

FY04 DON Pilot Project Summary

Project Name: Navy Public Affairs Knowledge Management System (#1281)

Command: CHINFO

Functional Area Manager (FAM): Administration

Pilot Summary:

This effort will deploy an integrated suite of knowledge management and collaboration tools on the web to provide Public Affairs Offices (PAOs) around the globe with the capability to publish timely news updates to Navy leadership, Navy personnel, and the public sector. The re-engineered business process improves data quality, PAO collaboration, information re-use, timeliness, resulting in annual manpower efficiency savings.

Business Value Added:

- Creates a centralized source of news and media
- Provides more timely news updates to Navy leadership
- Facilitates better collaboration between PAO's across the enterprise
- Provides products and resources to a larger customer base
- 50% reduction in time each local Navy PAO spends producing news clips
- 70% reduction in time required for Community Relations Tracking

Other Considerations:

- Will provide more efficient PA functionality to the enterprise and improve the delivery of the Rhumb Lines
- Strong interest from several major PAOs (including LANTFLT, PACFLT, and Joint Forces)
- Follows recommendations of a previous DON eBusiness Office consulting engagement conducted for CHINFO

Pilot Participants:

- CHINFO
- Selected Local PAOs

Targeted Users:

- All PAO personnel