Port Security Project Integrators
Guiding Points for Vendor Participants

(... and for Port Security Operators)
Evolving Port Security Environment

- Moving to a new paradigm – Cost vs Enabler
- From Police Response to Corporate Asset Protection
- Business continuity model development
- Dealing with the “CNN moment”\(^1\)

- Multiple stake holders and tenants
- Dynamic risk assessment models
- Overlapping Regional Security Models

- Integrated CONOPS as an evolving goal
- Evolving tools: Blue force / GIS / web
- Interconnected domain awareness

\(^1\) – credit: Cosmo Perrone – PoLB
Roles and Missions – Know Who You Are Dealing With

- Products build Systems build Solutions
- Know where you are … where you want to be … and what you need to do …

- You are part of a community
Vendors and Integrators

- OEMs
- Reps/Resellers
- Integrator / Installers
- Systems Integrators
  - Own
  - Partner
  - Pure Play
OEM Vendor

- Creators of Products
- On Staff Systems Engineers with deep understanding of their product
- Prof Services to enable the sale
- Work with, and rely on, other entities to complete the sale
- Velocity of the deal
Reps and Resellers

- Multiple Products
- Good product knowledge – of the products they rep
- Services delivered are subcontracted
- Do not integrate solutions
- Small to very large business entities
Integrator / Installers

- Multiple Products – hooked together
- Good Product Knowledge
- Many trying to keep up with industry standards and IP based systems
- Fairly deep understanding of regional customer
- Usually small to medium
Defining “Integration”

Encarta Dictionary:

- Requires ability to create integration paths
- Requires good product knowledge
- Requires deep systems understanding
- Requires SDK/API utilization capabilities
- Capable of producing client-specific solutions

Alternate Definition:
- The practice by which the user gains value-added interoperability between disparate products
**Systems Integrators**

- **Own-System**
  - Solution is based primarily on their products – usually well integrated

- **Partner-subscribed**
  - Solution based on well-defined set of ‘partner’ elements – Usually vetted

- **Pure-Play**
  - Solution based on set of products and services most applicable to the need
Example – Integrated C²
The Advice to Vendors

- Convergence is here – be a part of it
- IT & Network specialists are required
- Build OPEN standards-based systems
- Make them readily available
- Develop well-documented APIs and SDKs
- Make developers/SMEs available

- Think Systems and Systems-of-Systems

- Innovate

*The last guy to make a buggy whip probably made the best one on the market.*
WELCOME TO ANOTHER ROUND OF "IF WE HAD MONEY."
I'LL GO FIRST.

IF WE HAD MONEY, WE COULD DESIGN AND TEST NEW PRODUCTS.

WE COULD GO TO TRAINING.

YOU FORGOT TO SAY, "IF WE HAD MONEY!"

Yeah but ...
... and to Customers

- Systems Integrators develop solutions
- Solutions are derived from requirements

- Risk and Vulnerability Assessments should be shared with the SI to enable selection of an optimal solution

- Define your objective requirements
- Share information
- Seek a SI that can offer the best solution
Thank You

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