT
1	APPROVED	Oct 2020	Nov 2020	7.00	7.00	
2	APPROVED	Oct 2019	Sep 2020	13.00	13.00	
3	APPROVED	Oct 2019	Sep 2020	118.00	100.00	
4	APPROVED	Oct 2019	Sep 2020	30.00	30.00	
5	APPROVED	Oct 2019	Sep 2020	250.00	250.00	
6	APPROVED	Oct 2019	Sep 2020	14.00		
7	REQUEST	Oct 2019	Sep 2020	7.00		
8	REQUEST	Oct 2019	Sep 2020	73.00		
9	REQUEST	Oct 2019	Sep 2020	105.00		
10	REQUEST	Oct 2019	Sep 2020	20.00		



Analytic Framework

Decision Lens uses Value, Cost, Risk and Balance (VCRB) as its framework to organize and categorize data. After data is collected, fields are mapped to appropriate VCRB elements (not all have to be utilized) to better track areas of interest or focus.



The VCRB Framework enables leaders and analysts to focus on the most critical data elements

Data Studio

Users have an interface offering a variety of ways to manage data, including import tools, integrations, or manual data entry.

- Spreadsheet-like data management
- Activity with visibility into what has changed, when and by who
- Role-based permissions
- Export & Import

	Requirements 28	Status	Start	End	Total Request	Priority	Project Type
1	Building Maintenance and Repairs	FUNDED	Oct 2020	Apr 2021	60,000.00	1.00	Enhancement
2	Contractor Support	FUNDED	Oct 2020	Apr 2021	240,000.00	2.00	Sustainment
3	Cybersecurity Equipment	FUNDED	Oct 2020	Apr 2021	78,000.00	3.00	New Start
4	Electrical and Wiring	FUNDED	Oct 2020	Apr 2021	45,000.00	4.00	Sustainment
5	Equipment Modernization	FUNDED	Oct 2020	Apr 2021	110,000.00	5.00	Enhancement
6	Financial Services	FUNDED	Oct 2020	Apr 2021	240,000.00	6.00	Sustainment
7	Human Resources Support	FUNDED	Oct 2020	Apr 2021	180,000.00	7.00	Sustainment
8	Information Assurance	FUNDED	Oct 2020	Apr 2021	50,000.00	8.00	New Start
9	IT Helpdesk Support	FUNDED	Oct 2020	Apr 2021	216,000.00	9.00	Sustainment
10	Kitchen Supplies	PARTIAL	Oct 2020	Apr 2021	6,000.00	10.00	Sustainment
11	Laptop Tech Refresh	PARTIAL	Oct 2020	Apr 2021	65,000.00	11.00	Enhancement
12	Logistics Support	PARTIAL	Oct 2020	Apr 2021			
13	Medical Supplies	PARTIAL	Oct 2020	Apr 2021			
14	New Headquarters Construction	PARTIAL	Oct 2020	Apr 2021			
15	Office Supplies	PARTIAL	Oct 2020	Apr 2021			

Plan Activity

Norman Blake 21 minutes ago

Spares and Repair Parts • OMA • Apr 2021 • Spend Planned from — to 20,000

Tony Rice 21 minutes ago

Spares and Repair Parts • OMA • Mar 2021 • Obligated from — to 20,000

Jack Barlow 22 minutes ago

Spares and Repair Parts • Start from Oct-2020 to Mar 2021

Norman Blake 22 minutes ago

Spares and Repair Parts • OMA • Mar 2021 • Spend Planned from — to 20,000

Matt Johnson 22 minutes ago

Training Equipment • End from Apr-2021 to Jun 2021

Matt Johnson 22 minutes ago

Training Equipment • OMA • May 2021 • Spend Planned from — to 10,000

Data Intake

Decision Lens can automate requirement intake and eliminate hours of wrestling with spreadsheets.

- Commenting
- Activity/Change History
- Flexibility & Transparency
- Role-based Permissions
- Form and Table Views
- Import
- Export

The image displays a user interface for 'Decision Lens' with a requirement form in the background and a 'Request Ideas' modal in the foreground.

Requirement Form (Background):

- Requirement Name** (REQUIRED): REQ-054
- Unit**: For which Unit does this Requirement belong? Unit2
- Costs**: A table with a search bar and 'FY2021' filter. The table has columns for '1' and 'Total'.
- Description**: About the Requirement
- Strong Impact Statement**: If this Requirement is un
- Program**: The 'Program' is the ID 1 can be bundled together

Request Ideas Modal (Foreground):

- 1 Field Not Included**: Commander's Priority
- 6 Fields Included** (Required?):
 - Requirement Name ☒
 - Cost Table ☒
 - Value ☒
 - Project Type ☒
 - Risk ☒
 - Attachments ☐
- Share** button

Requirements Prioritization

Our prioritization toolkit provides different methods for the requirements to be prioritized

- Prioritize based on mission
- Collaboratively assess projects
- Establish priorities among key leaders
- Run “what-if” scenarios
- Move projects above or below the cut line
- Gain full visibility into requirements
- Create defensible 1-n list

Alternatives 28	Cost	Value ↓	0.25	0.5
Wireless Network Upgrade	52500	0.906	<div><div></div></div>	<div><div></div></div>
Research and Development	162000	0.891	<div><div></div></div>	<div><div></div></div>
New Headquarters Construction	700000	0.833	<div><div></div></div>	<div><div></div></div>
Software Licenses	102000	0.634	<div><div></div></div>	<div><div></div></div>
Testing and Evaluation	106000	0.633	<div><div></div></div>	<div><div></div></div>
Pollution Control Equipment	144000	0.566	<div><div></div></div>	<div><div></div></div>
Equipment Modernization	110000	0.551	<div><div></div></div>	<div><div></div></div>
Logistics Support	240000	0.542	<div><div></div></div>	<div><div></div></div>
Training Facility Construction	175000	0.541	<div><div></div></div>	<div><div></div></div>
▲ 9 Alternatives	59.717%	51.868%		
Cybersecurity Equipment	78000	0.531	<div><div></div></div>	<div><div></div></div>
Repairs	60000	0.500	<div><div></div></div>	<div><div></div></div>
	65000	0.475	<div><div></div></div>	<div><div></div></div>
	216000	0.423	<div><div></div></div>	<div><div></div></div>
	4800	0.403	<div><div></div></div>	<div><div></div></div>
	36000	0.402	<div><div></div></div>	<div><div></div></div>



Execution Plan

Develop and balance next year's budget in a centralized planning solution.

- Balance the budget based on expected amounts
- Compare to last year's data
- Collect new requirements
- View ongoing "status" and make adjustments
- Filter, tag, and categorize data
- Submit a defensible budget

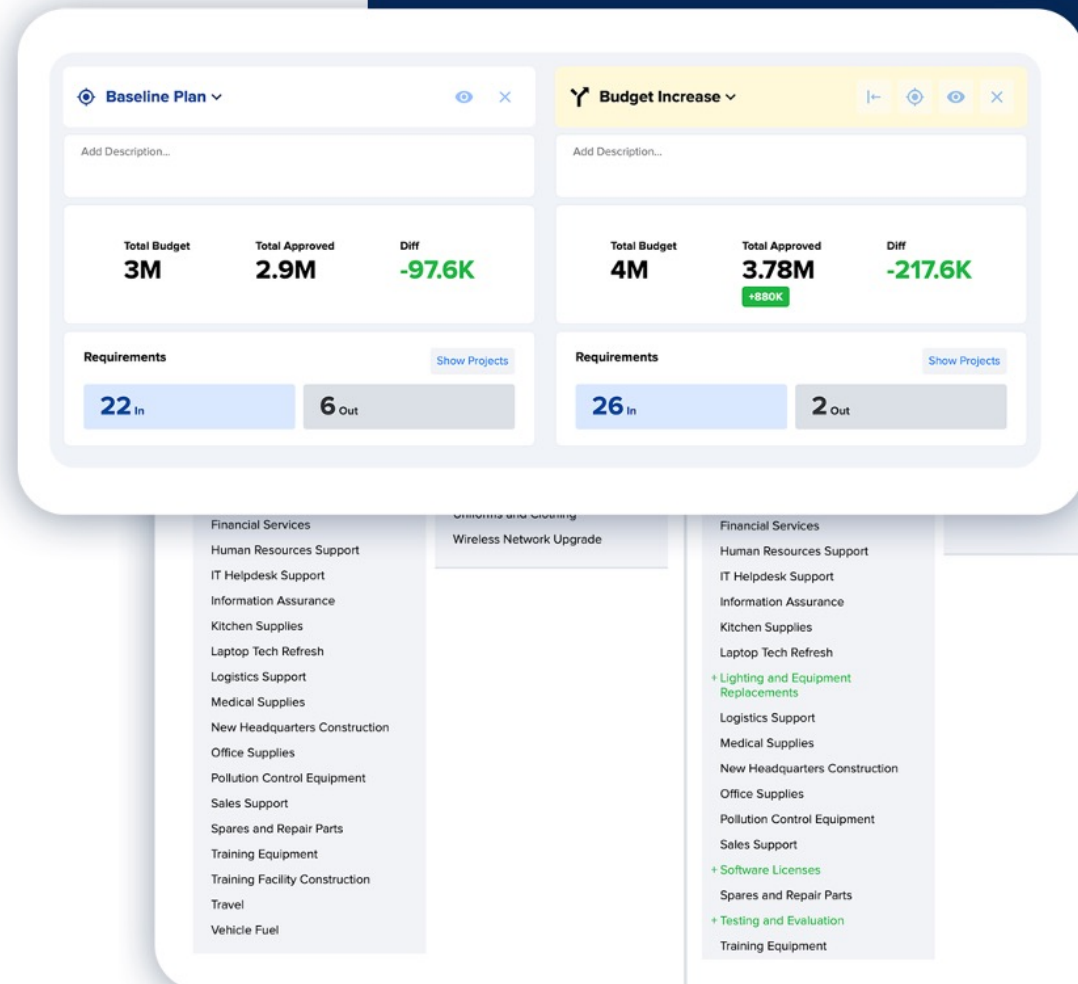
Budgets by Cost 4		FY2022	
		Budget	Availability
1	Totals	1,220.00	283.00
2	Travel (k)	300.00	210.00
3	Supplies (k)	70.00	10.00
4	Contracts (k)	550.00	74.00
5	Other (k)	300.00	-11.00

Requirements 28		Status	Request	Approved	Diff
1	Totals		3,605,300.00	566,000.00	-3,039,300.00
2	Building Maintenance and Repairs	FUNDED	60,000.00	30,000.00	-30,000.00
3	Contractor Support	FUNDED	240,000.00	458,000.00	218,000.00
4	Cybersecurity Equipment	FUNDED	78,000.00	78,000.00	0.00
5	Electrical and Wiring	UFR	45,000.00		
6	Equipment Modernization	UFR	110,000.00		
7	Financial Services	UFR	240,000.00		

Scenario Planning/COAs

Run scenarios based on shifting priorities, different allocation amounts, or potential shortfalls.

- Compare adjustments to the baseline
- View multiple scenarios at a time
- Focus in on projects around the cutline
- Adjust time periods
- Allow the solution algorithms to make recommendations based on priorities or constraints



Spend Plan Tracking

Budget tracking features with real-time visibility into status of funds.

- Create and manage spend plans
- View and report on status of funds
- Drill-down into areas that are under or over obligated
- Compare “planned” obligations to “actuals”



Σ Total Approved, Planned Spend			Cumulative Planned, Obligated		
Approved	Planned	Diff	Planned	Obligated	Diff
353.00	353.00	0	32.00	17.00	15.00
7.00	7.00	0	7.00	7.00	0
40.00	40.00	0	25.00	10.00	15.00
120.00	120.00	0	0	0	0
30.00	30.00	0	0	0	0
56.00	56.00	0	0	0	0
100.00	100.00	0	0	0	0

Historical Data

Allow historical spend data to inform current and future year spending.

- Compare last year's budget to this year
- Drill down into different time periods
- Create integration with FM systems for "live" update on planned vs obligated/expended.

The screenshot shows a software interface with a date range selection dialog box open. The dialog has a 'From' field set to 'Oct 1, 2020' and a 'To' field set to 'Sep 30, 2022'. Below these fields are 'Cancel' and 'Apply' buttons. In the background, a table displays financial data with columns for 'Request', 'Appro...', and 'Diff'. The table has two main sections of data, one for '0.00' and another for '3,710.00'.

	Request	Appro...	Diff	Request	Appro...	Diff
	0.00	0.00	0.00	3,710.00	0.00	-3,710.00
▼			0.00	7.00	7.00	0.00
			0.00	7.00	7.00	0.00
▼			0.00	13.00	13.00	0.00
			0.00	13.00	13.00	0.00

Feeds BI tools such as Power BI, Qlik, and Tableau

Requirements over FY '21-22

124.97M

Total Requested

Funds Received for FY '21-22

59.45M

Total Received

YTD Planned Spend

20.40M

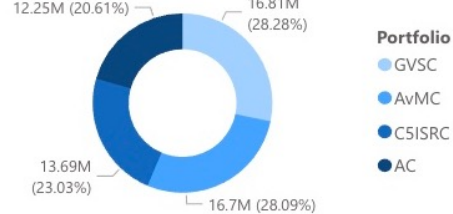
YTD Plan

YTD Actual Spend

15.55M

YTD Actual

Allocation by Portfolio



% Obligated vs. Target by Portfolio



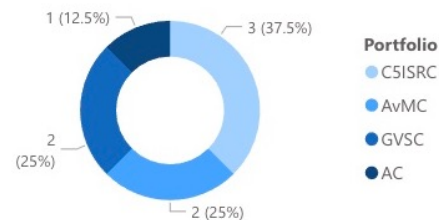
Plan vs. Obligated vs. Remaining



FY '21 vs. FY '22 Funding by Portfolio



FY '21 # of Projects Funded by Portfolio



This report is in supported of our next quarterly review

Highlights:

- We still have a large portion of our requirements as UFRs
- We are roughly 75% to plan with a target of 67%
- GVSC & CSISRC are above target
- AvMC and AC are below target
- As such we'll need to conduct a separate review of both AvMC and AC

Integrations



Decision Lens products are built on a REST API that provides all necessary capabilities to build custom integrations. We've created several integrations and can work with you to achieve the functionality you need to connect to systems such as:

- Project Portfolio Management (PPM)
- Financial Management (GL/ERP)
- Business Intelligence
- Geographic Information
- Enterprise Communications



To begin this process, Decision Lens technical services will consult with you to see if it makes sense to begin an engagement to provide the following support:

- Integration Use Case Design
- API usage
- Custom integration implementation