

# Defense Logistics Agency Instruction



DLAI 6701  
Effective January 6, 2003  
Certified Current June 15, 2011  
J654

## **Enterprise License Strategy/Process**

References: Refer to Enclosure 1.

### 1. PURPOSE.

a. This Defense Logistics Agency (DLA) Instruction (DLAI) identifies the DLA Enterprise Licensing Strategy/Process and is intended as a guide for the acquisition of software with DLA-wide Enterprise use. It provides strategic information and references to other plans, policies, and solution documents used as guidance to DLA decision makers. This instruction will support process improvement and sharing of information among the various DLA offices.

b. To achieve the potential cost savings/avoidance and standardization benefits inherent in an aggregated acquisition strategy, it is essential that DLA develop and maintain DLA Enterprise involvement in the acquisition efforts. DLA personnel and management teams must participate in the DLA Enterprise licensing activities being undertaken within DLA, and a repeatable process provides a framework for that participation. They must also be cognizant of the issues, existing agreements, and agreements being pursued, and understand the use of those agreements before entering into separate agreements to fulfill their organizational requirements, or the efficacy of DLA Enterprise agreements may be lost.

c. The DLA Enterprise License Strategy focuses primarily on reduction of DLA infrastructure costs by leveraging corporate-wide quantities for economy-of-scale savings in acquisitions.

2. APPLICABILITY. This Instruction applies to all Headquarters DLA and DLA Primary Level Field Activities (PLFA).

3. POLICY. DLA will maximize the use of Enterprise licenses within the DLA community to take advantage of savings from the consolidation of requirements and the accompanying economies of scale.

4. RESPONSIBILITIES. Refer to Enclosure 2.

5. PROCEDURES. The procedures that DLA Information Operations (J6) follows for Enterprise license acquisition and management are:

- a. Identify.
- b. Acquire.
- c. Manage.
- d. Educate.
- e. Report.

**NOTE:** Refer to Enclosure 2 for more detailed instructions. Additional Information is located at Enclosure 3.

6. EFFECTIVE DATE. This Instruction is effective immediately.

Director, DLA Support Services  
January 6, 2003

Director, DLA Information Operations  
June 15, 2011

3 Enclosures

Enclosure 1 - References

Enclosure 2 - Responsibilities and Procedures

Enclosure 3 - Additional Information

Enclosure 1  
References

1. Federal Acquisition Regulation (FAR) Part 39, Acquisition of IT Resources, Part 12, Acquisition of Commercial Items, and Part 8, Required Sources of Supplies and Services (<http://www.arnet.gov/far/loadmainre.html>).
2. Department of Defense (DoD) Chief Information Officer (CIO) Guidance and Policy Memorandum Number 12-8430, July 26, 2000, Acquiring Commercially Available Software ([http://www.esi.mil/uploaded\\_documents/1106UYJ87187.pdf](http://www.esi.mil/uploaded_documents/1106UYJ87187.pdf)).
3. DLA IT Solutions Document for hardware and software architecture compliance.

Enclosure 2  
Responsibilities and Procedures

1. Identify. Requirements for potential corporate acquisition are provided to Enterprise Licensing, J654, by DLA Information Technology (IT) managers and their representatives. After adding the requirement to a potential license list, J654 works with all related offices to:

- a. Analyze the feasibility of a DLA Enterprise license.
- b. Discover information on current DLA investments relevant to the requirement.
- c. Research related technologies, products, vendors, and available contract vehicles.
- d. Develop a business case using cost estimates, expected benefits, and funding allocations.

2. Acquire. After a decision has been made to pursue the acquisition of a DLA Enterprise licensing requirement, J654 provides acquisition support to:

- a. Develop an acquisition plan identifying the acquisition team, strategy, objectives, evaluation factors, and milestones.
- b. Work with the acquisition team in developing the required acquisition documentation, including analysis, justification, solicitation specifications, and/or statements of work.
- c. Evaluate proposals, documenting strengths, weaknesses, and/or deficiencies.
- d. Present evaluation information for decision to the source selection authority designated in the acquisition plan.
- e. Submit acquisition requirements package to the contracting officer and provide followup support, as needed, for award.

3. Manage. J654 will:

- a. Monitor existing DLA Enterprise license contracts, in accordance with all applicable regulations.
- b. Assist DLA users in the proper procedures needed to use existing DLA Enterprise license contracts.
- c. Maintain a roster of existing contract vehicles and information related to the purchase of DLA Enterprise licenses, including designating those vehicles which are

mandatory for all DLA activities (i.e., requirements contracts or those arrangements with guaranteed minimum quantities).

4. Educate. J654 will:

a. Disseminate relevant information on current DLA Enterprise licenses, as well as acquisitions in progress and potential acquisitions being considered.

b. Disseminate relevant information from other sources (industry, DoD, the Defense Information Systems Agency, the Armed Services, etc.) via the DLA Enterprise Licensing Web page.

c. Ensure that all interested parties in DLA are kept fully aware of the direction being pursued on DLA Enterprise licenses; how certain licensing may impact specific areas/applications; and why other DLA Enterprise licensing requests may be delayed or denied.

d. Keep abreast of emerging technology developments from industry and Government. This includes, but is not limited to, participation in DoD Working Groups, DLA Working Groups, and relevant events sponsored by private industry, the Armed Services, or other Federal agencies.

e. Provide relevant technical support to DLA users, to include attending meetings to review requirements and address licensing issues, supporting the resolution of specific technical problems, and coordinating technical solutions among the various DLA offices or users.

5. Report. J654 will provide DLA Enterprise licensing reports to upper management that:

a. Provide information on cost, schedule, and implementation progress.

b. Advise on licensing problems and solutions.

c. Notify management of challenges or problems DLA might incur.

d. Recommend actions, where appropriate.

Enclosure 3  
Additional Information

1. When determining the feasibility of a DLA Enterprise license, J654 will consider and evaluate:
  - a. The size of the current investment (or intent to invest) across the corporation.
  - b. The likelihood of benefit to DLA through resource savings.
  - c. The business viability of the vendor.
  - d. Compliance with DLA IT standards.
  - e. Priority of the requirement.
  - f. Funding.
2. The typical outputs for this process are:
  - a. Blanket purchasing agreements, contracts, and software licenses.
  - b. Roster of existing contract vehicles for DLA Enterprise licenses, as well as license efforts in progress.
  - c. Reports on utilization of DLA Enterprise licenses.
  - d. Educational materials on the use of DLA Enterprise licenses.
3. Process inputs include:
  - a. User licensing requirements.
  - b. Lists of available DLA licenses.
  - c. Market research information.
  - d. Data on use of DLA Enterprise licenses.
  - e. External research and analysis information.