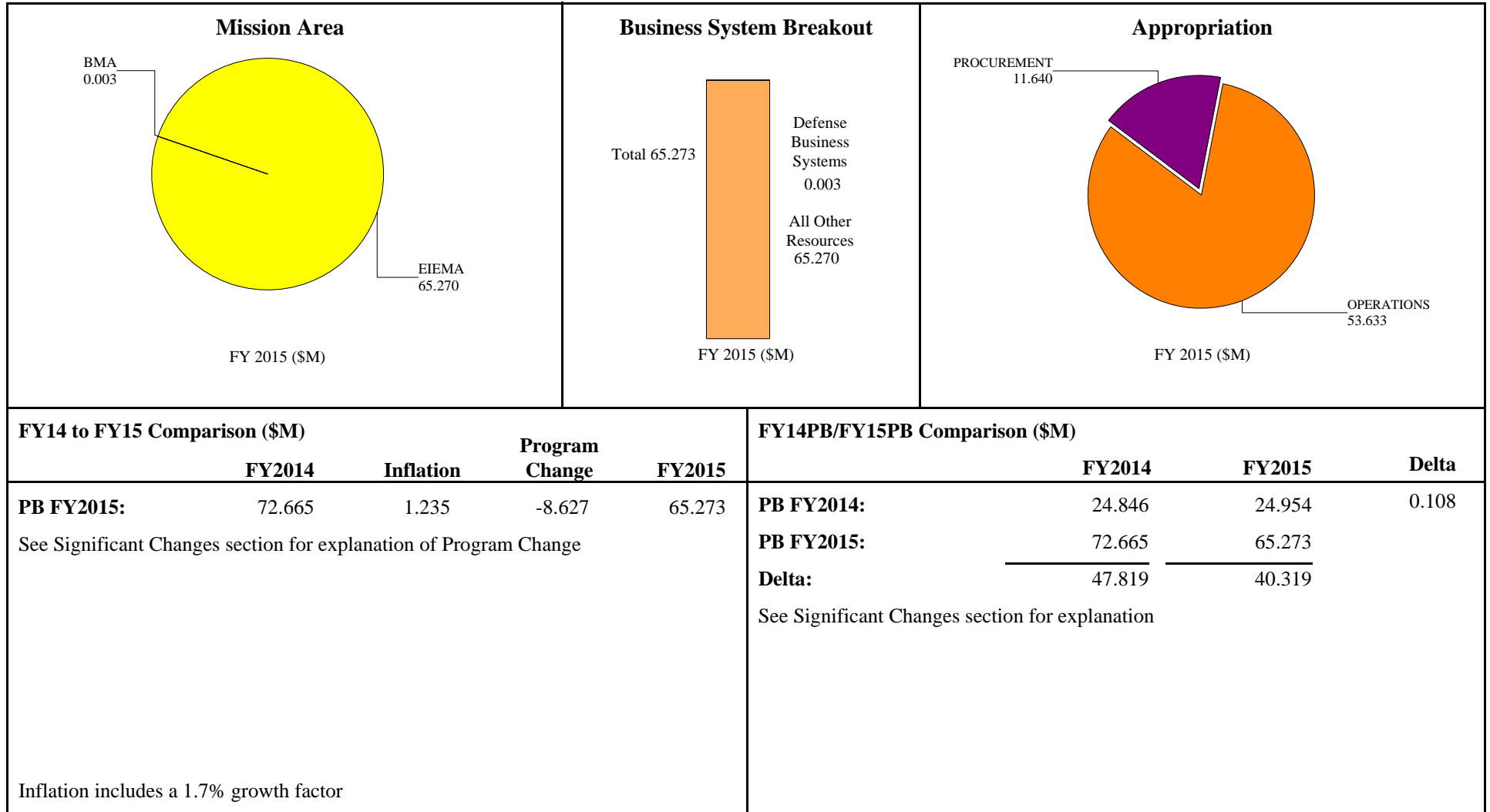


Department of Defense
Fiscal Year (FY) 2015 IT President's Budget Request
Defense Media Activity Overview



Department of Defense
Fiscal Year (FY) 2015 IT President's Budget Request
Defense Media Activity Overview

Page left intentionally blank

**Department of Defense
Fiscal Year (FY) 2015 IT President's Budget Request
Defense Media Activity Overview**

Executive Summary

DMA Vision: Be the #1 media community for America's Defense conversation.

DMA Mission: DMA provides a broad range of high quality multimedia products and services to inform, educate, and entertain Department of Defense audiences around the world. As listed in DoD Directive 5105.74, our 5 mission areas are:

- Provide a wide variety of information products to the entire DoD family (Active, Guard, and Reserve Military Service members, dependents, retirees, DoD civilians, and contract employees) and external audiences through all available media, including: motion and still imagery; print; radio; television; Web and related emerging Internet, mobile, and other communication technologies.
- Communicate messages and themes from senior DoD leaders (Secretary of Defense, Secretaries of the Military Departments, Chairman of the Joint Chiefs of Staff, Military Service Chiefs of Staff, Combatant Commanders), as well as other leaders in the chain-of-command, in order to support and improve quality of life and morale, promote situational awareness, provide timely and immediate force protection information, and sustain readiness.
- Provide U.S. radio and television news, information, and entertainment programming to Active, Guard, and Reserve Military Service members, DoD civilians and contract employees, and their families overseas, on board Navy and Coast Guard ships, and other authorized users.
- Provide, throughout the Department of Defense and to the American public, high quality visual information products, including Combat Camera imagery depicting U.S. military activities and operations.
- Provide joint education and training for military and civilian personnel in the public affairs, broadcasting, and visual information career fields to meet DoD-wide entry level skills and long-term career development requirements.

DMA Networks consist of information technology (IT) hardware, software, and network infrastructure components that enable the organization to achieve this mission, and support numerous locations in Continental United States (CONUS) and beyond (OCONUS). The locations are DMA Headquarters (HQ) at Fort Meade, Maryland; the Joint Visual Information Services Distribution Activity (JVISDA) in Tobyhanna, PA.; the Defense Information School (DINFOS) at Fort Meade, Maryland; the American Forces Network Broadcast Center (AFN-BC) in Riverside, CA; DMA American Forces Network (AFN) Atlantic and Pacific.

In 2011, several DMA locations were moved to Fort Meade in response to the 2005 Defense Base Closure and Realignment (BRAC) Law, and the overall organization and infrastructure were consolidated and streamlined.

A DMA Technology Strategy was published, providing a framework for the planning and programming process with regard to technology, and to stand as a guidepost for operational execution over the coming years. Enduring Principles of the DMA Technology Strategy include agile innovation, mission effectiveness, operational efficiency, and mission assurance, with the following goals:

Department of Defense
Fiscal Year (FY) 2015 IT President's Budget Request
Defense Media Activity Overview

- 1) Enterprise Architecture – Create a technology roadmap which supports migration from existing disparate architectures to a common technology architecture that fully supports the broad range of operational and supporting DMA missions.
- 2) Establish and implement a comprehensive DMA technology policy and governance processes.
- 3) Maintain and enhance a culture of mission assurance.
- 4) Provide for continuous technology workforce development to support strategic goals through proactive education and training programs.
- 5) Identify innovative technologies that can enhance DMA mission accomplishment and securely integrate them into the DMA operational architecture while maintaining awareness of future technology trends.

Customer satisfaction and overall network performance are linked to established goals and objectives, with supporting strategies that identify the actions taken to achieve each goal. Weekly status reviews are conducted by each of the accountable government managers and contractor personnel to measure the actual achievement. Through the use of this approach, the agency is able to track the quality and timeliness of its outputs and the effectiveness of the organization as a whole.

Significant Changes (Explanations of Change by Appropriation Group. Dollars are in thousands unless otherwise noted.)

OPERATIONS

Horizontal Change (Delta -4,591)

Reductions are based on anticipated savings due to implementation of efficiencies in the acquisition of hardware and software, and consolidation of services.

Vertical Change (Delta 28,679)

Improvements in data collection and reporting, enabled by maturation of the organization.

PROCUREMENT

Horizontal Change (Delta -4,036)

Decrease is due to cyclical variations from year to year based on planned projects.

Vertical Change (Delta 11,640)

Increases are due to improvements in data collection and reporting, enabled by maturation of the organization.

Defense Business Systems

**Department of Defense
Fiscal Year (FY) 2015 IT President's Budget Request
Defense Media Activity Overview**

Information Assurance Activities

In support of the DMA Information Assurance (IA) Strategic Plan, DMA has published several Information Assurance Operating Instructions and Policies, promoting three major IA goals:

- 1) Mature the DMA Information Assurance (IA) Program
- 2) Protect and Defend the DMA Infrastructure, Systems, Networks, Applications and Information
- 3) Develop and Support a Highly Competent Cyber/IT Workforce

Each year, DMA hosts a number of cybersecurity inspections at various the DMA locations, utilizing the results to improve cyber awareness and enhance technical cybersecurity posture.

In accordance with DoD Computer Network Defense (CND) policies, DMA utilizes the services of the Defense Information Systems Agency (DISA) to serve as the CND Service Provider (SP) for all DMA sites. DISA monitors each site's network enclave at the boundary level for potential threats that may adversely impact the DMA cybersecurity posture.

DMA has continually maintained and complied with task orders by appropriately responding to the alerts, notifying the DMA enterprise sites of required tasks for immediate action, and reporting status. DMA compliance with task orders further solidifies DMA's approved network certification status and ATO credentials. DMA is continuing to be compliant with the standardized DISA Ports and Protocols Program. DMA is also continuing to maintain qualifications of all privileged users and Information Assurance Officers and Managers.

Major Accomplishments

Major accomplishment include:

- Under the leadership of the new DMA Director, a DMA Strategic Plan was published, unifying efforts across the organization.
- Restructuring of the organization has enabled enhanced management of technology assets and improved planning and forecasting.
- Software license inventories conducted this year have revealed opportunities for potential cost savings through Enterprise License Agreements.
- An Information Assurance Board meets biweekly to coordinate IA initiatives across the organization and increase incident response capabilities.
- A Global Configuration Control Board meets monthly to review, discuss, and approve technology initiatives across the organization.

Major Planned Activities

Major planned activities include:

Department of Defense
Fiscal Year (FY) 2015 IT President's Budget Request
Defense Media Activity Overview

- Evaluate worldwide DMA networks, enclaves and systems, and plan additional consolidation and optimization efforts in accordance with the DOD IT Roadmap and strategic plan.
- Improve configuration management and change control policies, processes, and procedures on an enterprise level.
- Identify additional targets for DMA-wide procurement actions, rather than independent individual purchases.
- Migrate to DoD Enterprise Email to reduce costs related to email services.
- Explore and capitalize on other opportunities provided by DoD Enterprise solutions.
- Further enhance governance of technology projects and cost control measures.

IT Enterprise Strategy & Roadmap (ITESR) Implementation Activities

Consolidate Security Infrastructure (NS1)

The DMA IA Board meets biweekly to review IA infrastructure requirements and discuss policies, projects, taskings and issues.

DMA will

- Strengthen Information Assurance (IA) architecture configuration and change management
- Consolidate IA technology procurements and maintenance contracts
- Partner with DISA and USCYBERCOMMAND in cybersecurity initiatives

Implement Cross-Domain Solution as an Enterprise Service (NS3)

DMA has no immediate or ongoing implementation activities in this area.

Joint Information Environment (JIE)/Joint Enterprise Network (JEN) (NS8)

DMA's JIE implementation Plan illustrates our current actions towards the ultimate JIE scenario and the steps we have taken so far. These include our internal network linking our detachments and regional headquarters with our facilities in CONUS, which is provisioned through DISA. We will be moving to DEE in FY14 and anticipate that we will be able to expand our use of enterprise solutions, as service offerings and costs for CDCs and IPNs become established. We have identified one current legacy application that we will be able to sunset as statutory requirements expire, and are working on new business models that may allow us to sunset additional systems and applications.

DMA's Public Web operation serves as the DoD's enterprise level cloud service for DoD and military websites. The number of websites has grown from 457 in 2012 to 669 in 2014 and we expect continued growth this year. DMA's growth provides increased efficiencies to the DoD as a whole while each of our clients will show a savings in applications and infrastructure.

Data Center and Server Consolidation (CS1)

DMA closed five data centers as a result of BRAC 2005.

DMA has identified and reported on its data centers. Due to the nature of the DMA mission, most of its data centers have been classified as Special Purpose Processing

**Department of Defense
Fiscal Year (FY) 2015 IT President's Budget Request
Defense Media Activity Overview**

Nodes, and closure is not an option.

DMA will

- Plan and execute OCONUS data center consolidations in conjunction with DoD overseas drawdowns, base closures, and efficiencies initiatives
- Expand use of virtualization and low energy opportunities
- Explore and identify DoD enterprise and cloud based solutions which can provide essential services while reducing DMA data center requirements

Enterprise Messaging and Collaboration (including email) (ADS1)

DMA has successfully completed a pilot of the DoD Enterprise Email (DEE) solution, and is actively engaged with the Defense Information Systems Agency (DISA) in a full migration effort. DMA anticipates all 2,200 of its email users will be using DEE before the end of FY14. Once legacy email systems are decommissioned, DMA anticipates saving approximately \$415K annually.

Identity and Access Management (idAM) Services (ADS2)

DMA is enhancing the Identity and Access Management of its students at the Defense Information School.

Consolidate Software Purchasing (BP1)

A Microsoft Enterprise Licensing Agreement (ELA) and an Adobe ELA were renewed, ensuring availability of the latest product versions across the enterprise and reduce overall costs.

DMA will

- continue to evaluate existing ELAs to ensure total coverage across all DMA subcomponents and enclaves.
- explore opportunities to participate in ELA solutions with other DoD Components to achieve even greater cost savings.

Consolidate Hardware Purchasing (BP2)

DMA is exploring opportunities for cost savings through the consolidation of hardware purchases.

Department of Defense
Fiscal Year (FY) 2015 IT President's Budget Request
Defense Media Activity Overview

Page left intentionally blank

**Department of Defense
Fiscal Year (FY) 2015 IT President's Budget Request
Defense Media Activity Overview**

Information Technology Budget Exhibit Resource Summary by Investment (IT-1)

				----- Dollars in Thousands -----		
				<i>FY2013</i>	<i>FY2014</i>	<i>FY2015</i>
RESOURCE SUMMARY:				\$56,691	\$72,665	\$65,273

007-000003674 - Defense Media Activity Network (DMA HQ ITA)

Non-Major

DoD Segment: DoD IT Infrastructure

Operations

				----- Dollars in Thousands -----		
<i>Appropriation</i>	<i>Budget Activity</i>	<i>Budget Line Item</i>		<i>FY2013</i>	<i>FY2014</i>	<i>FY2015</i>
O&M, DW	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY		41,332	57,088	53,630

Procurement

				----- Dollars in Thousands -----		
<i>Appropriation</i>	<i>Budget Activity</i>	<i>Budget Line Item</i>		<i>FY2013</i>	<i>FY2014</i>	<i>FY2015</i>
Procurement, DW	BA 01 MAJOR EQUIPMENT	MAJOR EQUIPMENT		15,099	15,414	11,640

Investment Resource Summary:	56,431	72,502	65,270
-------------------------------------	--------	--------	--------

007-000005573 - Corporate Management Information System (CMIS)

Non-Major

DoD Segment: Human Resource Management

Operations

				----- Dollars in Thousands -----		
<i>Appropriation</i>	<i>Budget Activity</i>	<i>Budget Line Item</i>		<i>FY2013</i>	<i>FY2014</i>	<i>FY2015</i>
O&M, DW	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY		260	163	3

Investment Resource Summary:	260	163	3
-------------------------------------	-----	-----	---