

DDC Management Committed to the Future

STRATEGIC INITIATIVES DISCUSSED AT DDC'S DECEMBER OFF-SITE

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In early December, key members of the Defense Distribution Center's (DDC) Management Team convened to discuss the vision and future of the DDC. The purpose of the meeting was to develop a new generation of ideas that will move the organization forward and continue the focus on the Warfighter.

To ensure a diverse discussion and the consideration of all aspects of the business, attendees included DDC's Corporate Board, several key Division Chiefs and two DDC Depot Commanders.

After discussing DDC's end state in five years, the group agreed that the best expression of that is still found in DDC's mission statement, "Provide best-value competitive distribution services to the Warfighter around the clock; around the world."

The attendees, after open discussion in which many issues were considered, agreed on eight strategic issues that are key to taking the DDC into the future. Those initiatives include:

1. **Collaborating with the Distribution Process Owner (DPO)**—The DDC will define its role with the DPO and commit to bringing value to the partnership. A strategy for engagement will be developed.
2. **Establish and Pursue a Customer Relationship Management (CRM) Strategy**—In coordination with Defense Logistics Agency, the DDC will develop a plan for marketing its capabilities to its customers. DDC is committed to ensuring our customers are educated regarding the services that we provide. CRM staff will have the capability to provide consultation services for customers, both current and potential. This collaboration will allow us to continue, and improve DDC's tailored logistics service.
3. **Systems Modernization**—Modern information technology is critical to the DDC's continued success. We must maintain legacy systems as long as they are viable. Additionally, we must constantly upgrade contemporary systems as needed and continue to field emerging systems to support changing requirements, incorporating quickly changing technologies in order to reduce costs and improve services.
4. **Robust Contract Administration**—The DDC relies on contracted distribution operations as a result of A-76.

The DDC will develop a common approach to dealing with contracts during pre and post awards. DDC will commit to broaden and standardize the knowledge base and abilities of the Continuing Governmental Activity and refine the solicitation and re-solicitation processes.

5. **Expand DDC Theater Operations**—Four new OCONUS sites are currently in the planning and/or execution stages. DDC realizes the need to expand its services further, as customer requirements dictate.
6. **Design and Market Menu of Services**—DDC wants to be proactive vs. reactive. Having a defined menu of services DDC can market will give customers options and reduce or eliminate one-of-a-kind solutions that are costly to implement and difficult to manage.
7. **Develop a Strategy for Infrastructure Investment**—Infrastructure is real property, automated materials handling systems (AMHS), materials handling equipment (MHE), and information technology assets. DDC will develop a comprehensive definition of the future scope of operations for all distribution centers. This will determine current and future requirements. From that, a business case analysis (BCA) will be developed to ensure we resource the areas needed most.
8. **Determine the Future of DDC**—Multiple changes will affect DDC's organization over the next five years—transformation, added OCONUS storage sites, etc. . . . DDC is committed to studying the affects of these changes and moving forward while ensuring focus on the customer.

Milestones have been developed for the above strategic initiatives, and are being tasked out for implementation. These same initiatives are also being incorporated DDC's Balanced Scorecard and Business Plan.

Balanced Scorecard Program Manager, Mr. Bob Hauseman comments, "While the DDC continues the day-to-day operations, it is extremely important to focus on where the organization will go in the future and how DDC can continue providing best value distribution services to the Warfighter. I'm proud to be a part of an organization that is focusing on the future. DDC is fortunate to have such a dedicated management team."