

# COMMERCIAL GEOINT STRATEGY

## Executive Summary

### VISION

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**COMMERCIAL GEOINT: DELIVERED AT THE SPEED OF DECISION MAKING  
BUILT INTO OUR BUSINESS**

### PURPOSE

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This strategy will enable the NSG to better understand the world by leveraging commercial GEOINT capabilities. We will embrace new suppliers and services by working with our intelligence community, combatant commands, military services, and federal civil partners to employ the best mix of sources to satisfy mission needs.

### GOALS

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-  Expand data and service access through partnerships to feed analysis and production
-  Fortify GEOINT Assurance through diversity of commercial suppliers
-  Drive analytic and production capability by integrating commercial GEOINT, automation, and artificial intelligence

### STRATEGY

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As an evolving strategy, we build upon progress to date and focus on the future by updating our implementation imperatives and activities.

#### IMPLEMENTATION IMPERATIVES:

 **Learn + Understand** the commercial GEOINT industry and status of capabilities through collaborative networks

 **Explore + Evaluate** commercial GEOINT analytics, algorithms, services, products, imagery, and data

 **Influence + Invest** across the industry to promote diversity and resilience in supplier base and capabilities \*

 **Accelerate + Acquire** mission relevant commercial GEOINT capabilities that are sufficiently mature

 **Adapt + Integrate** commercially enabled operations to keep pace with mission requirements

\* New implementation imperative



# THE PATH

Together, the implementation imperatives offer a path forward as NGA continues to transform. Activities create connections across the imperatives.

## LEARN + UNDERSTAND



- Leverage partnerships
- Engage innovators
- Create automated reports
- Foster multinational partnerships

## EXPLORE + EVALUATE



- Enable data access
- Activate experimental analysis units
- Verify fit for use
- Coordinate structured assessments

## INFLUENCE + INVEST



- Establish bold challenges
- Employ platforms to earn points
- Apply points to nominate offerings
- Reward with incentives
- Diversify investments
- Streamline policy and regulations

## ACCELERATE + ACQUIRE



- Elevate achievable
- Leverage automation
- Prepare workforce with training
- Contract simply with broad user licenses
- Embrace e-marketplaces with diverse contracts

## ADAPT + INTEGRATE



- Enable DevOps environment
- Protect systems with accreditation
- Expose offerings through analytic workflows
- Adapt processes and architecture

# ROADMAP

The implementation imperatives in this strategy consist of five distinct and interweaving lanes of a roadmap. All lanes continuously move forward.



# SUMMARY

This Commercial GEOINT Strategy provides a roadmap for the community to ride the wave of commercial GEOINT, delivering a range of commercial products and services to improve decision making. Mission informs and prioritizes everything we do.

**We will** establish transparency with customers and industry through communication, collaboration, and feedback to **unify our effort**

**We will** use informed investments and incentives with industry, our workforce, and the community to **promote diversity, innovate, and remain relevant** as the operating environment transforms

**We will** secure strategic competitive advantage from commercial GEOINT by working with trusted partners to **outpace our adversaries**

