

# **Strategic Campaign Plan**

## **FedMall Launch**

Version 1.0

**24 March 2016**

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## Overview

### 1.1 Introduction

The Department of Defense Electronic Mall (DOD EMALL) is a congressionally mandated e-Commerce platform that allows military and other authorized government customers to search and procure items from both government and commercial sources. The program is currently modernizing its software platform to improve the overall customer experience. With a future designation of FedMall, the new-and-improved platform will include a marketplace pilot program with functionality similar to best in class commercial marketplace systems, allowing independent vendors the ability to provide goods and services to government customers without having to enter into long-term contractual agreements with the U.S. Government. The marketplace will also include dynamic price functionality, providing for unprecedented pricing flexibility for government buyers and vendors alike.

The FedMall ecommerce platform allows customers to browse electronic catalogs with enhanced thumbnail pictures, an improvement over the current system and compare products, price, delivery terms, and payment options, to purchase the product(s) that provide best value for achieving their mission. The functionality is similar to commercial ordering sites, but adjusted to meet the unique functional requirements of the Department of Defense (DOD) and Federal ordering environments. FedMall will deploy an improved search capability to ensure the customer receives expected and accurate results, mirroring the speed and ease of a commercial ecommerce site. This strategy enables the DOD to streamline the ordering process for commercial items, and eliminates the traditional labor-intensive process of identifying sources of supply through vendor brochures, paper catalogs, phone book searches, or a series of internet catalog searches. The Defense Logistics Agency (DLA) e-commerce system adds value for the user by making ordering more effective and efficient, while maintaining high standards of regulatory and reporting compliance across customer-connected systems. Additionally, the e-commerce system provides Level III data reporting to Government Purchase Card (GPC) holders, commands, and oversight organizations, to include interactions with legacy financial systems within the DOD, streamlining the web ordering process for DOD.

This document sets the communications framework for the development and deployment of this project, while identifying and defining the persons involved. It will serve as a guide for communications throughout the life of the project and will be updated as communication needs change. It also includes a communications matrix which maps the communication requirements of this project. A FedMall contact list is included to provide information for all stakeholders directly involved in the project.

## 1.2 Strategic Approach

The strategic approach of this communication campaign plan centers on the transition from DOD EMALL to FedMall, while supporting stakeholders and customers through the various phases of the transition. It is expected that through the transition, our stakeholder community will have varying concerns, including in-flight purchases, interruption of services, and differences and similarities between both systems. The DOD EMALL/FedMall Program Management Office aims to alleviate these concerns, while simultaneously identifying any emerging issues. Through this strategic communication plan, the PMO will:

- Increase the awareness and involvement of all stakeholders and customers
- Generate support from our senior leaders, policy makers and the general public
- Maintain open lines of communication
- Identify communication gaps for future improvement
- Provide transparency to our customers (while in compliance with government policies and procedures)
- Mitigate risks through communication
- Provide excellent customer service through this change and transition

## 1.3 Communication Chain of Command

For the purposes of this strategic campaign plan, we will identify both formal and informal communications routes. It is also important to note that Defense Procurement Acquisition and Policy (DPAP) and DLA co-chair the governance board and, as such, the program interacts heavily with each of the military services, federal, state, local agencies positioning our program in a unique space of interactions, authorities, and most importantly, reporting and communication distribution routes.

The DOD EMALL/FedMall chain of command include (in order of hierarchy) the Enterprise Sourcing, Medical and Contingency Portfolio (ESMC) Portfolio Manager, J6 Program Executive Office, the Chief Information Officer (CIO), the Deputy Director and Director of DLA. Based on this structural chain of command, the program submits communication requests through this chain for approval/coordination and release of communication. Approval levels will vary depending on the topic of communication and the community being communicated with. For example, communication with the Operational Requirements Committee ORC (Governance Group) does not normally require approval/coordination beyond the ESMC Portfolio Manager.

Our program is functionally sponsored by Office of Secretary of Defense (OSD)/DLA, and as such, requires direct communication in order to meet requirements and strategic intent. FedMall leadership has the authority, and will continue to interact directly with liaisons within Office

Personnel Management (OPM)/OSD/DLA/General Services Administration (GSA) and each of the military services.

## Communication Strategy and Outreach

### 2.1 Stakeholders

Stakeholder engagement will have an immense impact on FedMall operation and strategy. The campaign plan possesses a strategic, deliberate, focused, and structured marketing approach to stakeholder engagement based on their core business mission and needs. The campaign plan focuses on a media approach, demonstrating the manner in which FedMall will initiate and sustain constructive business relationships over time, creating a “shared” value mindset by engaging key stakeholders early and often. Further explanation will be in 2.2 Methods of Communication, Delivery & Communication Process. Internal stakeholders are those in the Defense Logistics Agency and external stakeholders would include those organizations outside of DLA.

### 2.2 Methods of Communication Delivery & Communication Process

The most common and preferred informal communication method is the use of the DOD EMALL website: <https://dod.emall.dla.mil>, where users can find the most up-to-date information regarding system upgrades, features, and FedMall updates. In addition to regular updates on the DOD EMALL website, the below chart is a visual depiction of how FedMall will provide program information and updates to its internal and external customers and how this information will be passed on to their employees.

Communication Type	Format Type / Method	Submission Deadlines	Requirements	Responsible Person(s)/ Sender	Distribution Frequency/ Timeframe	Audience / POC
Program updates and questions	Informal / Website, Group email	Updates made as necessary	To be used as frequently as necessary when there is an initiative to push	Program Management Office (PMO)	As frequently as needed	FedMall Internal External Customers
Communications minute	Strategic Comms templates /Email	NLT Than the end of previous week of submission	To be used only when there is an initiative to push	Strategic Communication Rep	Monthly	FedMall Internal External Customers

J6 Newsletter	Strategic Comms templates / Email	NLT the second week of each current mo.	Big News accomplishments will include Tech Tips	Strategic Communication Rep	Monthly	FedMall Internal External Customers
Tech Notes	Strategic Comms templates / Email	NLT than the second week of each current month	Will be used to provide information related to processes, non-urgent routine or low impact technical information communication	Strategic Communication Rep	Monthly	FedMall Internal External Customers
J6 Bulletins	Strategic Comms templates / Email	NLT than the end of the second week of each current month	Only when it impacts the user for fast and important messages	Strategic Communication Rep	Monthly	FedMall Internal External Customers
ORC	Conference	(Week prior to ORC Briefing)	Quarterly Program Update	FedMall PM	Quarterly	FedMall Internal External Customers
Project Specific Notifications	Strategic Comms templates / Email	NLT than the end of the second week of each current month	To be used only when there is an initiative to push.	Strategic Communication Rep	Monthly	FedMall Internal External Customers
DPAP/FedMall Updates	Email	After each ORC / Adhoc	Program status and specific action items	Ms. Amy Byers	Adhoc	DPAP
GSA/FedMall Updates	Email to GSA/FedMall POC's	After ORC mtg.	Overall program update. Informational. Follow up on prior open actions.	Mr. Frank Minton	Quarterly	GSA
NAVFAC weekly Status Update	Email to NAVFAC POC's	After ORC mtg.	Overall program update. Informational. Follow up on prior open actions.	Mr. Mike Pike	Quarterly	NAVY
ARMY / FedMall Updates	Email to ARMY / FedMall POC's	After ORC / Adhoc	Overall program update. Informational. Follow up on prior open actions.	Mr. David Irvin	Quarterly	ARMY

USMC / FedMall Updates	Email to Logistics contact at one of four Major Marine Commands	After ORC / Adhoc	Overall program update. Informational. Follow up on prior open actions.	Mr. Juan Lopez / Mr. Jim Lettinhand	Quarterly	AIR FORCE
TBD	TBD	TBD	Overall program update. Informational. Follow up on prior open actions.	Mr. Selester Copeland & Jim Lettinhand	Quarterly	MARINES

### 2.3 FedMall System Familiarization/Training

FedMall will offer the same functionality as DOD EMALL, with slight changes to the user interface. Due to the user-friendly and intuitive nature of the FedMall system, the Program Management Office does not expect intensive “training” to be necessary. Nonetheless, we understand there are natural concerns surrounding the new system. The PMO is working with our development partner to hold integrated system familiarization sessions for PMO staff and “train the trainer” sessions the last week of April. Stakeholders will have an opportunity to send representative(s), based on space available, to Battle Creek Michigan for system familiarization.

The current system familiarization/training plan is below. Please be aware these dates are subject to change, as technical issues could impact the schedule. The PMO will alert the user community in as timely a manner as possible, based on the communication channels listed in sections 1 and 2 of this document.

Timing	Audience	Topics	Estimated Audience Size	Primary Training Method	Who Conducts Training	Pri
April 2016 (4/11 – 4/16) Before SIT	JITC	End to end overview of FedMall system and major components	10 to 20	Conduct live web demo	Co-led by JITC/IBM	High
April 2016 (4/26 - 4/28)	SAM's	Battle Creek Training: End to End deep dive on MDM	3	In-person lecture	IBM	High
April 2016 (4/26 – 4/28)	CIC	Battle Creek Training: End to End, Custom Utilities delta, Customer Support.	15	In-person lecture	IBM	High
April 2016 (4/26 – 4/28)	DLA Trainers	Battle Creek Training: End to End, Custom Utilities delta, User Support Focus.	30	In-person lecture	IBM	High

<b>April 2016</b> (4/26 – 4/28)	DLA PMO/Access Control (Other than above)	Battle Creek Training: DLA PMO End to End Administration	30	In-person lecture	IBM	High
<b>May 2016</b> (5/02 – 5/6) By Go-Live	Vendors	Catalog uploads	700	Public Vendor Mtg. Web Based Resources	DLA PMO/IBM	Med
<b>May – 2016</b> (5/16 – 5/20)	UAT Testers	End to End overview of FedMall system and major components	100 plus Key Testers Only	Live web demo. Co-led by IBM/JITC	IBM	High

## 2.4 Project POA&M

Below is the current plan of action and milestones which identify high-level events in the FedMall schedule. The PMO will notify the stakeholder community as soon as possible in the event there are changes to the system development schedule that may impact stakeholder activities.

Action	Expected Date	POC
Website Updated Bi-Weekly	Bi-Weekly	PMO
Vendor Catalog Template	01 Apr 2016	PMO
Vendor User Guide Available	15 Apr 2016	PMO
Train the Trainer / Battle Creek	26-29 Apr 2016	PMO
SIT Testing	18 Apr - 20 May 2016	International Business Systems (IBM) / PMO
UAT Testing	23 May - 20 Jun 2016	IBM / PMO
FedMall “Go Live”	21 Jun 2016	IBM / FedMall PMO

*\*Please note dates are subject to change. Any changes will be reflected on our website: <https://dod.emall.dla.mil>*

## Appendices

### 3.1 Frequently Asked Questions

There will be questions about the transition from DOD EMALL to FedMall, and have anticipated the common questions by listing them on our webpage <https://dod.emall.dla.mil>. To view the list on the website, select “Frequently Asked Questions” (FAQs) in the lower right hand

corner of the DOD EMALL home page. This list is updated every two weeks by the Program Management Office (PMO).

The current list of questions on the FAQ page is as follows:

1. Will users need to re-register with the new system or will existing DOD EMALL accounts be migrated?

Answer: User will need to register for new accounts in FedMall. Current DOD EMALL accounts will not be migrated.

2. How will users login to FedMall?

Answer: Users will be required to authenticate with a digital certificate. Usernames and passwords will not be allowed.

3. Will the same items be available on FedMall that are currently available on DOD EMALL?

Answer: Yes, however, vendor offerings are subject to change at the vendor's discretion.

4. What changes can I expect from the technical refresh?

Answer: Modern e-commerce platform with improved search, product details, images etc.

5. Will training be available?

Answer: Training will be provided through self-help web based resources. The resources can be accessed by logging into the homepage and clicking on the self-help link.

6. What Analytics capabilities will be available in FedMall?

Answer: Canned and custom reports will be available. Custom reports can be requested by contacting [emallcustomreports@dla.mil](mailto:emallcustomreports@dla.mil).

7. Who do I contact if I need help?

Answer: Customer Interaction Center at 1-877-352-2255.

8. What payment methods are available on FedMall?

Answer: Corporate and state credit cards, government purchase cards and inter-fund payments (MILSTRIP, Fund Code/SLOA)

9. Where can I find my DoDAAC?

Answer: Your DoDAAC can be provided by your Supply Representative or Contracting Officer

10. How should I prepare for the transition to FedMall?

Answer: Be prepared to re-register. The registration process is the same, however, for -GPC purchases, customers will now be required to provide their Procurement Authority Appointing Official DoDAAC. This is the first six characters of all contract numbers awarded by your Agency/Organization Program Coordinator's (A/OPC) contracting activity. If you do not know the Procurement Authority Appointing Official DoDAAC, contact your Billing Official or A/OPC.

As this list is not comprehensive, if there is a question your user community would like to see answered, please send your question to: [FedMallsupport@DLA.mil](mailto:FedMallsupport@DLA.mil)

### 3.2 Contact List

The following table is a list of contact personnel for FedMall:

Name	Organization	Email
Phillip Deboe	FedMall, Program Manager	<a href="mailto:Phillip.Deboe@dla.mil">Phillip.Deboe@dla.mil</a>
FedMall PMO Support	FedMall PMO Team	<a href="mailto:FedMallsupport@dla.mil">FedMallsupport@dla.mil</a>
Kathleen Lemming	Office of the Secretary of Defense, Defense Procurement Acquisition and Policy, Representative	<a href="mailto:Kathleen.j.lemming.civ@mail.mil">Kathleen.j.lemming.civ@mail.mil</a>
Kevin Scheetz	Defense Logistics Agency, J3, Representative	<a href="mailto:Kevin.scheetz@dla.mil">Kevin.scheetz@dla.mil</a>

### 3.3 Acronyms and Definitions

A/OPC- Agency/Organization Program Coordinator

CIC- Customer Interaction Center

DLA – Defense Logistics Agency- Owner of FedMall

DOD- Department of Defense- Includes Army, Navy, Marine, Air Force, Coastguard

DODAAC- Department of Defense Activity Address Code

DPAP – Defense Procurement Acquisition Policy- Sponsor of FedMall

DTC – Defense Training Command

e-Commerce- Electronic Commerce. Online program that allows for buying and selling of goods and services.

EBS – Enterprise Business System

EMALL- Electronic Mall (Virtual Department of Defense e-Commerce) that will be substituted by FedMall

ESMC- Enterprise Sourcing, Medical and Contingency Portfolio – (FedMall under their portfolio)

FedMall- Federal Mall (e-Commerce that includes ALL Government Landscape)

GSA- General Service Administration

IBM – International Business Systems

J6- Information Operations (Part of DLA Structure)

JITC – Joint Interoperability Test Command

MILSTRIP- Military Standard Requisitioning and Issue Procedures

MRA – Material Receipt Acknowledgement

NAMS – DLA’s National Account Managers

OPM- Office Personnel Management

OSD- Office of Secretary of Defense- DPAP's Chain of Command

ORC- Operational Requirements Committee (Governance Group) for FedMall

PMO – Program Management Office

SLOA- Standard Line of Accounting

SME- Subject Matter Expert

UAT – User Acceptance Testing

WEBVLIPS – Web Visual Logisitics Information Processing System