





OPEN

FOR BUSINESS

Booz | Allen | Hamilton

WE EXPLORE THE WORLD THROUGH TECHNOLOGIES WE ASSEMBLE

The proliferation of digital technology has created an awe-inspiring number of new connections, products, services, ideas, insights, and efficiencies that previous generations of analog humans could only imagine. These connections have created enormous wealth and bountiful opportunities for future generations of digital natives.

There has never been a more exciting time to be digital.

But the speed of these advancements has come at a price. Technology is evolving at a pace most struggle to keep. Tension exists between the operational necessity to maintain lumbering legacy systems and the imperative to invest in higher-order business needs through a modernized enterprise.

Where others are frustrated by the cost constraints of non-adaptive, inoperable systems, we see opportunity. Because we know there is a better way.

IT STARTS WITH PERSPECTIVE.

WE HAVE ONE.

Few understand the challenges our nation faces better than us.

We are the original management consulting firm, now propelled by the imperative to reimagine digital in a connected era. We are a big company with bigger ideas, and since 1914, we have been essential partners to some of the biggest organizations in the world.

We examine the possibilities from every angle and appreciate the panorama of potential solutions. Our relentless commitment to be

vendor and technology agnostic makes us the honest broker.

Many companies have agendas, or they have only one dimension of the whole picture. Our deep market expertise, open technology, and access to open partnerships allow us to see—and deliver—what others cannot. With over 100 years of experience, we will stand the test of time. We don't follow. We lead.

OPEN FOR BUSINESS

Our mission has always been to help clients find the best path to success. Our open attitude and enterprise view help clients master their digital challenges, and deliver solutions with scale and agility.

Our commitment to open runs on a few small beliefs. Communities are accelerating digital transformations faster than any company can on its own—even Booz Allen. Open source is rendered in swagger. Vendor lock-in hurts. And open systems create better performance for clients than a proprietary one.

OPEN DOESN'T JUST MEAN OPEN SOURCE

OPEN ARCHITECTURES

are where we start. They're what vanquish inflexible enterprises and permit interoperability. Open architectures allow your system to easily connect to other devices, apps, and systems.

OPEN SOURCE

is how our industry learns. And by reusing the best open source code, we learn with them.

OPEN STANDARDS

define what open means. They are the building blocks that enable communities to raise up great ideas together.

OPEN COMMUNITIES

are our license to play. They extend the freedom to explore, examine, and scout new ideas from a global ecosystem.

OPEN DATA

is the future of insights. When organizations permit scientists and technologists to freely access, explore, and reconfigure their data-sets, people have a richer understanding of the world around them.

ENTERPRISE MILITARY PERFORMANCE



When the Defense and Intelligence communities needed an open enterprise framework to connect all of their mission architectures and military services, they turned to Booz Allen Digital. Our strategists and technologists defined the technical integration strategy and the open services architectures that enable

complete service and data interoperability across the Intelligence, Surveillance, and Reconnaissance (ISR) enterprise. Today, the enterprise roadmap for the Defense Intelligence Information Enterprise (DI2E) speeds and scales critical information sharing at a lower cost and risk than ever before.

WE REALLY KNOW OUR STUFF

We exist to build out Booz Allen's hallmark heritage, with a digital edge. Generations of our expertise, best practices, and work ethic have revolutionized how industries work.

MEET THE DIGITAL VANGUARD

Our community of digital technologists are changing the way our clients think about, assemble, ship, and run software. They're changing the way we think about it, too.

From cloud experts to data scientists, Ruby and Hadoop developers to security engineers and experience designers, it's a community with license to open new perspectives and with freedom to explore new partnerships and the reuse of code and ideas.

This Digital Vanguard is tightly integrated but loosely coupled. We don't stifle their creativity. We simply ask them to set the standards for our open approach and to source new ideas for internal experiments and external projects.



THE SECURITY ENGINEER

protects networks and enterprises from attacks and vulnerabilities. They make open, secure.



THE ENTERPRISE INTEGRATOR

maximizes the number of possible connections between people, technology, and services.

FACT:

*8 out of 10
developers choose
open source*



THE EXPERIENCE DESIGNER

renders raw code and data into elegant, enduring moments. They make the complex simple to understand.



THE DIGITAL CREATIVE

designs with an engineer's eye and a craftsman's hand. Simply put, their creations leave you saying, "wow."



THE OPEN STRATEGIST

propels business performance by connecting the right technology with the best strategy.



THE AGILE DEVELOPER

turns on a dime, and ships software, code, and culture in parallel scripts.



THE DATA SCIENTIST

is a master in the art and science of extracting value from data. Lots of data.



THE OPEN EVANGELIST

scouts new technologies and explores their application to solve client challenges.



THE CLOUD ARCHITECT

sees digital not as it is, but as it should be. They blueprint IT transformations.



THE SOLUTIONS AUTHOR

translates technical requirements into the widgets that move the world forward.

WE'RE NOT YOUR TYPICAL CONSULTANTS

We're more than technology consultants. We're artists, craftsmen, engineers, scientists, and storytellers. We find success not as a group of lone inventors, but as a digital team comprised of a new breed of creative consultants. We don't just value collaboration; we're inspired by it.

Clients are attracted to us because we do more than strategize. Our digital creatives are functional, hands-on experts who craft elegant, enduring, and memorable experiences.

THE BRIGHTEST FUTURE BELONGS TO THOSE WHO ADAPT

For years, there has been a tacit assumption that most development projects will run late and underperform when delivered. This expectation is provoked by an innate fear of change and the stagnant, siloed processes within development teams and across enterprises.

We're helping organizations transition their enterprise architectures from closed systems to open agile enterprises, while rebooting the software development practices that support it. Siloed planning, delivery, and communication postures are giving way to a structured change that attracts more open, more collaborative behaviors.

We have a fierce belief that open technologies coupled with open attitudes can still propel our clients forward. But faster, more dependable provisioning hinges on better teamwork between development and operations, and the intimate appreciation for underlying business needs. Booz Allen DevOps help our clients map their thinking and communicate their intent.

It's a technique for software delivery that is jointly assembled. It's a movement for continuous delivery that demands dedication and practiced team persistence.

FOUR TECHNIQUES OF BOOZ ALLEN DEVOPS



ITERATIVE

Frequent, incremental demonstrations of working software functionality creates better products, faster.



COLLABORATIVE

Only through an open collaborative culture are all participants inspired to contribute toward building the best possible solution.



AUTOMATED

Automation lets teams test and deploy faster: even better, all members can map and share mutual progress, automatically.



CONTINUOUS

Release software early and often to capture feedback and build something that users actually want to use.

AGILE BEYOND SPEED

The truth is the speed of business has accelerated. Huge, cumbersome, monolithic applications are being replaced by zippier, modular, microservices. Our DevOps techniques are overriding traditional waterfall processes, and software delivery is now continuous. Agile enables us to move quickly, no matter the challenge, and enables our clients to keep pace with their missions.

It's a cultural script. Nobody wants to wait for the services they've requested, least of all technologists and business leaders. Our agile development practices allow us to assemble services and ship code to production environments with little fuss or fanfare.

AGILE IS MODULAR

To think big, you must first think small. That's why we strive to build smaller widgets and microservices that can serve as plug-in building blocks for enterprise systems.

AGILE IS FLEXIBLE

The best approach to building an enterprise system is to first break it into modular pieces that are loosely coupled. It makes assembling the software more agile. It allows the team to surge and sprint in a way that's flexible against timelines and delivery cycles.

IT TAKES AN ENTERPRISE

TO TRANSFORM AN ENTERPRISE

We specialize in transforming the world's largest and most dynamic organizations. We're at our best when the problems are big. Dynamic challenges, like systems integration and cloud migration require a large organization that is equally dynamic, yet entrepreneurial and curious.

We love startups. They're smart. They're nimble. And they have laser-like focus on the problem they're trying to solve. But, a century of pioneering how industries think has taught us that roots also matter.

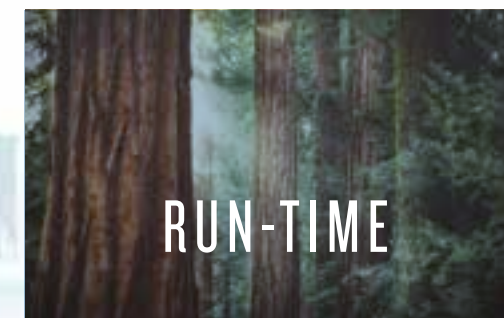
FACT:

When you work with Booz Allen Digital, you get the power of the whole firm and more. If solving your problems means you need access to our data scientists or predictive intelligence security analysts, or even technology from one of our partners, you'll get it. Our reach back stretches further than anyone's.

Roots that give us deep understanding of not just what clients want, but what they need, in ways they've never considered.

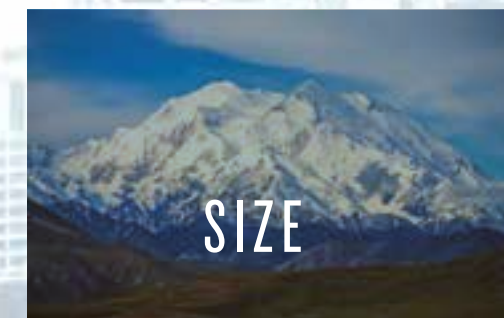
Most startups alone aren't equipped to assemble a system of systems or migrate a government enterprise to the cloud. So we partner with them, along with members from academia, and other commercial enterprises, to couple the best technology with our intimate understanding of mission and to solve the biggest challenges.

If you want to stay ahead, run with us.



RUN-TIME

We've been doing this for 100 years. We're not going anywhere.



SIZE

We have the talent, capabilities, and access to partner networks to tackle any challenge. Especially big ones.



AGILITY

Many firms are big, some are agile, few are both. We can turn on a dime and we're never stuck.



DOMAIN EXPERTISE

We give clients access to solutions they can act on immediately.

Case Study: DOCKER AND THE GSA

The GSA's Integrated Award Environment currently tracks more than \$976 billion over 3.3 million transactions annually. Through its partnership with Booz Allen, the GSA now uses Docker to build, ship, and run its applications.

"We could not have done this without an outstanding go-to market partner in Booz Allen"

—SCOTT JOHNSTON
Docker SVP Products
DockerCon2015



LOCK-IN HURTS

The cloud has transformed how companies operate. Investments in expensive, cumbersome data centers are becoming a thing of the past, giving way to cloud computing and storage resources. Yet hidden costs have emerged, costs that stretch far beyond the dollar. And that hurts.

This cloud evolution has highlighted an unprecedented level of lock-in to technology, solutions, and even vendors. When you're locked into these things, you're locked out of other choices and connections. And over time, through lock-in, the problems pile up, limiting an organization's ability to modernize and keep pace with changes in technology.

The power of choice is everything. Choice in systems to refresh technology, change data flows, and swap in and swap out components. Choice in services—especially microservices—to build custom modules and enable systems to speak the same language, but run independently. Organizations that embrace the freedom to choose maximize the number of possible connections among their people, technologies, and services.

Our open technology preserves your independence.

KNOWLEDGE THAT POWERS YOUR FUTURE

We have always been pioneers. While innovators improve on today's ideas, pioneers define the paradigm of tomorrow.

Today, we're changing the way that government and startup industries work together. We're using microservices to make big organizations open agile enterprises, integrating technology and production in the cloud, and on the biggest scale.

We're scouring the country for the best talent, and now, with our network of strategic partners, our knowledge, curiosity, and insights we will continue to chart the digital path, just as we have plotted the course for generations.



THE RIGHT INFORMATION, RIGHT WHEN YOU NEED IT.

Booz Allen Digital is reimagining, and removing, the previous constraints of a stove-piped military enterprise IT. Our open solutions are connecting threat information from every branch of the military. Delivering critical intelligence an analyst can now use Distributed Common Ground System (DCGS) information like a traveler uses a digital map. So, like rerouting for traffic ahead an analyst can now

reroute helicopters away from danger using intelligence gathered from other forces and commands.

By integrating digital platforms across an enterprise, our comprehensive approach to the DCGS family of systems is helping to accelerate connection, and improve integration and access.



MANY FIRMS ARE BIG. SOME ARE AGILE. FEW ARE BOTH.

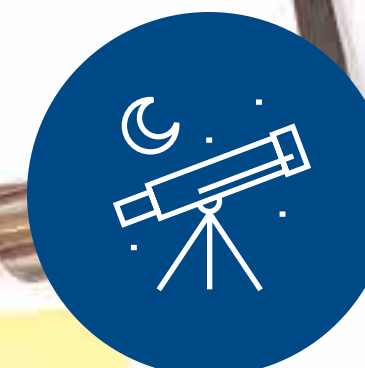
A BETTER APPROACH TO SOLVING ENTERPRISE CHALLENGES

Our digital services blend strategy, creative, technology and analytics solutions to help clients master their digital challenges. Powered by an open network of partners, every client mission is advanced by exactly what's needed to push their business forward.



STRATEGY

Transition organizations to the digital enterprise, manage digital investments, and grow their digital practices



CREATIVE

Blend agile development with user-centered design, visual design, and brand strategy to create powerful digital experiences



TECHNOLOGY

Integrate and modernize digital architecture, application development, platforms, and infrastructure to create original value



ANALYTICS

Lead with business needs and business experts to find better meaning and value in data

CAPABILITIES THAT MOVE YOU

Customers expect more from digital services. Engagement, experience, and interaction have become the driving forces for how organizations design software and applications. That's why we've focused our five capability areas to power our digital services. From social media platforms to mobile applications, from web

analytics to cloud services, user experience strategy and interface design, all our product and service offerings are meticulously delivered with the scale and agility to be integrated enterprise-wide, as needed.



SOCIAL



MOBILE



ANALYTICS



CLOUD



UI/UX

ASSEMBLED FOR REUSE

We avoid building from scratch, but instead assemble and reuse what we already have, and the great technologies that others have developed. Savvy reuse saves us time, and it saves you money.

This trend has steadily grown over time: the movement from raw invention to reuse. We extend this in how we approach enterprise

development. Digital nirvana is not when you're building new things—it's when you're assembling new value.

We believe so strongly in reuse through assembly that we created Booz Allen STAGE, a powerful environment to empower developers and analysts alike to set up, define, assemble, and ship modules and software faster.

REUSE IN THE CONNECTED AGE

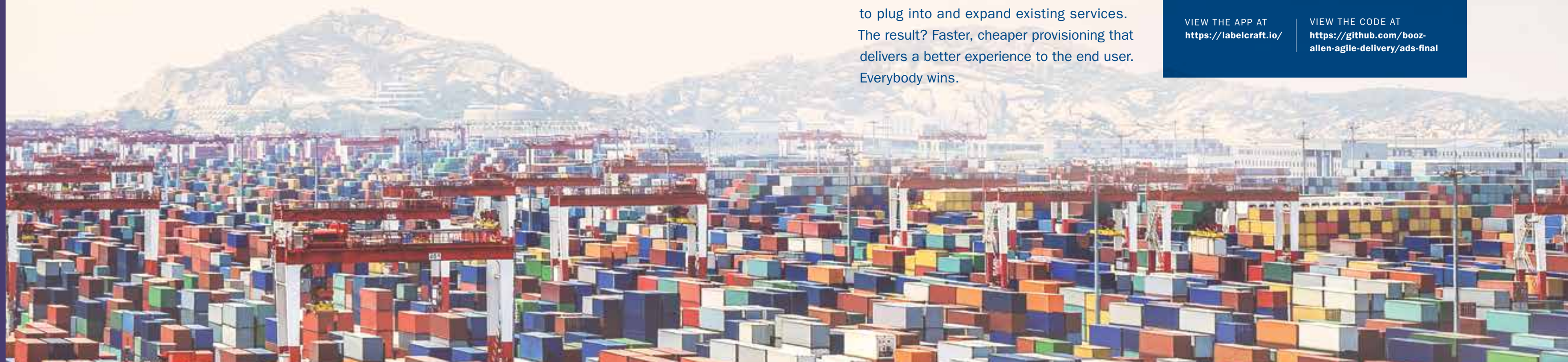
Consider the mobile app ecosystem, where developers integrate and augment existing tools to create new apps (from real-time traffic navigation to location-based restaurant reservations). Nobody builds new maps anymore. Instead, they're using open APIs to plug into and expand existing services. The result? Faster, cheaper provisioning that delivers a better experience to the end user. Everybody wins.

Case Study: 18F

We didn't submit a traditional proposal to 18F for one of our latest DevOps projects. Instead, we demonstrated our credentials by assembling LabelCraft, a web app for checking drug side effects and improving drug labels, augmenting agile development with our DevOps practices.

VIEW THE APP AT
<https://labelcraft.io/>

VIEW THE CODE AT
<https://github.com/booz-allen-agile-delivery/ads-final>



A STAGE TO BUILD UPON

Developing software can be complicated, expensive, and lengthy. Despite that many overlaps exist among systems, security, and operating requirements, these building blocks have remained siloed and disparate. What's needed is an environment that combines requirements, code, and standards to connect, interact, and function universally. No cast nor crew was ever commissioned to stage a production, without a stage. Why should you?

Direct your production with Booz Allen STAGE. Assemble and provision apps faster. Apply community services and open APIs to easily build your software in a single, secure environment. Simplify and expedite the process by automating the provisioning, installation, and configuration of assets and capabilities. Spend less time building environments, and more time building business value.

Booz Allen STAGE makes it cheaper to deploy and maintain services, improves flexibility and security, and accelerates new services and capabilities across your enterprise.

**“ALL THE WORLD’S A STAGE,
MEN AND WOMEN MERELY PLAYERS,
EACH WITH THEIR EXITS AND THEIR ENTRANCES”**

—WILLIAM SHAKESPEARE

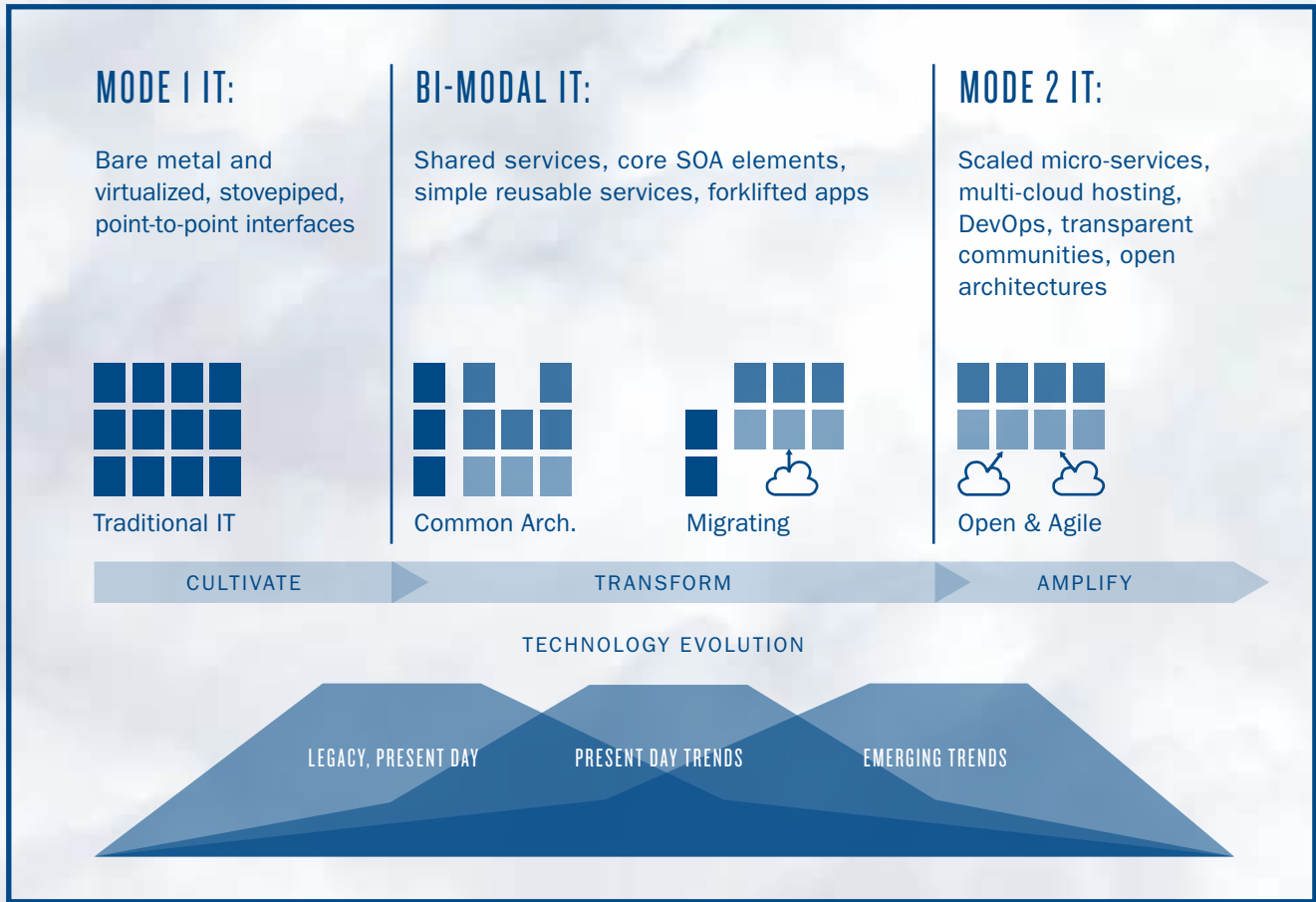
A NETWORK OF INPUTS

True collaboration establishes an immersive, co-creative environment where clients and partners mingle with diverse experience and disciplines. Only through open collaboration are enterprises inspired to contribute toward building the best possible solution.

A MORE INTEGRATED ENTERPRISE

Rapid evolution of the cloud market has introduced new challenges, as organizations move from closed, proprietary systems to open agile enterprises.

We accelerate the development and deployment of apps and data solutions to migrate missions and realize the potential of Mode 2 IT enterprises.



AUTOMATED

Evolving Systems Delivery processes from manual to automated, results in faster time to market and lowers rates of failure



REUSE

Migrating from monolithic systems to micro-services, achieves reuse, flexibility, and scale



OPEN

Moving technology from proprietary to open, lowers costs, creates choice, and simplifies use



SECURITY

Locking in security from the start, so it's not an afterthought, results in safer systems and environments

ALWAYS BE SHIPPING

We're unwavering in our commitment to experiment. We savor the rush of play. We like to tinker and test new technologies and tools. It's something we're compelled to do. To us, digital environments are sandboxes for play, sifting through bits and bytes, building upon others' code, and imagining new possibilities together.

We're drawn to people who want to see what a problem looks like under a different light, and who can't resist picking it up after others have put it down. We empower them with the freedom to experiment, fail, and learn with different ideas that expand business goals.

Above all else, we expect our people to always be shipping.

THE MORE YOU GIVE AWAY THE MORE YOU GET BACK

OUR DIGITAL TRIBE

We made an investment to build and maintain physical and digital meeting points—intersections between communities, people, ideas, and technology. These points connect work with play, and rally our Digital Vanguard behind meaningful causes.

- + Hold regular challenges and pitch events that motivate open technologists to work on interesting projects beyond their daily client responsibilities
- + Work side-by-side with 780+ technology startups in Austin, Texas' Capital Factory to connect the best technology to the hardest challenges
- + Publish code to the BAHx, our internal Github-style repository, encourages community testing and reuse

CITIZENS OF A GLOBAL COMMUNITY

We know great ideas come from everywhere, and that communities are smarter and faster than individuals. We embrace the open movement. We're an essential partner in shipping to and curating many open source communities and forums.

- + Curate Project Jellyfish, the open source cloud broker platform
- + Sponsor and participate in events like the Data Science Bowl: a data driven initiative that last year sought to chart the health of our planet's oceans
- + Leading contributor in government-curated Githubs and open source repositories

CHECK OUT BOOZ ALLEN'S GITHUB

<https://github.com/booz-allen-hamilton>



OPEN SOURCE CLOUD BROKER

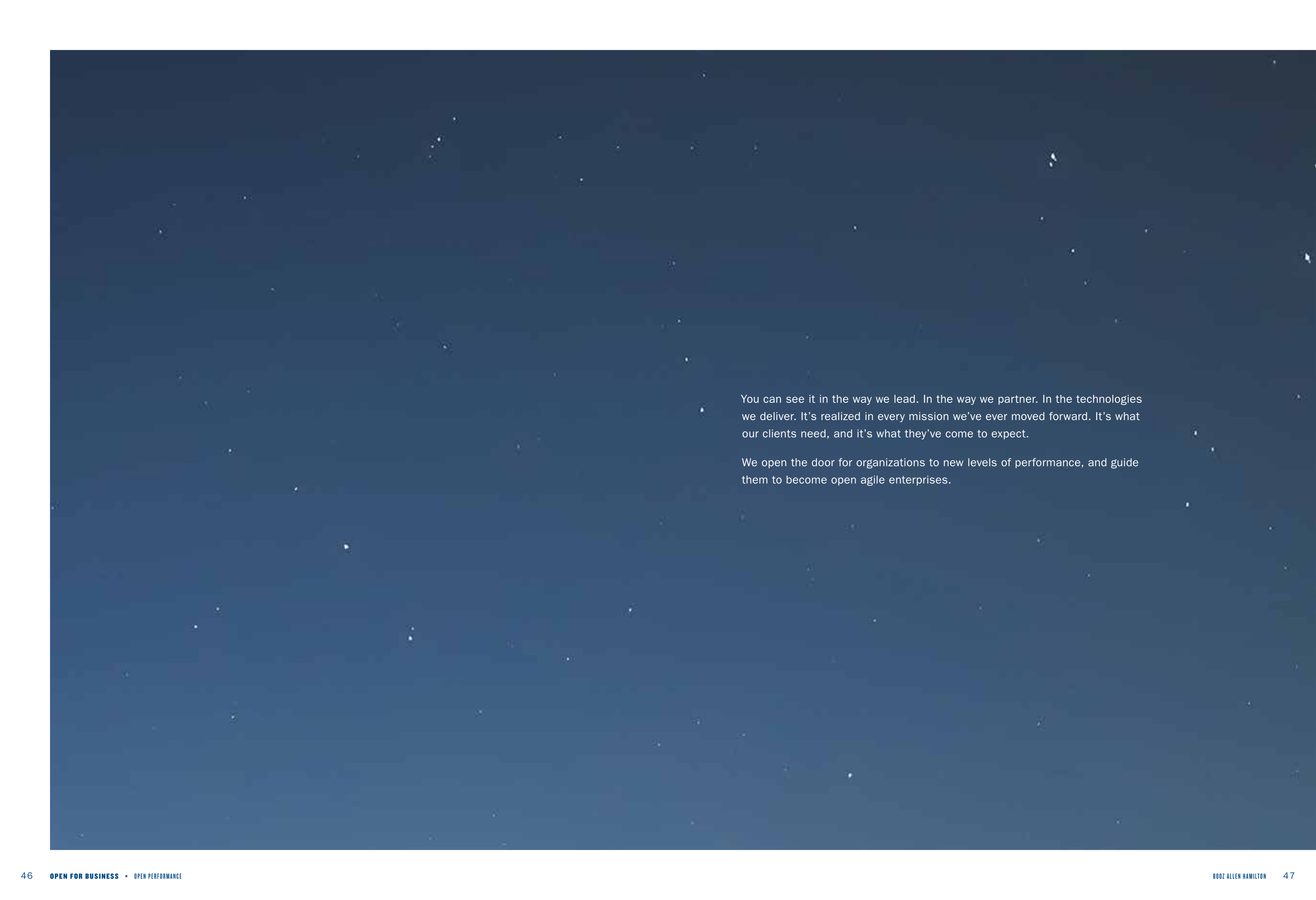
We Invested. We developed. And then we gave it away.

Meet Project Jellyfish, our open source cloud broker platform that allows enterprises to manage, automate, and control their complex cloud environments. Project Jellyfish provides an easy to use front-end user experience for connecting buyers to cloud products—all in one place. It simplifies the decision making for enterprises with multiple cloud services.

What's more, Project Jellyfish is propelled by an open habitat of developers, designers, and end users. As project curators, we develop modules and plug-ins for the community to use and tinker with, and we co-develop modules with our partners in the community. There's a sea of possibility. We're always on the lookout for new contributors. Interested in becoming part of the burgeoning Jellyfish community? Explore our code at <https://github.com/projectjellyfish>.

Start managing your clouds at:

www.ProjectJellyfish.org



You can see it in the way we lead. In the way we partner. In the technologies we deliver. It's realized in every mission we've ever moved forward. It's what our clients need, and it's what they've come to expect.

We open the door for organizations to new levels of performance, and guide them to become open agile enterprises.

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