

**DEFENSE LOGISTICS AGENCY
SYSTEM FAMILIARIZATION PLAN
FOR
FEDERAL MALL (FEDMALL)**

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APPROVED BY

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SYSTEM FAMILIARIZATION PLAN

1.0 BACKGROUND

The Defense Logistics Agency (DLA) has begun a platform refresh to move to a more modern e-commerce system that will improve the user experience and provide a more commercial look and feel. This platform is meant to provide the government-wide e-commerce solution for all federal, state, and local agency customers and become a Federal Mall, or FedMall.

FedMall Users:

- GPC holders from DOD and military services
- Customers from DOD and military services
- Other Federal government and Civil Agency personnel
- Foreign Military Service Customers
- Contractors with U.S. Government contracts

FedMall's primary user components and data flow consist of: Customer Portal, Supplier Portal, Master Data Management Console and data exchanges with external partners. The FedMall user roles supporting these designated functions are: DLA Trainers, Supplier Account Managers (SAM), Customer Interaction Center (CIC), and the Program Management Office (PMO).

This document will provide details on what familiarization will be provided and who will receive the familiarization in the initial wave prior to system testing and go-live.

2.0 PURPOSE

The FedMall System Familiarization Plan outlines the strategy, methods, and resources needed to deliver the familiarization necessary to support the DOD EMALL technology refresh and provide knowledge transfer to the Program Office and stakeholders.

3.1 STRATEGY AND APPROACH

The next two sections will provide an in-depth explanation of the familiarization strategy and approach that are based on the following two concepts:

- The system developer will provide the essential materials for the Supplier Portal and the Master Data Management console areas and conducting 'train-the-trainer' sessions.
- The DLA PMO will plan, execute, and manage familiarization activities for targeted internal end-user groups (Supplier Account Managers) impacted by the Supplier Portal solution and Master Data Management solution.

3.2 STRATEGY

The strategy for the FedMall familiarization plan has a two-pronged approach. The first prong primarily focuses on web-based familiarization for System Integration and User Acceptance test participants and in-person instructor-led familiarization for customer and supplier interfacing support roles. The live web-based familiarization will offer flexibility to long distance participants via the Internet -- using Defense Collaboration Services (DCS) -- for customer and supplier interfacing support roles. The second prong of the plan focuses on the development of informational guides provided on the FedMall Website.

The primary focus is to familiarize the FedMall test participants and support roles (SAMs, CIC, and PMO) as well as to DLA Trainers whose primary job is to train and assist federal and military services with their supply chain concerns. DLA Trainers will cascade or “spider” the familiarization to their respective customer bases - i.e., military and federal services for DLA Trainers.

This “spider” strategy efficiently leverages the broad reach of FedMall’s support roles like DLA Trainers who are touchpoints for FedMall customers worldwide. Also, the role of the Defense Familiarization Center (DTC) is to train and update DLA employees on supply chain related tasks to include familiarization on the use of web-based tools like FedMall – a tool which is integral to DLA’s supply support roles. Both of these customer-interfacing roles are poised to take part in the FedMall system familiarization and are prepared to disseminate this knowledge to their customers.

The CIC, PMO and SAMs are also customer-interfacing roles directly supporting EMALL customers and suppliers on a daily basis. The CIC in particular assists customers with many aspects of order fulfillment. As with EMALL, the CIC will be the first touchpoint if customers encounter issues or have any questions regarding the use of FedMall. It is critical that each of these roles are adequately familiarized and ready to assist their respective customer bases with questions regarding the new system because they are the FedMall touchpoints for their respective customer bases.

The second prong of the strategy is to provide instructional online resources such as “Quick Start User Guides”, and “Frequently Asked Questions” (FAQ’s). These web-based resources will familiarize customers and suppliers alike with FedMall and will address many common questions on how to use the website’s features such as registration, shopping carts and DLA customer utilities.

3.3 APPROACH

First Prong

The approach for the first prong is to provide system familiarization to the FedMall testers and specific roles of the user groups.

FedMall will be thoroughly tested in a series of testing events performed by different stakeholders. Once initial testing (both unit testing and integration testing) is performed by the FedMall PMO, the system will be ready for two additional rounds of testing. In the first round, SIT, the functionality of the system and its integration with external systems will be tested for the first time in a Government network environment; this testing will be led by a team of JITC testers. In the second round of testing, UAT, a larger group of real-world end users will assess the usability of the system and its ability to effectively accomplish the in-scope tasks needed for them to accomplish their work.

These testing events will be characterized by the execution of test scripts to validate that the system performs as expected in a wide range of testing scenarios. Although the test scripts are detailed, it will benefit the testers to have an overview of the FedMall system prior to testing, in order to receive necessary context, and to understand how the pieces of the solution that they are testing fit into the larger whole. As a result, the FedMall PMO will provide a one-day presentation-style demonstration of the FedMall system prior to each testing event. The pre-SIT training will support the JITC testers in the week prior to the start of SIT, and likewise the pre-UAT training will support the UAT testers in the week prior to the start of UAT.

These one-day presentations will focus on the end-to-end overview of FedMall, and will familiarize the testers on supplier registration, supplier catalog management, supplier purchase order management, customer registration, shopping, order checkout, and Supplier Account Manager tools.

For the four user groups discussed; DLA Trainers, SAMs, CIC, and PMO, the developer will oversee 3 days of 8 hour familiarization sessions from April 26, 2016 to April 28, 2016. The specialized familiarization ensures that each role has sufficient knowledge of the functions which are specific to their role. For example, the SAMs will receive “deep dive” familiarization with the Supplier Portal from the perspective of a supplier; how to conduct catalog approvals; and several areas within Master Data Management: working with purchase orders and navigating data collections. This approach enables the SAMs to assist their respective customers in the “go-live” phase.

Similarly, the DLA trainers’ and CIC’s sessions will cover an overview of FedMall: Commerce and custom utilities from the perspective of a customer. Customizing the system familiarization to the specific role will prepare DLA trainers to successfully “spider” familiarization to their respective customer.

Given FedMall’s intuitive and user-friendly design, a relatively smooth transition is anticipated for the average FedMall user. However, notwithstanding FedMall’s intuitive design, the second prong of the approach - to provide web-based familiarization – provides customers with comprehensive self-paced learning tools like FAQs, address links to videotaped familiarization, and the “Quick Start User Guide”. Incorporating these navigational tools into the website through a training link is an efficient way to increase the likelihood that customers will experience a smooth transition to FedMall. The website familiarization link will allow customers to extract useful tips and also provides a customizable approach which addresses their individual familiarization needs.

4.1 OVERVIEW

FedMall’s primary goals and objectives for this system familiarization:

- Understand how their roles are affected by the system change to FedMall.
- Understand how to perform new and/or changed roles.
- Know where to obtain additional information when questions arise.
- Know where to direct FedMall users for general knowledge of the system.

4.1 TARGET POPULATION AND DELIVERY METHOD

Table 1

Audience	Method		Remote familiarization		In person familiarization	
	Estimated Audience Size	Description	Documentation	Live web conference	Train the trainer	Public meeting
Suppliers	500-1000	Also known as Vendors – offers a catalog of items for purchase, either as part of an existing contract (LTA / BPA) or the Marketplace. Suppliers will access FedMall through the Supplier Portal.	X	-	-	X
SAMs	3	DLA personnel - will manage the integrity of the data in FedMall, primarily through the Master Data Management (MDM) component.	X	-	X	-
SIT Testers	10-20	Joint Interoperability Test Command (JITC) - Non-production users engaging in Systems Integration Test (SIT) testing activities.	X	X	-	-
UAT Testers	100+	User Acceptance Testing (UAT) -Non-production users engaging in User Acceptance Test testing activities. Planning, managing, coordination, and familiarization responsibilities pertaining to this user group belong to DLA.	X	X	-	-
CIC (Help Desk)	15	Tier 1 help desk personnel, - responsible for providing customer support for FedMall on behalf of DLA.	X	-	X	-
DLA Trainers	Fewer than 30	Includes those DLA personnel - will plan, execute and manage familiarization activities for targeted internal end-user groups (Supplier Account Managers) impacted by the Supplier Portal solution and Master Data Management solution.	X	X	X	-
DLA PMO	Fewer than 30	PMO - responsible for operations and access control.				

Note:

Special Considerations

System familiarization with respect to SAMs, CIC, DLA Trainers, and the DLA PMO will be performed in person at Battle Creek and through DCS.

The primary e-commerce (storefront) solution is designed to require minimal familiarization. Customers are expected to use the system without formal familiarization.

The majority of the personnel participating in the Train-the-Trainer sessions will also sit in the UAT testing, so they will view the material twice prior to UAT start.

Suppliers will need information before go-live on how to transition their supplier catalogs into FedMall to ensure a smooth cut-over.

For geographic and cost considerations, JITC user familiarization will be conducted via remote live web demonstration. The live web demonstrations are expected to each take place over a single day; the start and end dates listed indicate the week in which each event is tentatively scheduled. Live web demonstrations are designed to provide an end-to-end overview of the FedMall system through the eyes of the primary actor associated with each component (Customer in Commerce, Supplier in the Supplier Portal, and Supplier Account Manager in MDM). This will provide the foundation necessary to afford context for when recipients conduct follow-on testing activities.

Train-the-Trainer sessions are predicated on the idea that the best familiarization comes from hands-on demonstration of the deployed FedMall system. This familiarization will be augmented with existing documentation materials. Any additional familiarization is expected to be minimal in scope (e.g. summary presentations).

DLA and the developer will need to coordinate the materials needed to support the Supplier Public Meeting. It is expected that the primary communication tools for the meeting are existing documentation (e.g. quick start guides, application screenshots) and summary presentation materials developed jointly by DLA and the developer.

Job aids such as “Quick Start User Guides” and similar materials should be available for download from the FedMall website.

Web-based familiarization will be taped version for participants in different time zones.

4.2 SCHEDULE

Table 2 – Tasks and Events

Task	Start Date	End Date
Live web demonstration to JITC	4/11/2016	4/15/2016
Train the Trainer presentations (Battle Creek & DCS)	4/26/2016	4/28/2016

Live web demonstration to UAT testers	5/16/2016	5/20/2016
Supplier Public Meeting	5/30/2016	6/03/2016

4.3 FAMILIARIZATION MATERIALS

In support of various familiarization methods and the familiarization of various groups, the following familiarization materials are recommended.

Table 3 – Familiarization Materials

Material	Description	Software Components	Responsible Team
Quick Start Guides for SAMs (MDM)	One or more 1-3 page PDFs to communicate key facts for SAMs about using MDM	MDM	Developer
Quick Start Guide for Suppliers: Catalog Upload	Spreadsheet to communicate key facts pertaining to the catalog update format, including a template, field descriptions, and file size limitations	Supplier Portal	Developer
Quick Start Guide for Suppliers: Supplier Portal	1-3 page PDF to communicate key facts pertaining to the Supplier Portal user experience, including registration, product information management (PIM), and purchase orders	Supplier Portal	Developer
Quick Start Guide for Customers: Registration	1-3 page PDF to communicate key facts pertaining to customer registration in Commerce	Commerce	Developer
Quick Start Guide for Customers: Custom Utilities Delta	1-3 page PDF to communicate key facts pertaining to customer use of Customer Utilities in FedMall, with a focus on delta familiarization (compared to EMALL) where applicable	Custom utilities (CU)	Developer
Application Screenshots	Document containing screen captures of all major pages in the new FedMall system components. May be divided into several files by software component.	Commerce, Supplier Portal, MDM	Developer
User Manual (all users)	Document built upon the Application Screenshots work product. Describes business processes through the use of screenshots. May be divided into several files by software component.	Commerce, Supplier Portal, MDM	Developer
Systems Administration Guide	Technical document to support administration of the software	(All)	IBM

4.4 ANTICIPATED FAMILIARIZATION TIME

Table 4

Familiarization Situation	Hours	Student/Instructor Ratio	Total Familiarization Days
Lecture/Demonstration	22 -24	varies	3
Practical Application	NA	-	
Evaluation (Exam/Performance)	NA	-	
Videotaped familiarization for OCONUS	30 min	-	0
Totals	24		3

4.5 LOCATION, FREQUENCY, AND THROUGHPUT

The primary purpose of the Battle Creek familiarization sessions: to provide in-person presentation-style familiarization to DLA Trainers (i.e. “train the trainer”); the secondary goal is to leverage this opportunity to provide in-person presentation-style familiarization to other arms of the DLA Project Management Office (PMO) to facilitate an effective transition for personnel. This FedMall overview is not being conducted as a compare and contrast with EMALL but rather as its own system. The custom utilities which are familiar to EMALL users will be as familiar to FedMall users.

A table of the specifics addressed in this section of the document is presented on the next page.

Table 5 – Familiarization

Session	Day	Time	Description	Intended Audience [P = Primary, O = Optional] (anticipated audience size in parentheses)				
				DLA PMO General (12-15)	DLA PMO Commerce (5)	SAMs (2)	CIC (5-10)	DLA Trainers (8-11)
1	1	2 hours	FedMall Overview: Supplier Portal from the perspective of a supplier	O	O	P	--	O
2	1	2 hours	FedMall Overview: Commerce and Custom Utilities from the perspective of a customer <i>(split into two sessions due to audience size)</i>	O	P	P	--	--
3	1	2 hours	FedMall Overview: Commerce and Custom Utilities from the perspective of a customer <i>(duplicate session)</i>	--	--	--	P	P
4	1	2 hours	FedMall Overview: MDM from the perspective of a Supplier Account Manager	O	O	P	--	--
5	2	2 hours	Commerce: Supporting Customer Registration / Access Management	--	P	O	P	P
6	2	2 hours	Commerce: Placing orders, saving and sending carts, order cancelation	--	P	O	P	P
7	2	1 hour	Supplier Portal: Registration	--	O	P	--	--
8	2	2 hours	Supplier Portal: Catalog and image uploads	--	O	O	--	--
9	3	2 hours	Supplier Portal: Configuring order routing	--	O	P	O	O
10	3	1 hour	Supplier Portal: Working with purchase orders	--	O	O	O	O

11	3	2 hours	MDM: Conducting catalog approvals	--	--	P	--	--
12	3	2 hours	MDM: Navigating data collections / Spot checking data / Supplier user management	--	--	P	--	--

5.1 INSTRUCTOR & KEY PERSONNEL

System familiarization of the SAMs, CIC, DLA Trainers, and DLA PMO users is most efficiently performed in person at Battle Creek and through DCS. A DLA Trainer at the DLA Familiarization Center at Battle Creek has volunteered to oversee the audio-visual configuration. He will also tape one of the sessions so that overseas trainers may view it.

DLA Personnel Participating in the FedMall familiarization by user group:

Customer Interaction Center (CIC)

Mission: The CIC provides 24/7 assistance from different geographical locations and six level “2” (lead or above) employees who will attend system familiarization. The CIC’s protocol is to cascade familiarization to their Level 1 employees, so the FedMall familiarization strategy is in alignment with how the CIC conducts familiarization.

In-person overview and train-the-trainer sessions scheduled for:

1. Penny Young, Chief, DLA CIC, IO
2. Tracy Nance, Lead Customer Support Specialist, Logistics Ops
3. Barbara Rees, Customer Liaison, IO
4. Jenny Balabuch, Lead Customer Support Specialist, IO
5. Darren Costello, Logistics Management Specialist, PM, LIS
6. Dale Harmon, Management & Program Analyst, IO

Supplier Account Managers

Mission: Oversee Commercial Catalogs for EMALL Suppliers; first touchpoint for supplier onboarding to EMALL; address EMALL Supplier-related issues.

Suppliers will need information before go-live on how to transition their supplier catalogs into FedMall to ensure a smooth cut-over.

1. Program Analyst, LIS Adelita Hinten
2. Program Analyst, IO Robin Morris
3. Program Analyst, LIS Cindy Parker

DLA Trainers

Mission: Oversee CONUS, OCONUS and Internal Customer Base familiarization for military services, PLFA’s, and assist customers with Supply Chain inquiries.

Train-the-trainer sessions:

1. Course Director, Info Ops Mr. Ronald Maloney, Battle Creek (BC)
2. Supervisory Customer Support Specialist, IO Mr. Michael Chapman, (BC)
3. Management & Program Analyst Mr. Dale Harmon (BC)
4. Branch Chief, DTC Mr. Timothy Shaw, Columbus, OH
5. Logistics System Advisor Mr. Lee Berry, Pearl Harbor, HI
6. Logistics Management Specialist Mr. Angel Matos-Torres, Europe Africa
7. Logistics Management Specialist, IO Mr. Dong "Nathan" Won S. Korea
8. DLA HQ Training Leads: Luis Madrigal /Annette Griffin, FT Belvoir, VA
EMALL SPOs, Joe Kutza, Joe O'Hagan, Philadelphia, PA; EMALL SMEs:
Joaquin McCormick, Richmond, VA; Shaw Scott, Columbus, OH

Program Management Office (excluding CIC and SAMs)

Mission: Support EMALL infrastructure and support level 2 customer issues: Familiarization overview and "deep dive" sessions for the job roles involving level 2 customer issues and Train-the-trainer.

1. Supervisory Logistics Systems, IO Karen Blanck
2. IT Project Manager, IO Richard Campagna
3. Management Analyst, IO Karen Carey
4. Branch Chief, IO Roger Deaton
5. Supervisory Program Manager, IO Phil Deboe
6. Program Analyst, IO Wendy Fisher
7. Program Analyst, Logistics Ops Matt Ford
8. Program Analyst, IO Michael Geraci
9. Program Analyst, IO Carla Govier
10. Program Analyst, IO Darlene Morris
11. Business Systems Analyst, Adam Pepper
12. Management and Program Analyst, IO Kermit Pitts
13. IT Specialist, IO Carlos Ruiz
14. Program Analyst, IO Teron Singley
15. Systems Analyst, IO Joe Taylor
16. Program Analyst, IO Stacy Thorndyke
17. Program Analyst, IO Jon Ulrich
18. Deputy Program Manager, IO Winsome Walls
19. Program Analyst, IO Brian Williams
20. Program Analyst, IO Russell Zinke

Administrative

Access Management Office (AMO)

Mission: The AMO grants specific user authorizations for EMALL access. A single employee is to attend an in-person overview and a "deep dive" session; familiarization cascades to other two employees.

Laurie Brumm, IT Specialist, Logistics Ops

5.2 COMMUNICATIONS

This section focuses on articulating the familiarization plan to DLA stakeholders.

A critical aspect of the FedMall Familiarization Plan has been to address the familiarization concerns of key interfacing support roles within DLA -- roles that support the goals and interests of the Primary Level Field Activities (PLFA) and Supply Chains. FedMall's leadership has guided several informational forums through Operations Requirements Committee (ORC) Meetings regarding FedMall's Familiarization Plan with the goal of informing and gaining feedback from DLA stakeholders who represent multiple functional disciplines and whose well-considered input is integral to the success of FedMall's Familiarization Plan.

5.3 INSTRUCTIONAL MATERIALS

Table 6 – Instructional materials

<i>Doc Type</i>	Quick Start Guides					Manuals		
<i>Audience</i>	SAMs (MDM)	Supplier Catalog Upload	Supplier Portal	Customer Registration	Custom Utilities Delta	Application Screenshots	User Manual	Systems Administration Guide
Suppliers	-	X	X	-	-	-	X	-
Customers	-	-	-	X	X	X	X	-
SAMs	X					-	X	-
JITC	X	X	X	X	X	X		-
UAT Testers	X	X	X	X	X	X		-
CIC (Help Desk)	-	X	X	X	X	-	X	-
DLA Trainers	X	X	X	X	X	X	X	-
DLA PMO	-	-	-	-	-	-	X	X

“Quick Start User Guides” will be available for download from the FedMall website.

5.4 EQUIPMENT

Participants in the system familiarization will require access to the internet from NIPR or VPN. The devices used to access the web will also require use of Defense Connect Online and Jabber. If Jabber will be utilized, the participants will be advised to complete the necessary testing beforehand.

6.0 ACTIONS AND MILESTONES

Table 7 – Milestones

<i>Timing</i>	<i>Audience</i>	<i>Topics</i>	<i>Estimated Audience Size</i>	<i>Primary Familiarization Method</i>	<i>Who Conducts Familiarization</i>	<i>Priority</i>
New Date To Be Determined Before SIT Completed	JITC	End to end overview of FedMall system and major components	10 to 20	Conduct live web demo	Co-led by JITC/IBM	High
Completed	SAMs	Battle Creek Familiarization: End to End deep dive on MDM	3	In-person lecture	IBM	High
Completed	CIC	Battle Creek familiarization: (end-to-end, CU delta, Customer support)	15	In-person lecture	IBM	High
Completed	DLA Trainers	Battle Creek familiarization; (end-to-end, Custom Utilities delta; customer user support focus)	30?	In-person lecture	IBM	High
Completed	DLA PMO/A cc ess Control (other than	Battle Creek familiarization: DLA PMO (end-to-end, Administration)	30	In-person lecture	IBM	High
To Be Determined By go-live	Vendors	Catalog uploads	700	Public Meeting; Vendor web-based resources	DLA PMO w/ IBM support	Med
To Be Determined Prior to UAT	UAT Testers	End to end overview of FedMall system and major components	100 + Key Testers only	Live web demo (co-led by IBM/JITC)	IBM	High
To Be Determined	Custom	Customer registration	N/A	Web-based resources	N/A	Low