

Industry Entry Points										
Major Trends and Drivers	Individual Industry Drivers/Goals					Company Solutions (A broad reference to a solution for the industry trend or driver that encompasses multiple company products)				
	Cross-Agency	Defense Agencies	Army	Navy	Air Force	Solution 1 (Example: Cloud computing Hosted Services)	Solution 2	Solution 3	Solution 4	Solution 5
1) Major trend or driver	Blanket goals, objectives and drivers in place or planned by all/most agencies: military and civilian.	Specific goals, objectives and drivers within this trend that all defense agencies are focused on. List their specific strategies.	Within the Army, activities and strategies currently in the works to address this particular trend or driver.	Those actionable strategies embraced by the Navy to address this particular trend.	The Air Force's targeted tactics designed to address the identified trend.					
2) Major trend or driver	For example: moving 3 applications to the cloud to meet President Obama's directive.	For example: developing private clouds.	For example: supporting applications at the edge through the cloud.	For example: include cloud architecture in existing programs such as NGEN.	For example: increased efficiency and reduced costs through adoption of cloud technologies.					
3) Major trend or driver	Blanket goals, objectives and drivers in place or planned by all/most agencies: military and civilian.	Specific goals, objectives and drivers within this trend that all defense agencies are focused on. List their specific strategies.	Within the Army, activities and strategies currently in the works to address this particular trend or driver.	Those actionable strategies embraced by the Navy to address this particular trend.	The Air Force's targeted tactics designed to address the identified trend.					
4) Major trend or driver	Blanket goals, objectives and drivers in place or planned by all/most agencies: military and civilian.	Specific goals, objectives and drivers within this trend that all defense agencies are focused on. List their specific strategies.	Within the Army, activities and strategies currently in the works to address this particular trend or driver.	Those actionable strategies embraced by the Navy to address this particular trend.	The Air Force's targeted tactics designed to address the identified trend.					

High relevance. Lead with message.	Medium relevance. Compliments lead message.	Relevant but not lead message.
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Federal Government: Major Trends and Drivers	
1) Major trend or driver	This is the first major trend identified. The focus is on the particular area within the federal government that your company has products and services to offer. For example, these may be trends and drivers specific to the Deputy CIO's of IT if your company offers network equipment. This may be related to G6 levels focused on enabling the warfighter in theatre with the latest technologies.
2) Major trend or driver	For example: directives from the present administration for "Cloud First Policy".
3) Major trend or driver	For example: programs related to Government 2.0.
4) Major trend or driver	For example: emphasis on cyber security to protect against growth in attacks backed by countries looking for classified information or ways to control critical parts of our military and critical infrastructure.

Company

Solutions	Servers		Other	Storage									Products		Professional Services/Consulting							
	3G Cellular	4G LTE		Data Server	Tape	External	Internal	Drives	Libraries	Management Tools	Other	Partner Cameras	Partner Software	Program & Project Management			Services					
	Medium	Large	Operating System										Onsite	Education	Post Install Support	Site Survey	Architecture	Installation	Pre-Built	Field Maintenance	Network Tuneup	Partner Services
	Solution 1				√	√	√	√	√	√	√	√	√			√				√	√	√
Solution 2	√	√	√	√	√						√	√	√		√		√	√	√	√	√	√
Solution 3		√	√	√	√	√	√	√	√	√	√	√	√		√		√	√	√	√	√	√
Solution 4												√			√				√	√	√	
Solution 5												√			√				√	√	√	

Solution Value Proposition					
Trends and Drivers	Solution 1	Solution 2	Solution 3	Solution 4	Solution 5
Demand for increased surveillance	The secondary message complimenting the lead message.	The secondary message complimenting the lead message.	Additional value from this solution that can be introduced.	The pertinent message relative to the driver and the features of the solution.	Additional value from this solution that can be introduced.
Move from analog to digital systems	The secondary message complimenting the lead message.	The pertinent message relative to the driver and the features of the solution.	Additional value from this solution that can be introduced.	The secondary message complimenting the lead message.	Additional value from this solution that can be introduced.
Capture and manage large quantities of streamed data	The pertinent message relative to the driver and the features of the solution.	The pertinent message relative to the driver and the features of the solution.	Additional value from this solution that can be introduced.	The secondary message complimenting the lead message.	Additional value from this solution that can be introduced.
Take advantage of open systems	Additional value from this solution that can be introduced.	Additional value from this solution that can be introduced.	The pertinent message relative to the driver and the features of the solution.	Additional value from this solution that can be introduced.	The secondary message complimenting the lead message.

High relevance. Lead with message.

Medium relevance. Compliments lead message.

Relevant but not lead message.

Key Programs/Policies/Laws/Regulations						
Local, national, global and/or industry programs, policies, laws and regulations customers are focused on addressing that are relevant to the solution.	Local, national, global and/or industry programs, policies, laws and regulations customers are focused on addressing that are relevant to the solution.	Local, national, global and/or industry programs, policies, laws and regulations customers are focused on addressing that are relevant to the solution.	Local, national, global and/or industry programs, policies, laws and regulations customers are focused on addressing that are relevant to the solution.	Local, national, global and/or industry programs, policies, laws and regulations customers are focused on addressing that are relevant to the solution.	Local, national, global and/or industry programs, policies, laws and regulations customers are focused on addressing that are relevant to the solution.	Local, national, global and/or industry programs, policies, laws and regulations customers are focused on addressing that are relevant to the solution.