

DS-09 Week 6 Presentation

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Completed Interviews: 22 Scheduled
Interviews: 3

Problem Statement

Technology Operation Groups (TOGs) need a way to more quickly transmit high-definition video data from surveillance systems in the Western Hemisphere Affairs (WHA) region back to domestic command centers in order to make better informed decisions on how to respond to threats at overseas offices.

Pivot

Technology Operation Groups (TOGs) need prompt access to flagged video data of interpretable quality from remote sites' surveillance systems across the Western Hemisphere Affairs region in order for DC decisionmakers to form incident response plans. TOGs and regional security staff less promptly require access to high quality video data from these systems to generate post-incident reviews and prosecutions.

The Mission Model Canvas

Mission/Problem Description:
DS-09

Designed by:
Whole Team

Date
10/03/23

Version
04

<p>Key Partners </p> <ul style="list-style-type: none"> Bureau of Diplomatic Security Countermeasures Office of Security Technology Security Systems Integration Division (DS/C/ST/SSI) 	<p>Key Activities </p> <ul style="list-style-type: none"> Computer science network engineering video encoding multicasting network infrastructure <p>Key Resources </p> <ul style="list-style-type: none"> Software/Hardware encoding algorithms improved network architecture new delivery protocols 	<p>Value Proposition </p> <ul style="list-style-type: none"> Optimizes Technology Operation Groups response speeds leads can get faster information from their teams Allows Homeland DS personnel to have access to video data after an event faster and thus make educated decisions sooner Improve response times for regional offices awaiting decisions from homeland leadership Reduced SMSe bandwidth usage on shared networking hardware Reduce workload during incidents 	<p>Buy-in Support </p> <ul style="list-style-type: none"> Eliminated wasted time for TOGs faster response times saves lives more reliability which means possible increase in funds regional offices receive orders from DS leadership back home reducing downtime after events Improved access to network devices(cameras) for troubleshooting <p>Deployment </p> <ul style="list-style-type: none"> Reports on higher video streaming network improvements/video encoding improvements Frame dropping/ resolution dropping Automated anomaly detection improved meaningful data scrubbing Dynamic quality adjustments Remote connection timeout protocols 	<p>Beneficiaries </p> <ul style="list-style-type: none"> DS command center Regional Security Officers security engineering officers SMSe network engineers/architects TOG's(Technology operation groups) Site security personnel Marine security guards On site non security personnel
<p>Mission Budget </p> <ul style="list-style-type: none"> 		<p>Mission Achievement/Success Factors </p> <ul style="list-style-type: none"> Faster video streaming and response time (specifics still unknown) Reduction in bandwidth usage overall Retention of full quality video for after-action reporting/prosecuting 		



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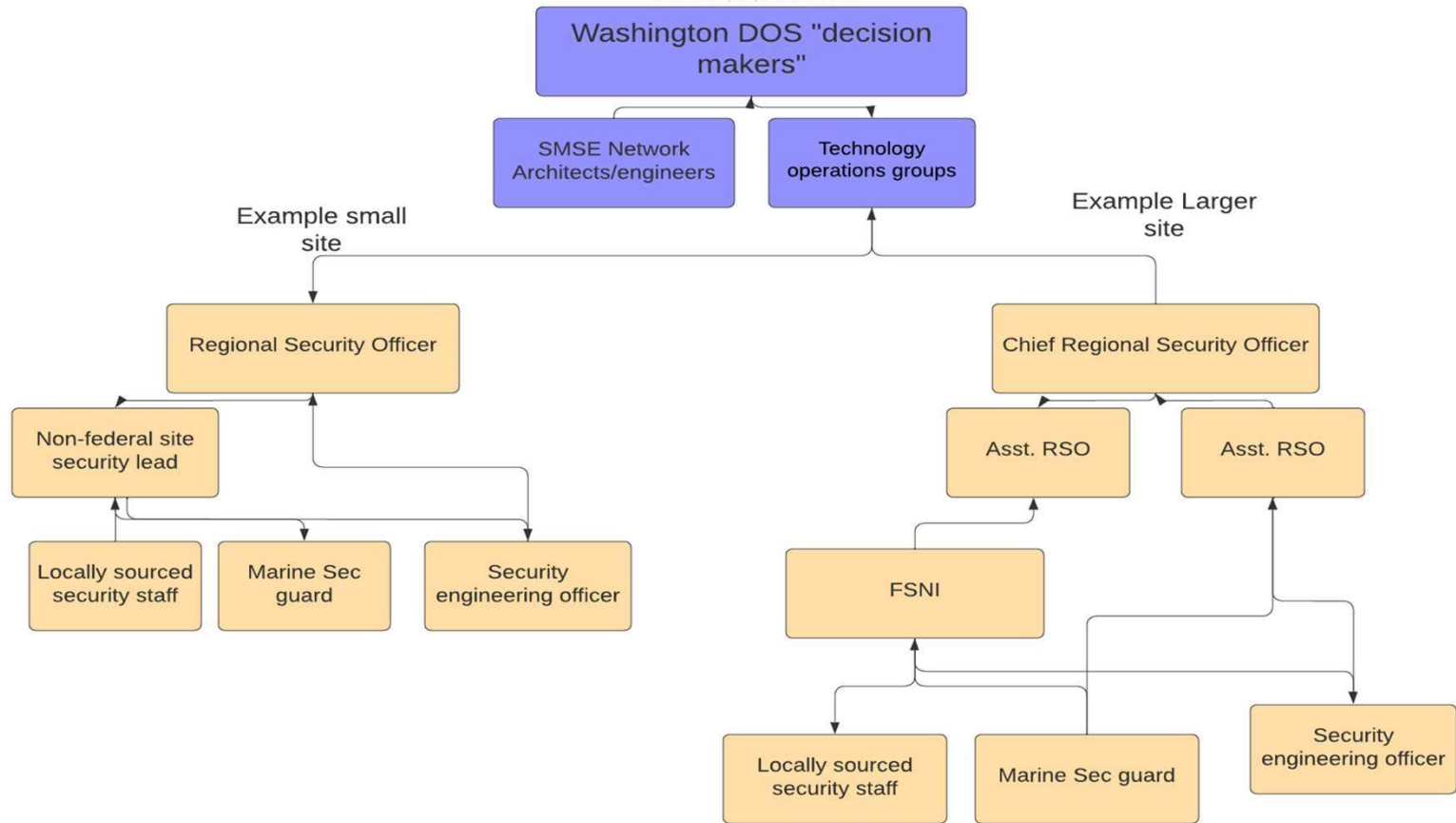
Designed by: Strategyzer AG & Steve Blank
The makers of Business Model Generation and Strategyzer



strategyzer.com

DOS security org chart

Derek Renz | September 26, 2023

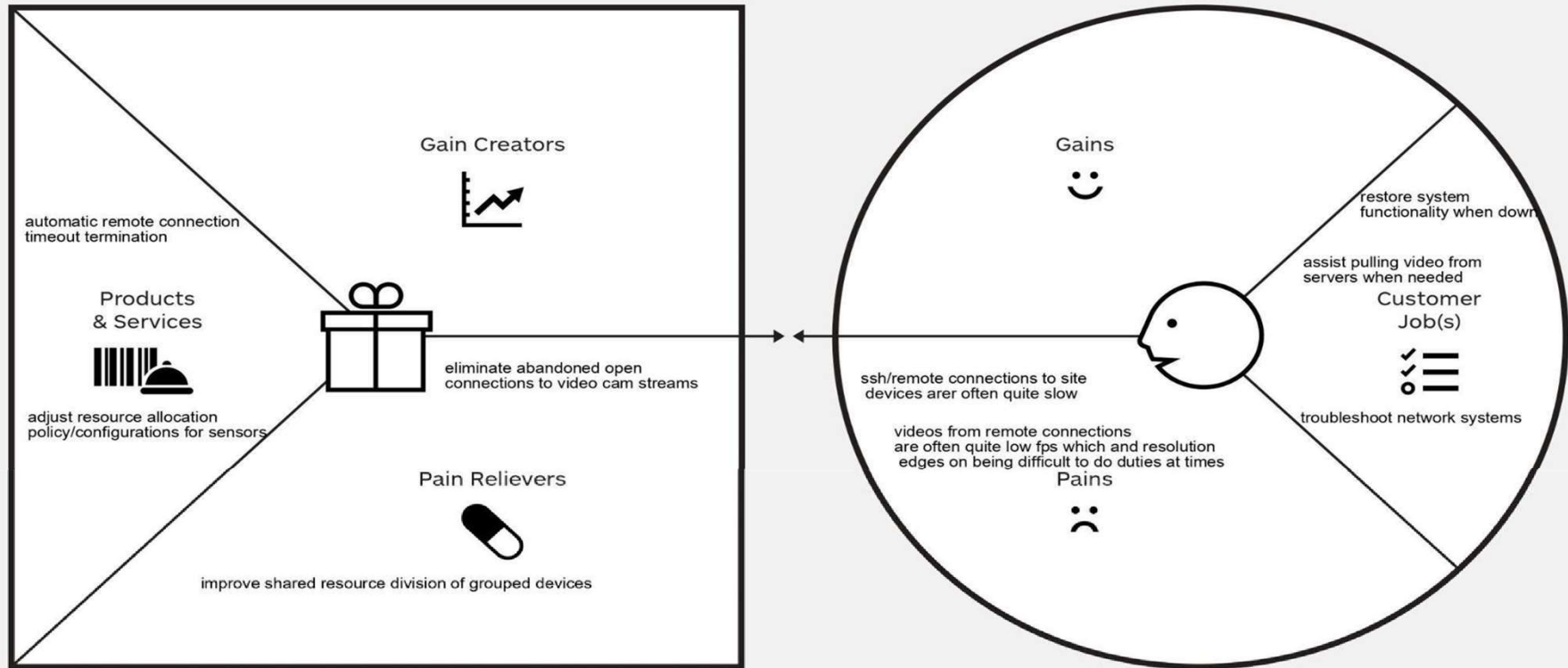


Sponsor delays in delivering official chart

The Value Proposition Canvas

██████████ Officer-in-charge
 Engineering Security Center
 ██████████

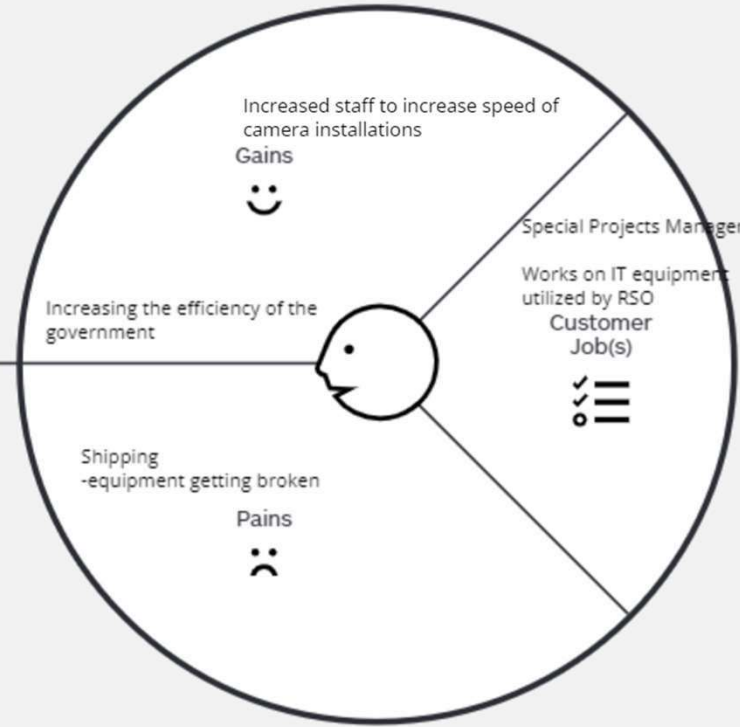
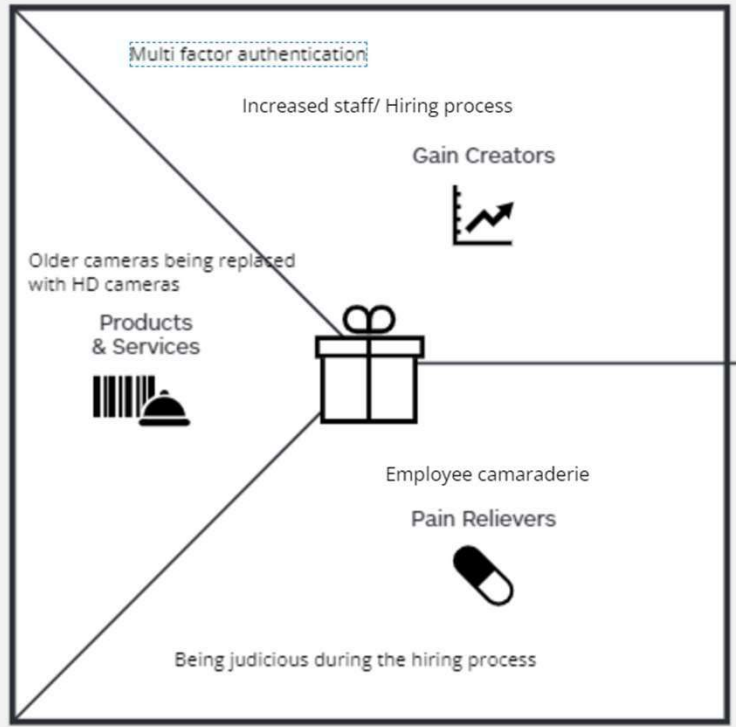
Value Proposition Customer Segment



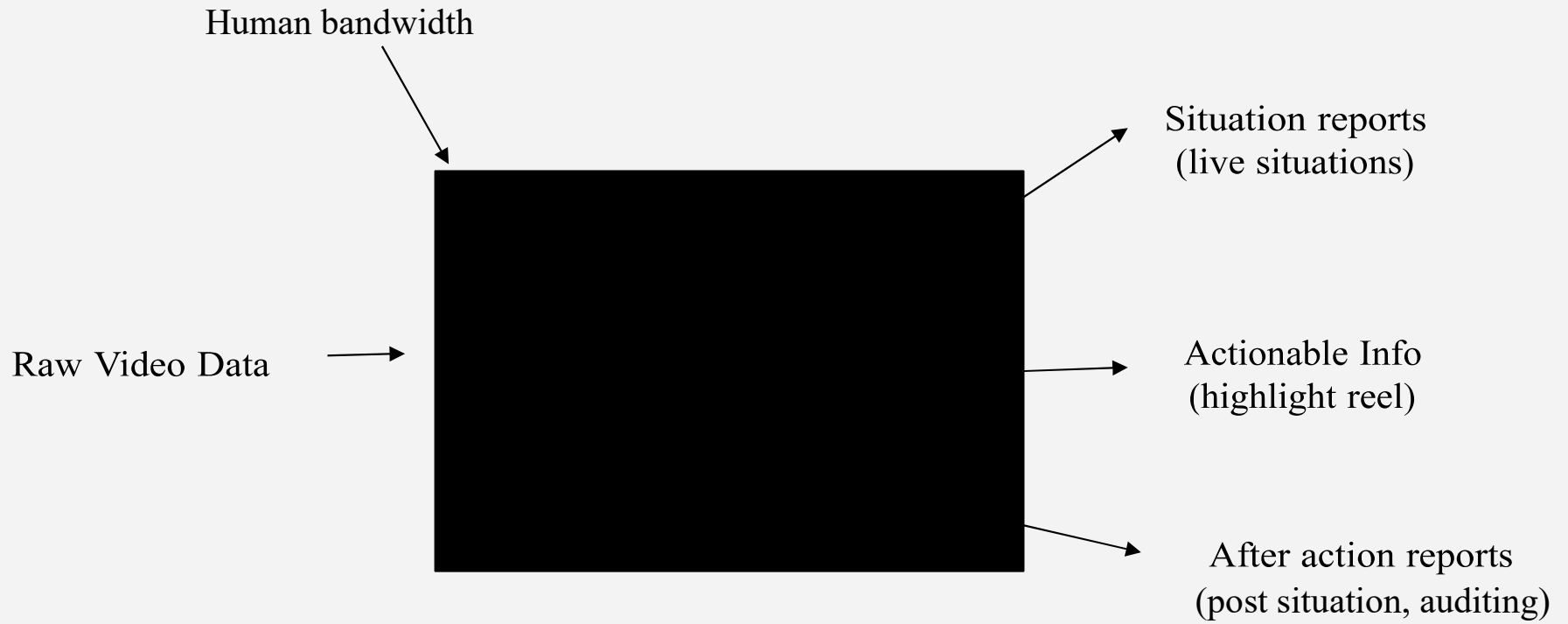
The Value Proposition Canvas



Special Projects Manager



MVP



Interviews

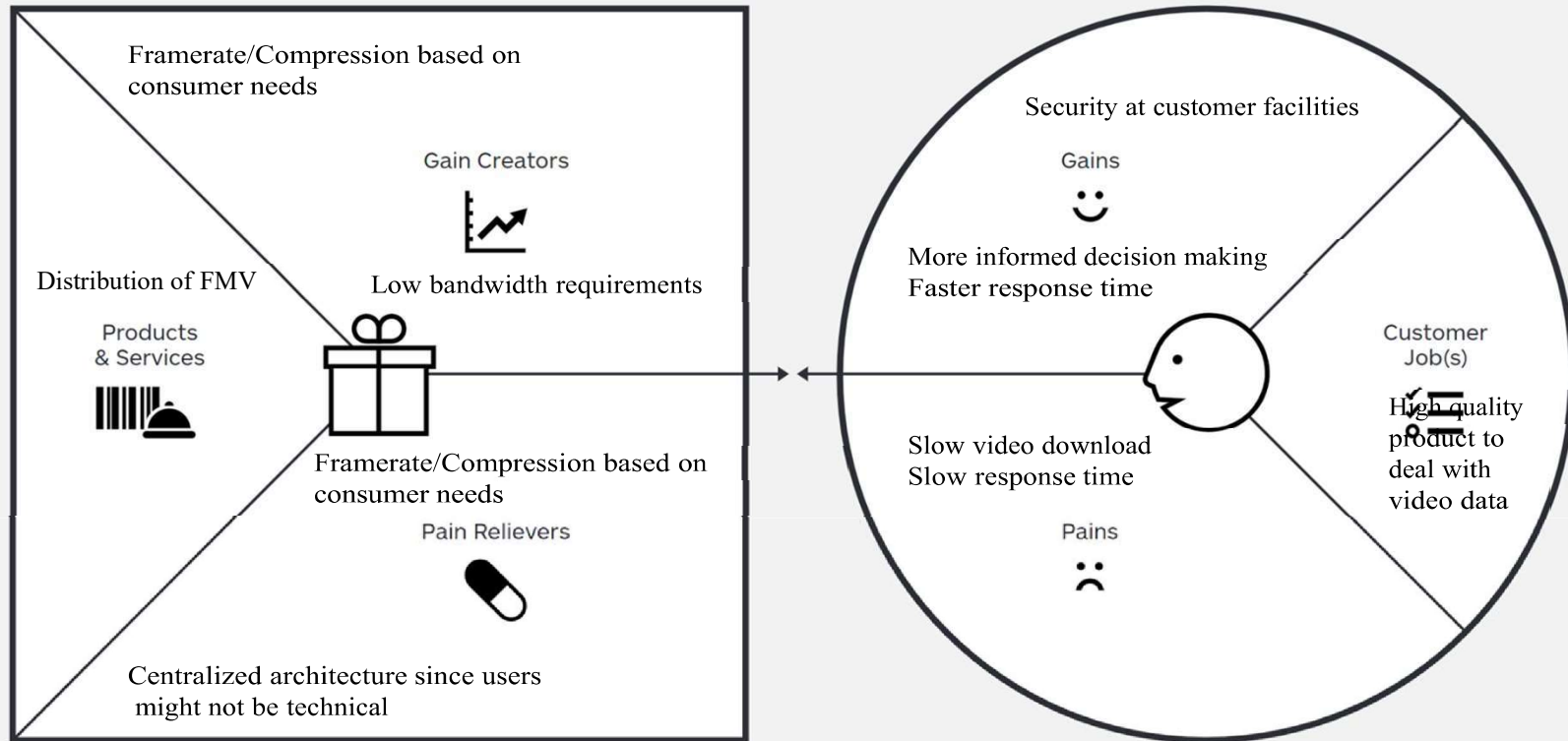
name	contact info	who are they?
		RIT Grad Professor
		RIT Assistant Director of Technology and Communications for Public Safety
		Officer-in-charge, Engineering Security Center
		Mexico City, Mexico
		Security Engineering Officer Engineering Security Office
		Ottawa, Canada
		Regional Director of Security Engineering
		RIT Professor, Pattern Recognition research
		Executive Director Public Safety
		rit professor
		RIT professor in dept of software engineering
		RIT studnet and networking engineer
		Lead in Educational Reach at Foundry Academy
		RIT professor, Technical Sales Engineer, and Manufacturing Engineer
		SMSe Network Engineer
		Network Systems Management Branch
		Special Projects Lead
		Network Systems Management Branch
		HDSVS Program Manager
		Systems Integration and Monitering Branch
	Regional security officer Ottawa	
	Electronics Engineer, Technology Development Branch	
	High Definition Security Video Systems Deployment Manager	
	DoD FMV distribution company	
	Technical Systems Group, Inc./RIT Supplier	
	High Definition Security Video Systems Project Manager	
	RIT Professor	

The Value Proposition Canvas

Deployment Manager

Value Proposition

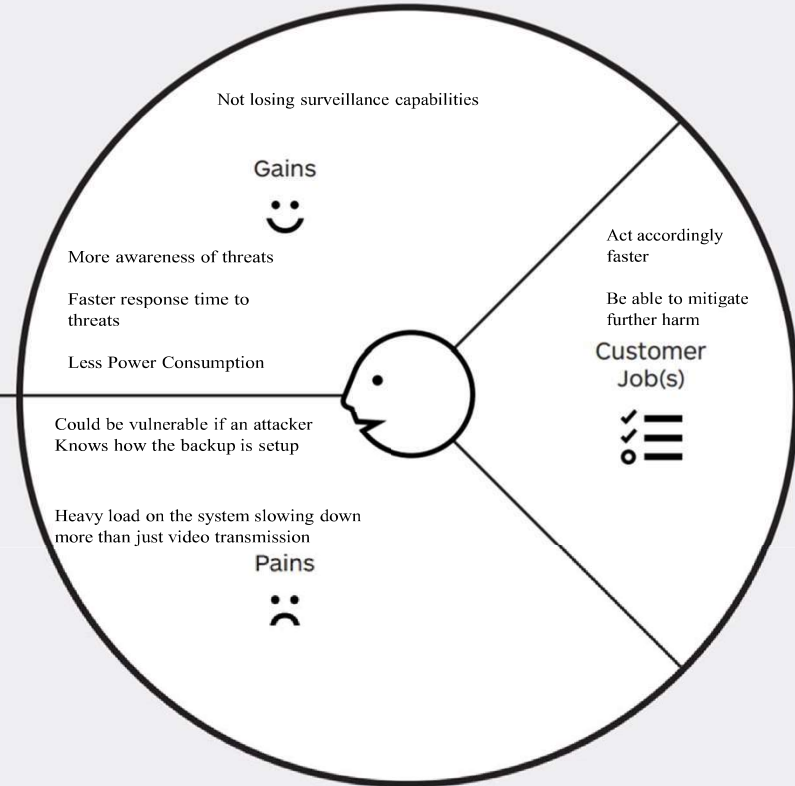
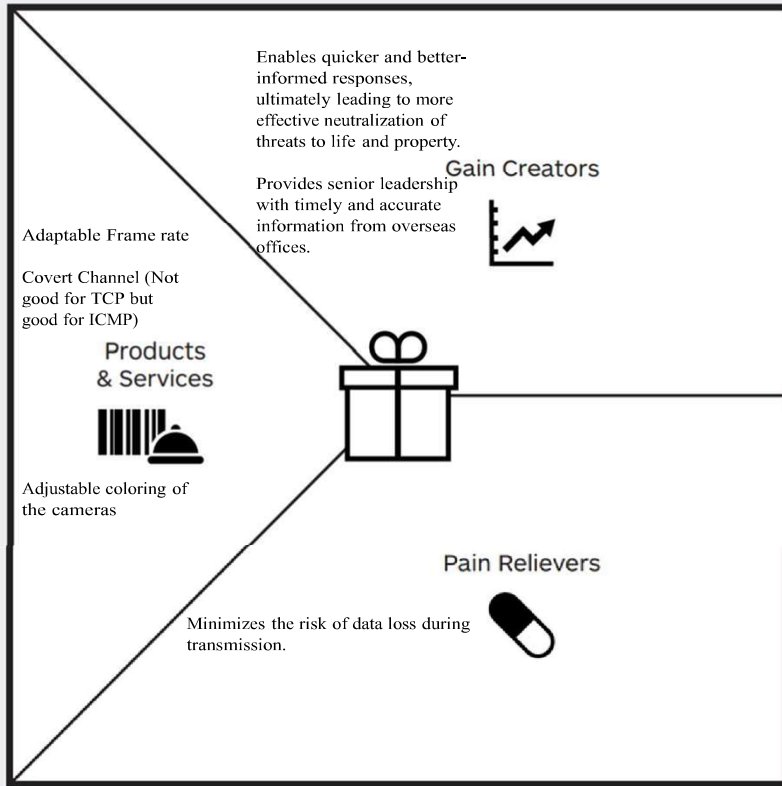
Customer Segment



The Value Proposition Canvas

Value Proposition **Abdullah Sakayl**

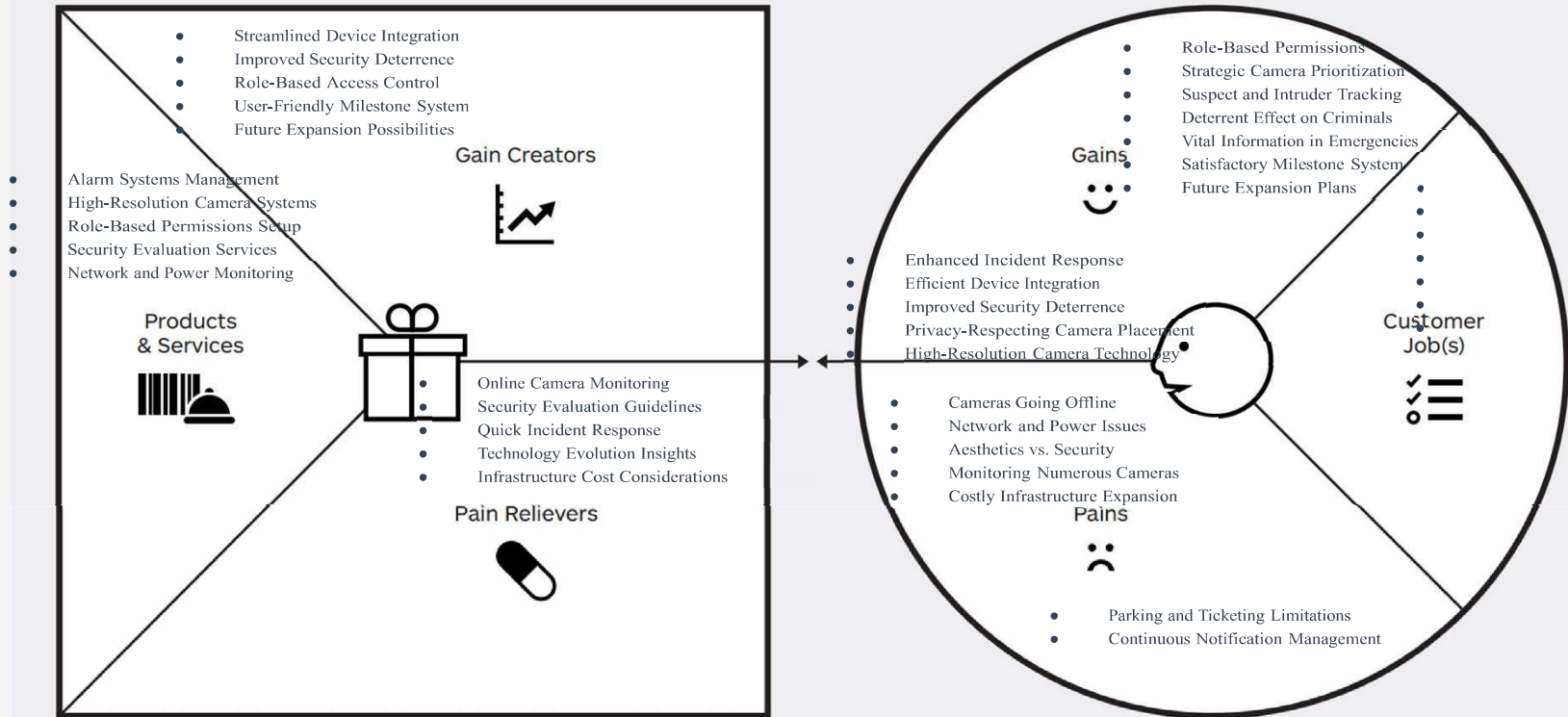
Customer Segment **[REDACTED]**
(RIT professor.)



The Value Proposition Canvas

Value Proposition Harsha Philip

Customer Segment [Redacted] Assistant Director of Technology and Communications for Public Safety and [Redacted] Ilo Technical Systems Group, Inc./RIT Supplier



Ensure Device Communication
 Oversee Access Control and Cameras Placement
 Prioritize Camera Monitor Intruders and Suspicious Activity
 Evaluate New Camera Requests
 Expand Camera Coverage
 Assess Security Effectiveness

The Value Proposition Canvas

Rochester Crime Lab IT

Value Proposition

Customer Segment

