

Informing Data Driven Decisions

James Thompson Director, Major Program Support Office of the Deputy Assistant Secretary of Defense for Systems Engineering

17th PSM Measurement Users' Group Arlington, VA | Feb 25, 2016

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Making Decisions



Leadership and Culture



Indicators

Risks

Systems Engineering *leadership*, and the *expertise* of our <u>people</u> make the difference.





In God we trust....all others, bring data...

W. Edwards Deming

Sign outside office of The Honorable Frank Kendall, Under Secretary of Defense for Acquisition, Technology and Logistics

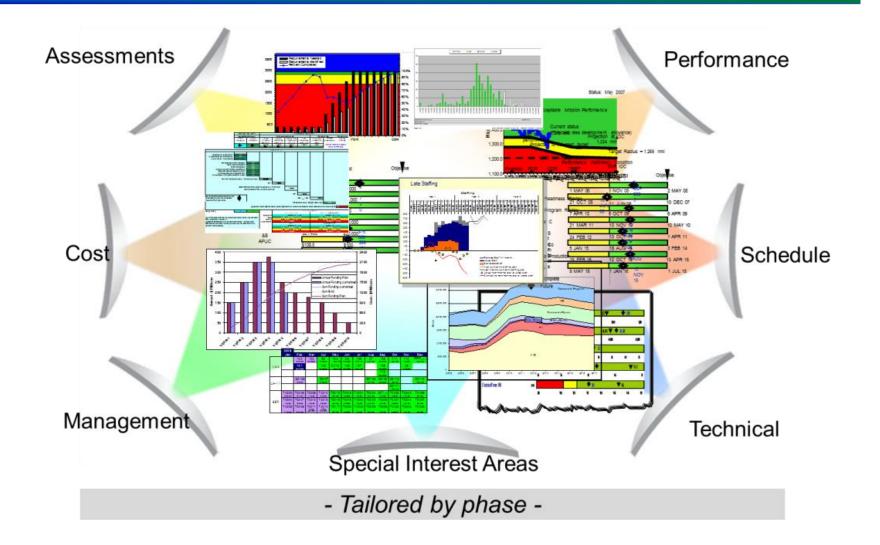




- Why do we measure?
- When and What do we Measure
- Approach
- Analysis and Insight
- How are we doing?
- Challenges
- Path Forward



Why do We Measure? Program Insights, Knowledge & Inflection Points



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Why Do We Measure Law, Policy, and Guidance



Public Law 111-23, May 22, 2009: Weapon Systems Acquisition Reform Act

- S.454-10; d.(1): The development and tracking of detailed measurable performance criteria as part of the systems engineering master plans....
- S.454-10; d.(3): A system for storing and tracking information relating to the achievement of the performance criteria and objectives specified...
- S.454-12; SEC. 103.b.(4): Evaluating the utility of performance metrics used to measure the cost, schedule, and performance of [MDAPS], and making such recommendations ...to improve such metrics.

DoDI 5000.02 (January 2015) Enclosure 3 (Systems Engineering)



Para 6, Encl 3: 6. TECHNICAL PERFORMANCE MEASURES AND METRICS. The Program Manager will use technical performance measures and metrics to assess program progress. Analysis of technical performance measures and metrics, in terms of progress against established plans, will provide insight into the technical progress and risk of a program

Systems Engineering Plan Outline, 20 April 2011

- Directs programs to present their strategy for identifying, prioritizing, and selecting metrics for monitoring and tracking program SE activities and performance
- Section 3.6 "<u>Technical Performance Measures and Metrics</u>"
 - Provides an overview of measurement planning and metrics selection process
 - Include approach to monitor execution-to-plan and identification of roles, responsibilities, and authorities
 - Minimum set of TPMs and intermediate goals and plan to achieve them with dates
 - Examples include TPMs in areas of software, reliability, manufacturing, integration, & test

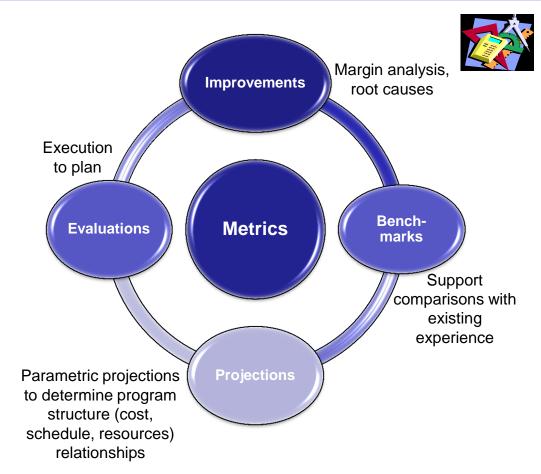
Performance measures are foundational to PM and DASD(SE) missions.

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SE Metrics Goals "What we are trying to achieve"

- Emphasize quantitative understanding <u>consistent with</u> <u>Industry practice</u> of systems engineering
- Make visible relationships between system/equipment design objectives and performance
- Provide foundation for planning, monitor execution
- Inform leaders of technical risks, opportunities, and their impacts at major decisions
- Harness and use existing information for timely and better decisions at the appropriate levels
- Enable data-driven decisions





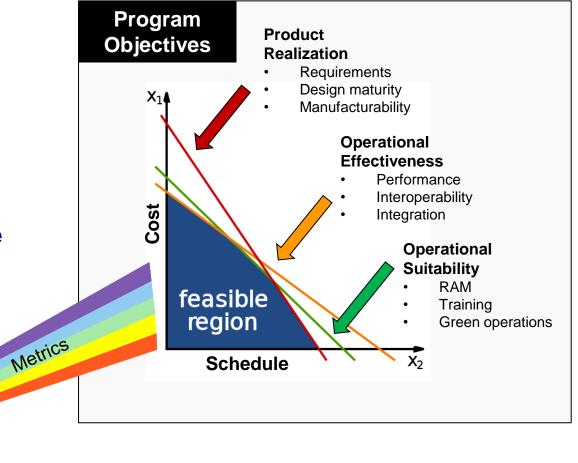


Focus on Program Objectives



Objectives Metrics / Measures **Tailored for program** X_{1} objectives **Combined with relevant** • context Transformed into useful ٠ Cost decision aids to enhance program and Acquisition execution

Systemic Analysis



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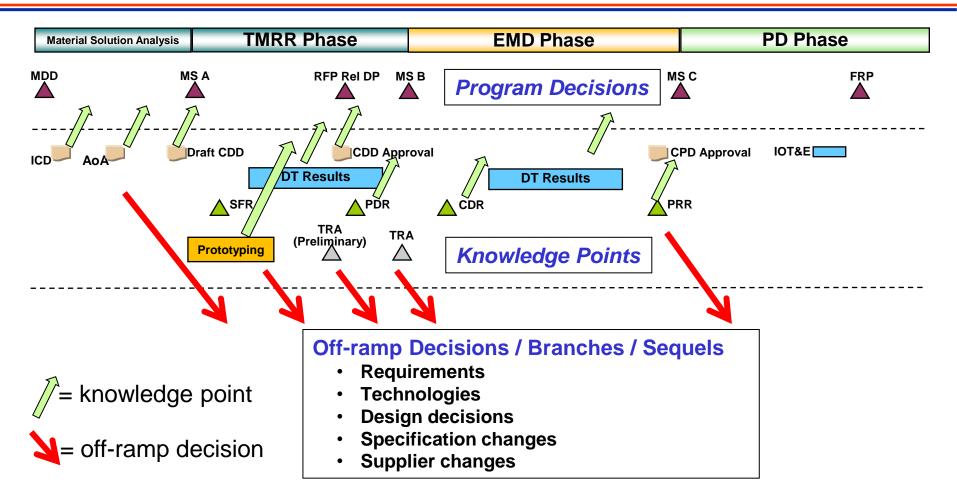
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Decisions Knowledge Points and Off-Ramps





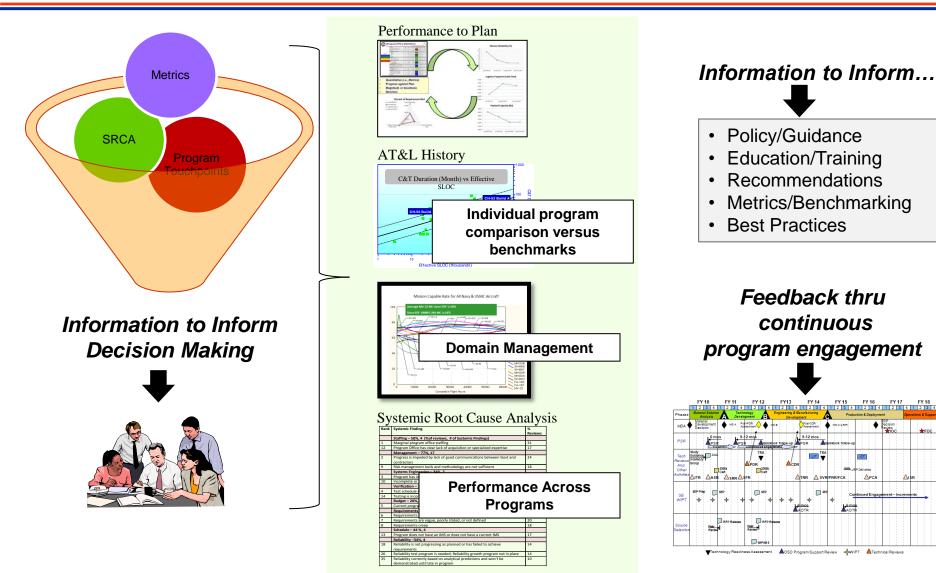
Planning for knowledge and information with which to make off-ramp or branch/sequel decisions based on that knowledge

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SE Metrics Approach

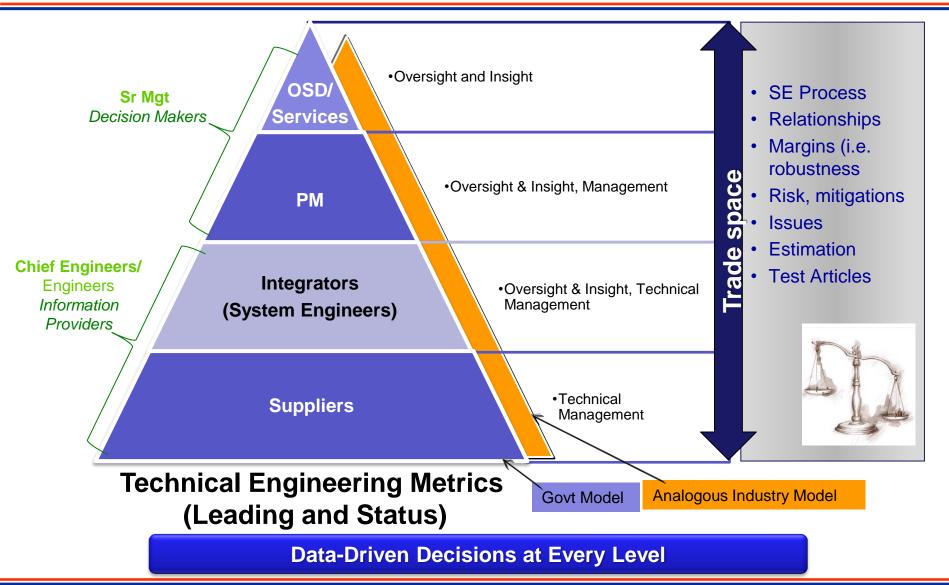






Metrics Framework





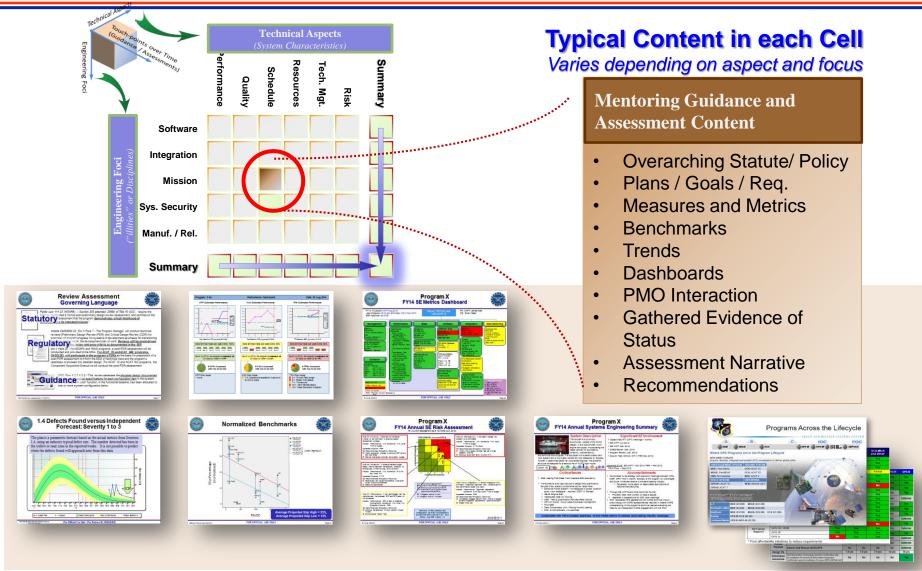
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Framework for a Single Systems' Engineering Engagement



Matrix of Engineering Specialties and Technical Aspects

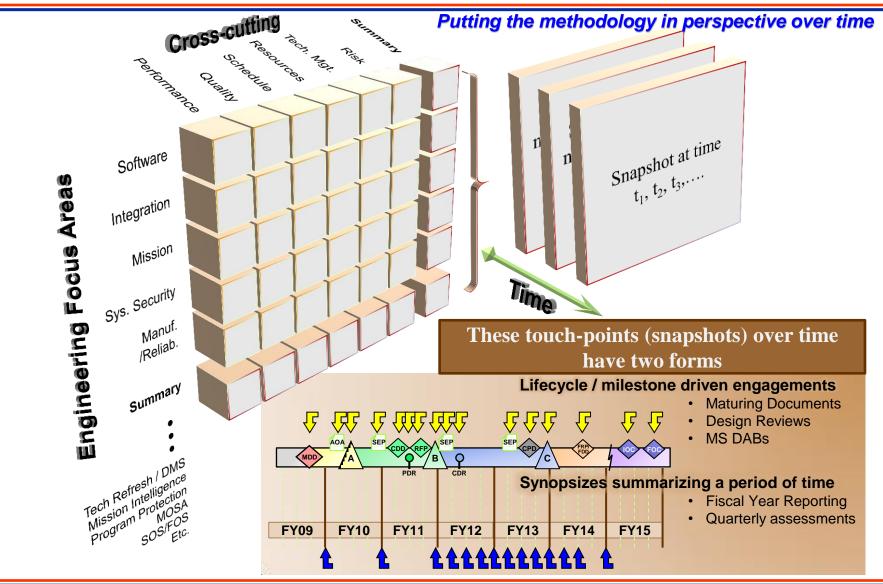


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Systems' Engineering Touch-points over Time





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Flow and Trace of Measures



AoA	CDD/CPD	SEP (D	evelopers)	TEMP (Testers)					
MoEs MoPs	KPPs, KSAs, (Thresh/Obj)	TPMs	Threshold/ Objective	MOEs / MOPs	CTPs (Threshold criteria)				
CCIR time SOA net- ready TST time TST Dissemina- tion	Net-Ready KPP Ref: CDD 6.4	Implemented community of interest Services exposed to external customers Services exposed internally through vertical integration	70%/100% Ability to expose services in support of vertical integration of mission application sub-systems	 1-9: CCIR Time 2-5: PED Visibility 3-10: IERs& KIPS *3-12: SOA Net Ready 3-21: IA Protection Risk 2-2: TST time 	 Normal Operations <15 minutes transmitted to units/assets Visibility of 95% PED nodes status IERs: 100% critical IERs; KIPS: address all GIG Architecture KIPS Identified standard: Risk is low with no additional protection controls needed <3 minutes re-plan initiation to planning completion; order changes transmitted <1 min after plan completion; replanning 25 concurrent missions 				
		Services consumed through horizontal mission threads Services Exposure Verification and tracking sheet	Ability to consume services in support of horizontal integration of mission applications in a net- centric way Number of services exposed to external systems to comply with net-centric service strategy	 2-4: TST Dissemination 2-10: SITREP>FrOB 2-15: Order urgent 2-16: Order normal 3-21: IA protection risk 3-22: IA response risk 3-23: IA detection risk 	 DISR mandated GIG IT standards & profiles identified in the TV-1 DISR mandated GIG KIPS identified in the KIP declaration table NCOW RM Enterprise Services Information assurance requirements including availability, integrity, authentication, confidentiality, non repudiation, and issuance of an order ty the designating authority Operationally effective information exchanges: mission critical performance, information assurance attributes, data correctness, data availability and correctness. 				

Traceability between AoA, Requirements, SEP, and TEMP

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Individual TPMs Evaluated using SMART Criteria



		Assessr	nent Rubri	С	
	Specific	Measurable	Achievable	Relevant	Timely
Definition	Metric or Measure can be interpreted only one way	Metric or Measure can be represented by a number obtained from counting, analysis or instrumentation	Metrics or Measures have defined goals at key acquisition events	Metrics or Measures tied to prgram requirement, KPP/KSA, risk, or key PM process.	Metrics or Measures are collected frequently enough and in time to act on the data. Measure provides early indicator of shortfalls.
Strongly Disagree	Ambiguous TermNo definition provided	Unmeasurable concept	 No desired values identified Multiple interpretations of reported values 	Measure has no tie to program requirements	 Measured only at end of project
Disagree	Overloaded term without definition / equation	 Non-deterministic value, and/or subjective 	No desired values identified	Measure is tangentially related to program requirements	Measured too late to act on the information
Neutral	• Unknown	• Unknown	Desired value defined only at program completion	• Unknown	 Marginally acceptable frequency and latency Measure/Metric is a lagging indicator
Agree	 Measure clearly understood, without disagreement within PMO Equation not provided 	on a pupilshed rulesel te d	Desired value for measure defined for each acquisition milestone	 Beneficial measure, but not related to Requirement, KPP/KSA or PM key process 	 Measured only at acquisition milestones and System Engineering Technical Reviews Provides prompt warning of shortfalls
Strongly Agree	Measure clearly understood outside PMO Equation provided	• Result is deterministic and objective (e.g. given a common set of inputs, the result will be repeated)	Threshold and objective values defined for each acquistion milestone	Measure tied to KPP, requirement or risk Measure is a project management key process	 Measured frequently enough and in time to act on data (e.g. monthly CDRL) Provides early warning of shortfalls

SMART* Criteria used to Evaluate TPMs

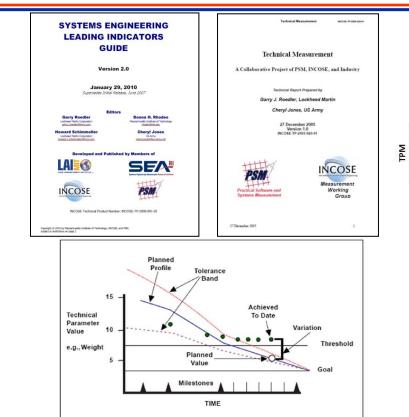
*Commonly attributed to Peter Drucker; first-known use of the term occurs in November 1981 issue of Management Review by George T. Doran

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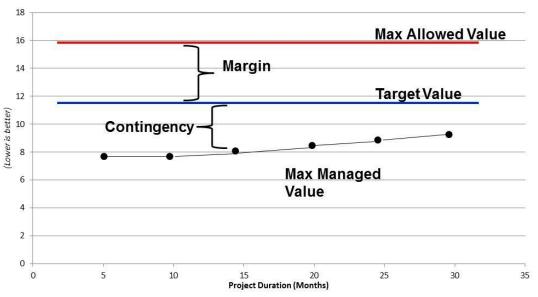
Technical Measures and Attributes





Attributes

- a. Achieved-to-date
- b. Current Estimate
- c. Milestone
- d. Planned Value
- e. Planned Profile
- f. Tolerance Band
- g. Threshold
- h. Variance(s)

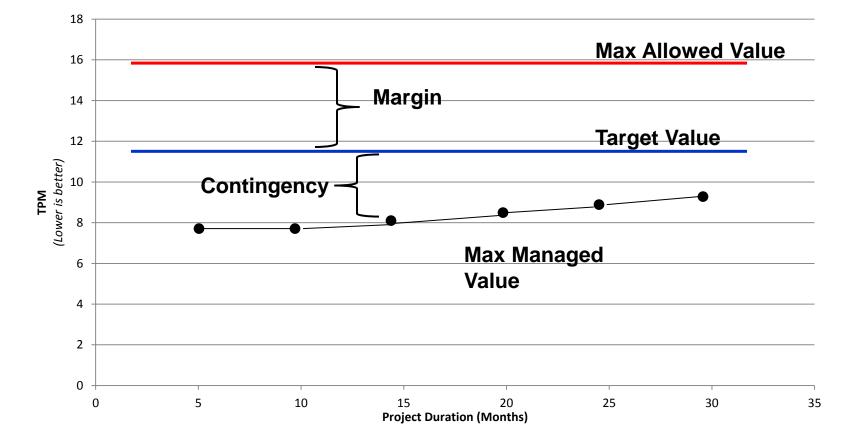


Margin – difference between the maximum allowed value and the target value

Contingency – difference between the maximum managed value and the target value, dependent on uncertainty, maturity, variability, and risk.





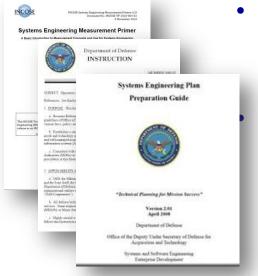


Margin – difference between the maximum allowed value and the target value Contingency – difference between the maximum managed value and the target value, dependent on uncertainty, maturity, variability, and risk.



What do we measure?





• Two Types of Measurements*

- <u>Process</u>: Quantitative Process Management (QPM)
- <u>Product</u>: Technical Performance Measures (TPM)

Measurements are used to:

- 1. Provide early detection of performance risk & issues
- 2. Track technical maturity forecast values to achieve
- 3. Control system design visibility into actual vs. planned *Source: INCOSE Systems Engineering Primer

Quantitative Process Management How far have you progressed in developing the product?

(e.g., schedule, requirements)

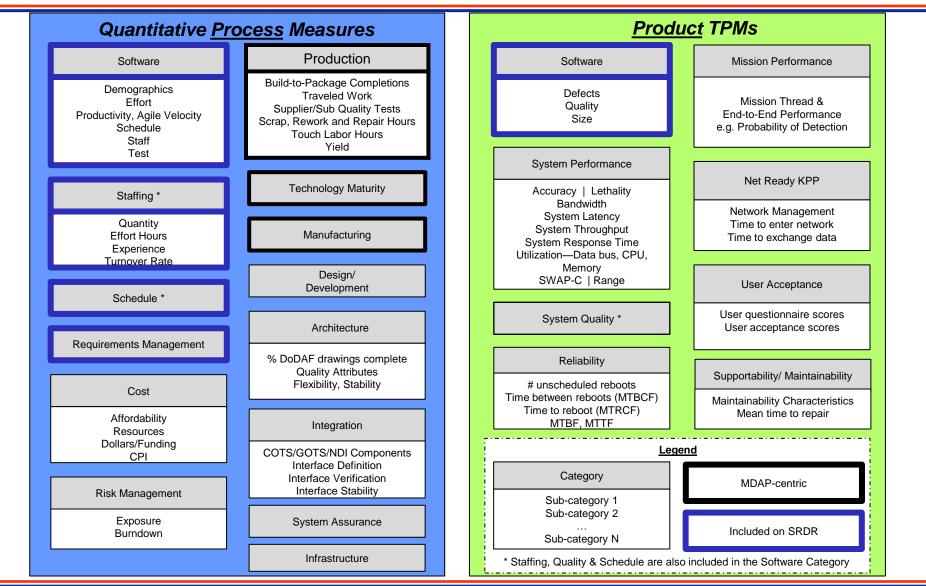
<u>Technical Performance Measures</u> How well does your product do what it is supposed to do?

(e.g., throughput, CPU/memory use)



Tailor Domain- & Lifecycle-Appropriate Performance Measures



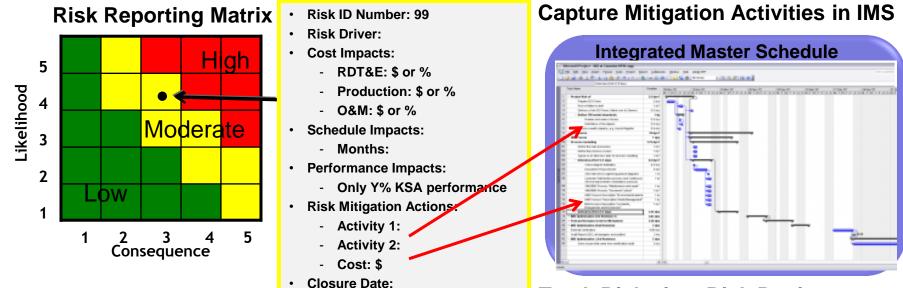


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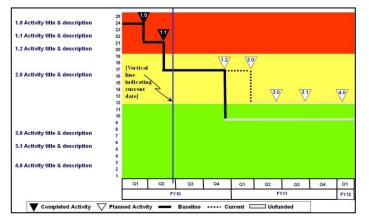
Risk Analysis, Tracking, and Mitigation





Track Risks in a Risk Register

Monitor/Measure Risk Burndown



Class		Current Phase	Owner Ovg	Owner		Current Rating	Ten ID	Title	Тури	Submitted Date	rvierity	Owner Breinw	Board Review	Final ECD of Plan	Expected Final Rating	Plan Matus
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Sample Metrics Collected, Normalized, and Modeled



Program Data as Reported

Normalized & Modeled Data

Historical Software Performance Data

- Metrics are captured as reported by the Program (as Program Artifacts)
 - Identify internal inconsistencies within Program metrics
 - Identify data gaps, and omissions
 - Data validation is necessary to conduct analysis

- Metrics are normalized to enable parametric modeling and benchmark analyses
 - Normalization provides ability use parametric models to assess feasibility
 - Software development effort assessed based on probability of success

- Data compiled into historical repository to support benchmark analyses
 - Normalized data allows for benchmarking
 - Unified data set provides ability to assess software performance across portfolios of programs





Program Office received trade space analysis

Enabled the program office to select initial planning options in the feasible trade space

00001	0011	ipuir	501		
Scenario Assumptions	ESLOC	Cost	Schedule	PI	Remarks
Program Plan		\$25M	60 mo		Program allocated \$25M for software; 60 months schedule is not software driven.
1. Optimized Solution	538K	\$76M	86 mo	12.1	Historical industry average; assumes no ESLOC growth; cost overrun 300%; schedule adds 2.1 yrs
2. Fixed Cost	538K	\$25M	114 mo	12.1	Constrained to \$25.2M budget; schedule runs 4.5 yrs late
3. Fixed Schedule	538K	\$370M	60 mo	12.1	Constrained to 5-yr schedule; cost is 14.7 times greater than total budgeted
4. Typical Program Size Growth	700K	\$105M	97 mo	12.3	Size growth (80% industry projects typically grow 30% from PDR to delivery); slightly improved productivity index assumed; cost over 420% of budget; schedule takes 3 yrs longer
5. Reduced Functionality	216K	\$25M	58 mo	12.1	Limited functionality/size with budget and schedule constrained
6. Increased	538K	\$25.2M	60 mo	16.0	Increased PI (2 standard deviations higher than
7. Increased Productivity/ Size	700K	\$39M	62 mo	16.0	Increased PI (only 2.2% of industry has achieved that PI)

Scenario Comparison (80% Assurance)

XXX = Value constrained (held constant) in scenario run

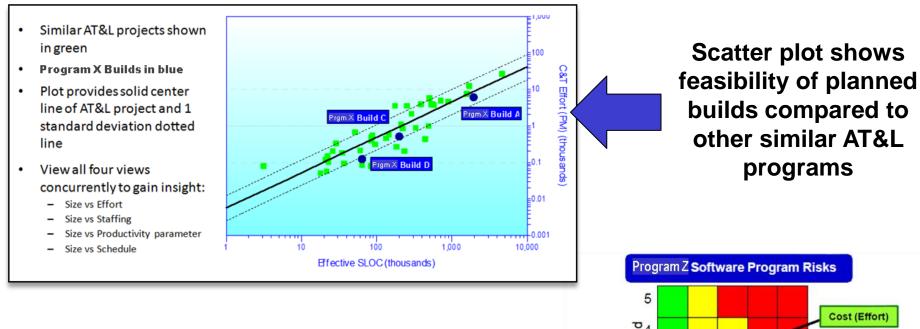
PI = Productivity Index, to include environmental factors for efficiency ESLOC = Effective Logical Source Lines of Code

Interrelationships among size, effort, staffing, duration, and productivity allow decision-makers to see the impact of existing program constraints

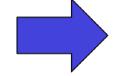


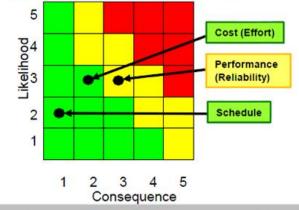
Example MS B: Plan Feasibility





Risk areas identified based on statistical distance from historical program performance



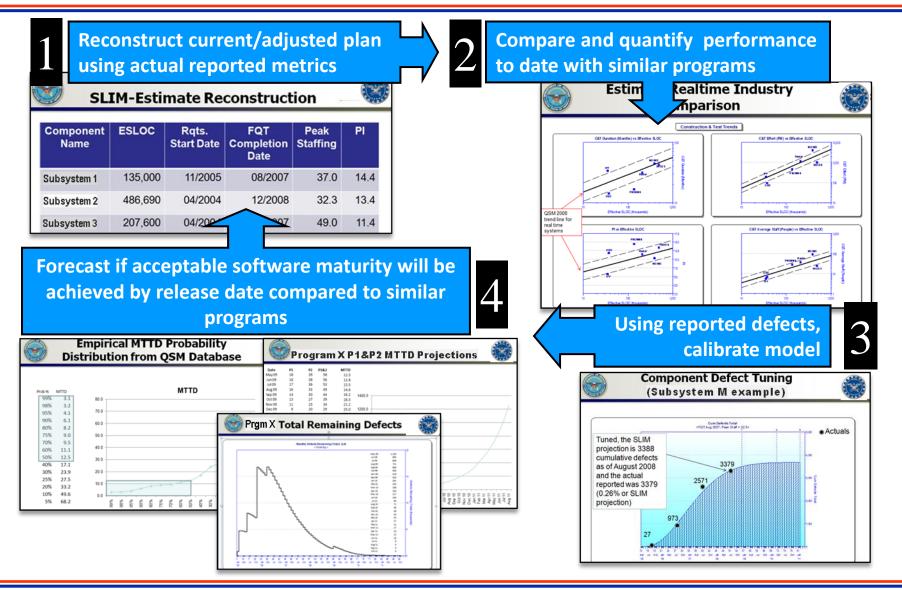


Although consistent with AT&L projects, potential risk due to large size and increased defects, impacting reliability and, to lesser degree, schedule (fixing instead of coding).



Example MS C: Software Maturity Modeling





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How We are Doing Performance Measurement Shortfalls

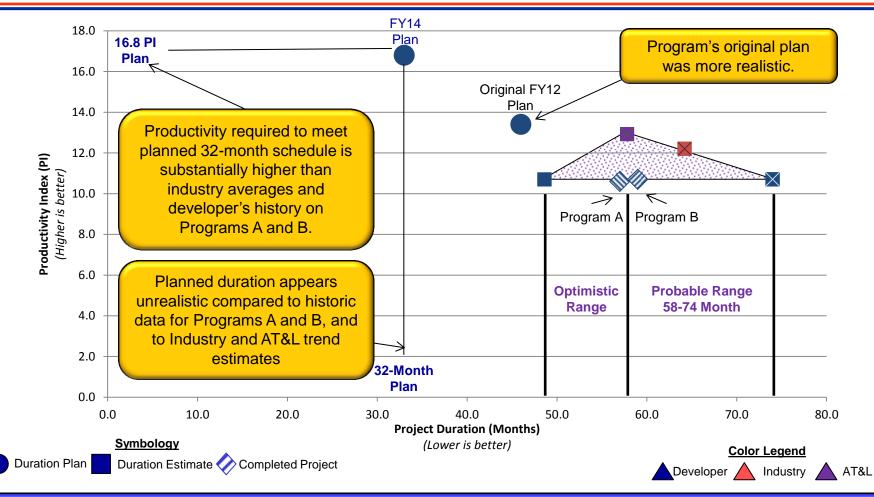


- Systemic issues identified in 2015 report to Congress
 - Lack of sufficient predictive metrics and quantitative management
- Lack of end-to-end performance measurement, developer/tester disconnect and insufficient integration testing
- Sample of other observations
 - Not enough TPMs;
 - No threshold / objective values;
 - Measuring too late; Limited ability to influence program;
 - Too expensive to collect
 - No mission performance metrics;
 - Exclusively focused on "Product" measures;
 - NR KPP unmeasurable
 - Transparency/Warehousing
 - Heisenberg Effect



Estimated Schedule Durations for a Software Development Effort





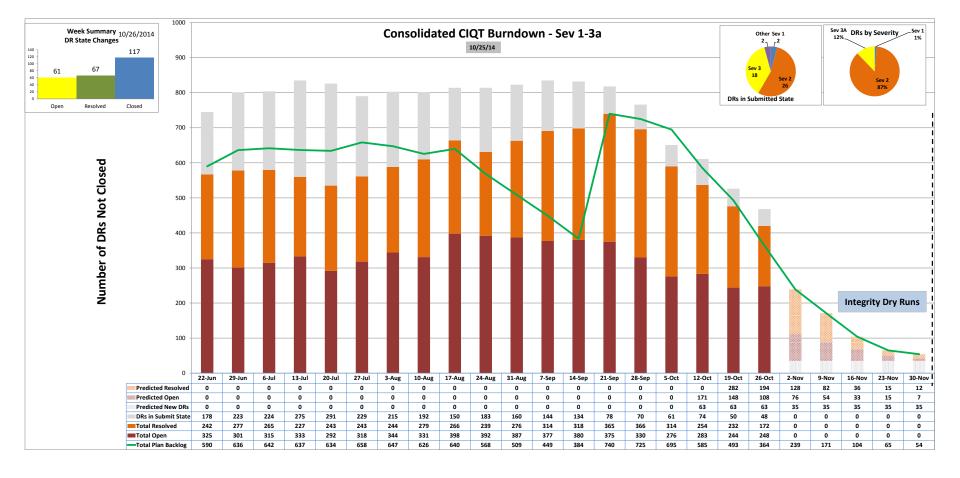
DASD(SE) uses <u>software benchmarks</u> for industry and from our historical engagements to help inform decisions makers.

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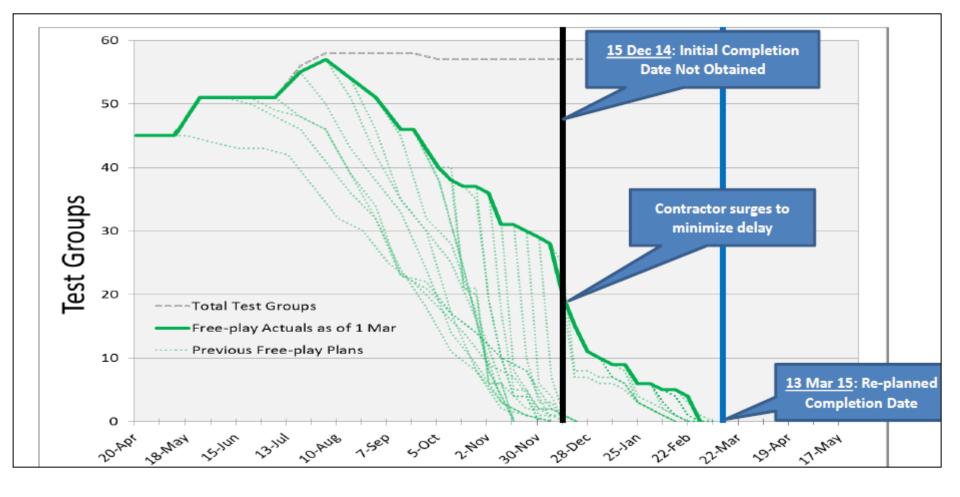
Sample Software Deficiency Burndown Optimism





Sample Metrics Testing Optimism









- Agile
- Software Maintenance
- Leading Indicators
- Schedule
- Integration Across Multiple Systems



Agile Metrics and Quantitative SW Engineering Vital for Predictable Delivery



Meaning of SP (Done) must be understood

 Are system integration, DT & maturity factors baked in per Agile expectation

Predictability — how well do we estimate?

- Sustainable development; can we sustain delivery pace?
- Ignoring "Yesterday's Weather" to plan; ignoring team-level metrics

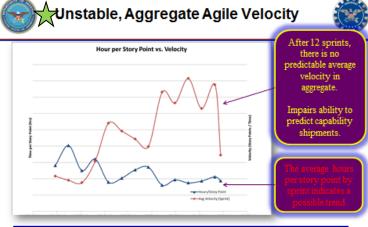
Scaled metrics continued area of study — Normalization & Aggregation:

- Can safely monitor predictability, acceleration (& percentages) in aggregate
- Can we meaningfully aggregate if the reference story is the same?
- Aggregate velocity can hide Team velocity critical path risk

• Daily, Sprint and Release cadence insights

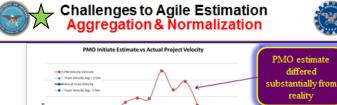
- Sprint metrics optimized for team delivery;
- At scale, measure effectiveness of synchronization and ability to deliver E2E thread

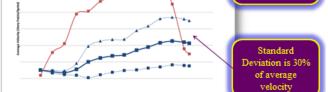
Lack of E2E Value Delivery — [does it] "Do Something" — Metric



Without stability in metrics, these measures are difficult to use for future estimation.

Terribide Converse October 34-36,2015 (Regation Distribution Statement: 3 – Approved for gubic release by DORSR on 10DD/3015, SR Case t 14-3-ttttt applies. Distribution is uninitial.





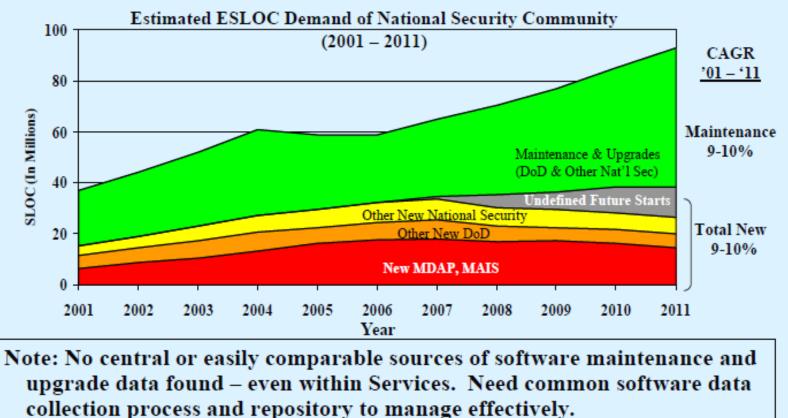
"There is a difference in how estimations can be done at the iteration, release, and enterprise levels. At the iteration level, the team should always be involved. However, as the projectgets bigger, the need for release- and eventually enterprise-level estimates may look more like those seen in Waterfall."(CMU/SEI-2010-TN-002)

19* NDIOSE Contenente October 26-26, 2015 (Page 46) Distribution Statement: A – Approved for public release by DOPSR on 10DD/2015, SR Case 5 14-9-5555 applies. Distribution is unimited.





Estimated Demand for New and Maintenance Software: Maintenance Effort Growing as Fast as New Development



Source: CARD data, Federal Procurement Database System, QSM, CSIS Analysis

Reference: Center for Strategic and International Studies, Defense-Industrial Initiatives Group, study in support of USD (AT&L)/AS, Oct 2006



Leading Indicators

Material

nte Trande

Considered Based o Determi Participa Require Interfac

Staffing

Technic Techno Archite .

Afforda **Risk M** Manufa PSM Usars Group C



Emer	ging Leading Indi	cators
Information Need	Specific Leading Indicator	Related Source
Requirements	Requirements Stability	SELI 3.1 Requireme

Requirements	Requirements stability	Volatility		
Requirements	Stakeholder Needs Met	SELI 3.4 Validation Trends, SELI 3.5 Verification Trends		
Requirements Affordability	Requirements Tradeoff Impact	SELI 3.16 System Affordability Trends		
Interfaces	Interface Trends	SELI 3.3 Interface Trends		
Architecture	Critical Success Factor and/or QualityAttribute Requirements Satisfied by the Architecture	SELI 3.17 Architecture Trends		
Staffing and Skills Staffing and Skills Trends		SELI 3.11 Staffing and Skills Trends		
Risk Management	Risk Trends	SELI 3.9 Risk Exposure Trends SELI 3.10 Risk Treatment Trends		
Technical Performance Technical Maturity	TPM Summary (all TPMs)	SELI 3.13 Technical Measurement Trends		
Technical Performance Technical Maturity	TPM Trend (specificTPM)	SELI 3.13 Technical Measurement Trends		
Technical Maturity	Technology Readiness Level for each Critical Technology Element	SELI 3.8 Technology Maturity Trends		
PSM Usars Group Conference July 16, 2011	Standard House Manager Advance	ELI: Systems Engineering Leading		

Information Needs Identified

d Most Important on Prioritization ined by Workshop ants	Ranked Lower in Prioritization by Workshop Participants; not considered by breakout teams • Testability
ements < ces	• Requirements Verification and Validation
g and Skills	Defects and Errors
cal Performance	System Assurance
ology Maturity	Process Compliance
ecture	Work Product Progress
ability	Facility and Equipment
lanagement	Change Backlog
acturability	Review Action Item Closure

Example: Requirements Stability

and the state	a report from

NDIR

Measureable Concept	Is the SE effort driving towards stability in the system definition and size?
Leading Insight Provided	 Indicates whether the system definition is maturing as expected. Indicates risks of change to and quality of architecture, design, implementation, verification, and validation. Indicates schedule and cost risks. May indicate future need for different level or type of resources/skills. Indicates potential lack of understanding of stakeholder requirements that may lead to operational or supportability deficiencies.
Base Measures	Total Requirements at the end of the previous reporting period Requirements Changed during the current reporting period (Added, Modified, Deleted) Major Milestone Schedule Time Profile for Expected Requirements Stability
Derived Measures	Percent Requirements Changed = 100 * total requirement changes/Total Requirements Requirements Stability = 100 - Percent Requirements Changed
Decision Criteria	Investigate need for corrective action if the Stability is 10 percent below the expected level and/or the Stability trend for the last three reporting periods is moving toward the threshold.
July 14, 2011	-19

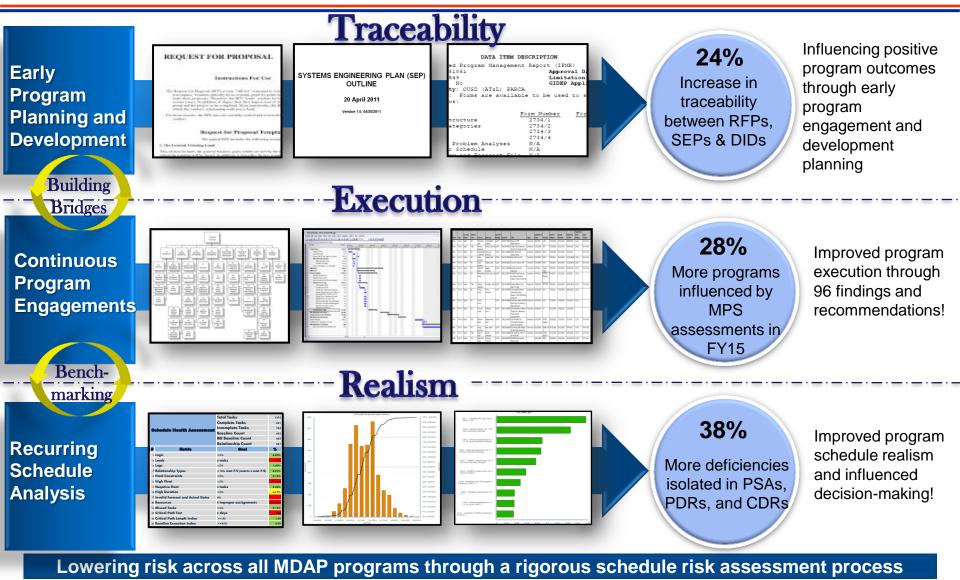
http://www.ndia.org/Divisions/Divisions/SystemsEngineering/Documents/Studies/ NDIA%20System%20Development%20Performance%20Measurement%20Report.pdf

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Schedule Risk Analysis FY15



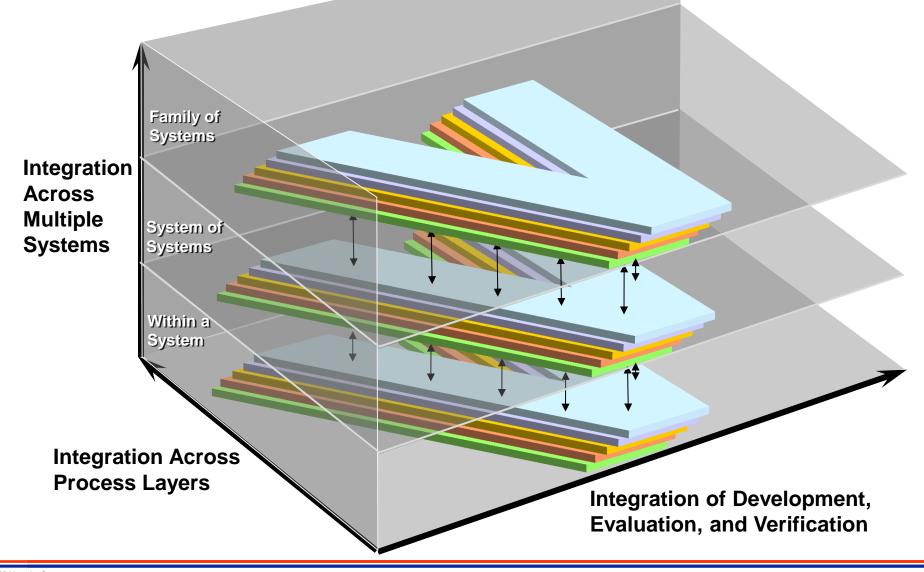


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Integration Across Multiple Systems

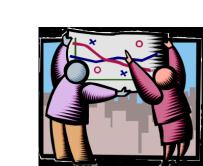




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Challenges for the Future: Making Metrics "Work"

- Providing a common technical language, e.g., between customers and suppliers
- Selecting useful readily available metrics at all acquisition decision levels
- Using metrics to determine risk; role of benchmarking
- Characterize status; Establishing tolerance bands around the selected metric
- Prevent from becoming a numbers game
- Communicate findings and recommendations using simple relevant engineering terms back by supporting engineering detail







Metrics = Focus on Intended Outcomes



Summary



- Actively plan and track performance to plan using TPMs to manage risks throughout the lifecycle
 - Start early, think through the next phase in depth
 - Think through technical challenges and TPMs/metrics to help manage technical risks
 - Use the data to make informed cost and affordability decisions
 - Implement the plan it isn't important if it isn't checked

DASD(SE) is committed to using a <u>quantitative SE approach</u> to:

- Mentor major PMOs and system developers; shape program plans; monitor execution
- Inform DoD leadership of technical risks, opportunities, and impacts to schedule & performance at major decisions
- Track time and cost for System and Software acquisition

Effective use of Measurement Provides Knowledge to inform Decisions

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Systems Engineering: Critical to Defense Acquisition





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