Maui High Performance Computing Center (MHPCC)
Outreach and Advance Programs Overview

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Jeff Brown
Director, Outreach & Advanced Programs
Maui, Hawaii
MHPCC Uniquely Suited to Support Pacific AOR

- Only Low-latency HPC option in Pacific
- High bandwidth connectivity-Unclass and Class 10GigE
- Only SCI Supercomputer facility in HPCMP
Provide High Impact Services to Enable Warfighting Solutions

• Demonstrated first-ever classified, secure, remote HPC-backed crisis response capability:
  – Defense Threat Reduction Agency (DTRA) nuclear weapons effects exercise
  – 30 day turnaround provided high-fidelity mod-sim tools for end-to-end workflow on SIPRNET & SDREN via Portal for geographically diverse teams

• Provided Rapid Response Solution to PMRF Range Safety Cluster Failure
  – HPCMP resources enabled via HPC Portal facilitated the execution of critical PMRF Range Safety software applications in support of Navy and MDA missile tests and exercises

• Provided Breakthrough Capabilities for Cruise Missile Support Activities (CMSA)
  – Increased performance & reduced timelines enabling CMSA-PAC to respond to STRATCOM targeting backlog at no cost to PACOM, US Forces Korea, 613th AOC and STRATCOM
Exploring Cross Domain Solutions
Unclassified to Top Secret

• This technology supports cross domain data flows required for file transfers across network security domains of different security classifications, in the low-to-high direction. The objective of the technology is to provide an accredited, certified one-way solution.

• OWL Computing Technologies, Inc
  – High Speed Secure One Way Transfer System – Low to High
    ● Common Criteria EAL-4 certified
    ● On Unified Cross Domain Management Office UCDMO Baseline Inventory
    ● Link speed of 2.488Gbps
    ● User throughput capability exceeding 270 Mbytes/s
  – Push unclassified sensor data to Secret or Top Secret networks
Social Media Strategies for DoD Use

“... The Secretary of Defense now characterizes Information Operations as the integrated employment, during military operations, of Information-Related Capabilities... to influence, disrupt, corrupt, or usurp the decision making of adversaries and potential adversaries while protecting our own.”

Joint Publication 3-13 (dtd 27 November 2012, Incorporating Change 1, 20 November 2014)

- Use social media analytics to gain political, military and intelligence insights for situational awareness, early notification and proactive engagement
- Track, Monitor and React to over 1 billion sources in real-time
- Visually understand sentiments, intentions, influencers, demographics and post volumes; Discover trends and emerging issues
- Related US Naval Academy research
  - Monitor International relations across nation states by evaluating sentiment and emotion in text
  - Automatically identify cybersecurity breaches by identifying and classifying complaints as potential attacks
Questions?
Backup Slides
Salesforce Social Studio

Listen. Publish. Engage. Care

Ted Cummings
Enterprise Account Executive – Marketing Cloud – Public Sector
Ted.Cummings@salesforce.com
Social Networks & Conversations Continue To Skyrocket

Major struggle
to stay on top of new conversations & networks

Further complexities
to reach your target audience

Deeper challenges
to stand out from the crowd

Increasingly difficult
to find actionable insights

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1.2B+ users

1B+ users

550M+ users

150M+ users

70M+ users

'13
Social Media and Information Operations
Joint Publication 3-13 (dtd 27 November 2012, Incorporating Change 1, 20 November 2014)

“The instruments of national power (diplomatic, informational, military, and economic) provide leaders in the US with the means and ways of dealing with crises around the world. Employing these [elements] in the information environment requires the ability to securely transmit, receive, store, and process information in near real time. The nation’s…adversaries are equally aware of the significance of this new technology, and will use information-related capabilities (IRCs) to gain advantages in the information environment… The Secretary of Defense now characterizes IO as the integrated employment, during military operations, of IRCs… to influence, disrupt, corrupt, or usurp the decision making of adversaries and potential adversaries while protecting our own.”

IO consists of many military capabilities, but the following are those most applicable to being supported by Salesforce Marketing Cloud in the near term:

- Strategic Communication
- Public Affairs
- Civil-Military Operations
- Military Information Support Operations (MISO)
- Intelligence
- Military Deception
- Operations Security
- Special Technical Operations
- Key Leader Engagement.
A Unified Social Platform

Listen
to your audience and your competitors

Publish
the right message at the right time

Engage
your audience on their journey

Integration
for multi-channel audience care

“Always On” Audience Intelligence
Content Planning at Scale
Streamlined Audience Response
Multi-channel Support

social studio
by radian6 and buddy media

salesforce marketing cloud
salesforce sales cloud
salesforce service cloud
Listening with Social Studio

*Drive intelligent decisions with actionable insights*

- Democratize listening by providing critical operational insights
- Analyze conversations on over 1 Billion sources
- Build and optimize your digital strategy with real-time actionable feedback
- Monitor “brand” health, audience sentiment, the competition & top influencers
- Catch trends and “brand” perception shifts in real-time
Publish with Social Studio

High performance collaboration for amazing audience experiences

Plan, Collaborate & Execute on Social Content

Self-serve admin for efficient on-boarding and user management

Optimize for campaign success with content sharing and performance analytics

Comply with governance policies via approval rules
Engage with Social Studio

*Increase “brand” awareness and loyalty with always-on community engagement*

- Respond to both on-channel conversations and keyword-based monitoring
- Create a 360 degree always-on feed of your “brand”, alliance and AOR competitive environment
- Navigate seamlessly between Community Management and Social Care, with built-in CRM escalation capabilities
- Achieve speed-of-social scale via automation for effective post prioritization and routing
- Discover and engage influencers, audience & your community
Social Media Command Center
Listen & Engage Nerve Center

Create a Social showcase providing live details about what’s happening on Social Media

Visualize your Social campaigns, events, and community

Touch Enabled and viewable on iPad to Large Screens

Understand sentiment, influencers, and post volumes

Drive insights across customer care, community, and events management
Get to the Next Level with Automation and Integration

- Achieve scale with “if this, then that” conditional rules logic
- Automate the discovery of influencers, detractors, and prospects
- Mass-categorize historical posts like campaigns, and launches
- Improve team and agent productivity with automatic workflow, including Service Cloud case creation
- Reduce noise with exclusionary rules
Thank You