

## **Frequently Asked Questions (FAQs) on Commercialization and the SECURE Program**

### **Q: What is Commercialization?**

A: Commercialization is the process of developing markets and producing and delivering products and/or services to those markets. The recently developed and implemented DHS commercialization model needs to be compared to the more familiar Acquisition model used historically by the Federal government. Please refer to [DHS Implements Commercialization Process](#) for an easy-to-read article on the major differences.

### **Q: What does the Commercialization Office do?**

A: The Commercialization Office was stood up in the S&T Directorate to create and sustain a “commercialization mindset” within the Directorate and the entire Department to effectively leverage the fact that so many of DHS’s needs require widely distributed, technology-based products/services because the potential available market (PAM) for DHS (and ancillary markets like the first responders and critical infrastructure/key resources) can be quite large. This represents a significant change in how the Federal government interacts with the private sector – all at the benefit of the taxpayer, public sector and private sector.

Within the Commercialization Office there are four major activities: 1) Requirements Development Initiative, 2) Commercialization Process, 3) SECURE Program, and 4) S&T Private Sector Outreach.

“Developing Operational Requirements” is a 390 page book that assists in the communication of needs throughout the Department and externally to the private sector when appropriate. The development of detailed operational requirements for DHS programs/projects ensures that efficacious products, systems and/or services are developed to address specific, well articulated requirements/needs.

The recent development and implementation of a “hybrid” commercialization process at DHS combines the benefits of a pure government Acquisition process and a pure private sector commercialization process into a process that guides product development in a cooperative strategic partnership between the public and private sector in which all parties benefit, resulting in measurable positive benefits for the taxpayers.

The SECURE Program is just one example of an efficient and cost-effective program to foster cooperative “win-win-win” partnerships between DHS, the private sector and taxpayers.

Public relations and S&T private sector outreach efforts to inform the public on “Opportunities for the Private Sector” is receiving positive feedback from the private

sector and media. Outreach efforts focus on notifying the private sector about opportunities that exist for partnership and business development to address the needs of the Department and its stakeholders.

**Q: Please describe the roles and responsibilities of the Chief Commercialization Officer.**

A: The Chief Commercialization Officer (CCO) is responsible for initiatives that identify, evaluate and commercialize technology for the specific goal of rapidly developing and deploying products and services that meet the specific operational requirements of the U.S. Department of Homeland Security's operating components and its end users. The CCO also develops and drives the implementation of DHS-S&T's outreach with the private sector to establish and foster mutually beneficial working relationships to facilitate cost-effective and efficient product/service development efforts.

In a short period of time, the CCO has developed and implemented a detailed private sector outreach effort that is receiving widespread acceptance and excitement from industry. In coordination with the marketing communications team, the CCO supports stakeholder conferences, writes articles and provides briefs and presentations for large audiences on a frequent basis. Outreach programs, briefs and ancillary materials have been posted on the DHS web portal for public distribution.

In addition, the CCO plays a vital role internal to DHS to coach, teach and assist our valued project managers, transition managers and division heads in developing detailed operational requirements through various books, tutorials and teaching materials that he has spearheaded. At times, the CCO acts as the ombudsman for DHS-S&T due to the constant interaction with industry.

**Q: Why is the Chief Commercialization Officer in the Science and Technology (S&T) Directorate?**

A: It is well known that S&T represents a robust, fertile ground for the potential commercialization of emerging and/or high priority technologies to meet the operational requirements of DHS's operating components and stakeholders such as the first responders. Much care and technical due diligence must be exercised to identify, evaluate and execute agreements between the Department and potential commercialization partners as the vast majority of the S&T Directorate's efforts are technically based, therefore requiring both a high degree of technical competence and business acumen. The recently released commercialization model is being scaled for use by the entire Department as a "complementary tool" to the more traditional Acquisition model for all organizational elements of the Department.

**Q: What is the SECURE Program?**

A: The SECURE Program is an innovative program to foster partnerships between the private and public sectors whereby DHS provides detailed operating requirements in the

form of Operational Requirements Documents (ORDs) and a conservative estimate of the potential available market (PAM) related to a product, system and/or service that meets the aforementioned requirements. DHS provides ORDs and PAMs on its SECURE Program website that is open and free for any entity to review. This program provides two vital pieces of information (requirements and potential market size) for the private sector in order to generate a business case to invest its resources and time to produce solutions at the private sector's cost. DHS expects a fully deployable product that has undergone recognized third-party testing and evaluation (T&E) paid for by the private sector entity which DHS will then analyze to assess operating performance versus the firm's published specifications. These results will then be published on the DHS website for review by both DHS operating components, first responder communities and others.

**Q: Who benefits from the SECURE Program?**

A: This partnership creates a “win-win-win” arrangement for the taxpayers, private sector and public sector. This program leverages the resources of the private sector to invest in the often large potential available markets found within DHS operating components and first responder communities – all for the benefit of taxpayers as it is a cost-effective and efficient use of government resources.

DHS operating components and first responder communities are enabled to make informed purchasing decisions on systems developed by the private sector that are aligned to their detailed operational requirements. Private sector entities share in DHS's imprimatur, which is highly valued by the private sector.

**Q: Who is eligible for the SECURE Program?**

A: Any entity is eligible to participate in SECURE as the cornerstone of government activity in open and fair competition. See [http://www.dhs.gov/xres/programs/gc\\_1211996620526.shtm](http://www.dhs.gov/xres/programs/gc_1211996620526.shtm).

**Q: As a private sector firm, why should I be interested?**

A: First, the private sector has applauded this program because it represents a true “win-win-win” between the private and public sectors at the benefit of taxpayers. The private sector gets two critical pieces of information on which it usually spends considerable time and money to obtain – those being detailed operational requirements and a conservative estimate of the market potential – to formulate an intelligent business case. In fact, we are continually asked to share this program with other Federal agencies as it has become well respected by the private sector in a relatively short period of time.

**Q: As a private sector firm, what else can I do to get involved?**

A: Private sector entities may voluntarily submit a company overview and marketing materials that outline products/technologies/services aligned with DHS's high priority technology needs (see [High Priority Technology Needs](#)). DHS will then include this

submitted information in a detailed spreadsheet communicated through DHS for review and consideration by Program Managers (PMs), Transition Managers (TMs) and other DHS stakeholders. If you are interested in completing a company overview, please request a “full response package” at [S&T-Commercialization@dhs.gov](mailto:S&T-Commercialization@dhs.gov).

**Q: Who can I contact for more information about the SECURE Program?**

A: Please send all questions regarding the SECURE Program to [S&T-Commercialization@dhs.gov](mailto:S&T-Commercialization@dhs.gov).