



About Booz Allen

Booz Allen Hamilton is a leading provider of management and technology consulting services to the US government in defense, intelligence, and civil markets, and to major corporations, institutions, and not-for-profit organizations. Booz Allen is headquartered in McLean, Virginia, employs more than 25,000 people, and had revenue of \$5.59 billion for the 12 months ended March 31, 2011. (NYSE: BAH)

For more information contact

Ki Lee

Senior Associate
lee_ki@bah.com
703-377-5275

Bryant Chung

Associate
chung_bryant@bah.com
703-902-4682

www.boozallen.com

Cloud-Based Analytical Framework

Advances in data collection, transmission, and storage have outpaced data discovery and visualization technologies. For all-source intelligence analysts, this can mean information overload. To keep that from happening, today's analysts need a cloud-based multi-intelligence (multi-INT) analytical framework to better *visualize* mission-essential data streams.

Booz Allen Can Help You Be Ready for What's Next

By combining virtual infrastructure technologies, mission-critical data streams, and open source application programming interfaces (APIs) through functional widgets, Booz Allen Hamilton, a leading strategy and technology consulting firm, provides all-source analysts with the tools they need to achieve mission success. Our cloud-based analytical framework gives organizational, functional, and regional managers the ability to fully support their analysts. Our offering has three key features:

- **A Cost-Effective IT Deployment Strategy.** Cloud-based analytical widgets are componentized functional units that enable customers to pay for only the functions they need. They can also be easily reused and shared among different missions and regional units. This not only makes economic sense, it also reduces the need for training as analysts across functional units become comfortable using web-based tools and require less instruction.
- **Better Multi-INT Visualization.** By organizing our widgets into mission-support dashboards, we help analysts visualize previously non-congruous data streams into actionable intelligence stacks. Analysts are thus able to view real-time data alongside historical or simulated data and let the cloud technologies handle the laborious data integration issues. This way, analysts stay focused on the critical mission essentials.
- **Advanced Analytics.** Less time processing data means more time analyzing it. This provides for better situational awareness at every step—from daily analytical tasks to crisis operations. Our analytical framework supports both time-dominant operations and the longer, deep-dive analytical problem sets. We do this by streamlining how analysts visualize mission-essential multi-INT data.

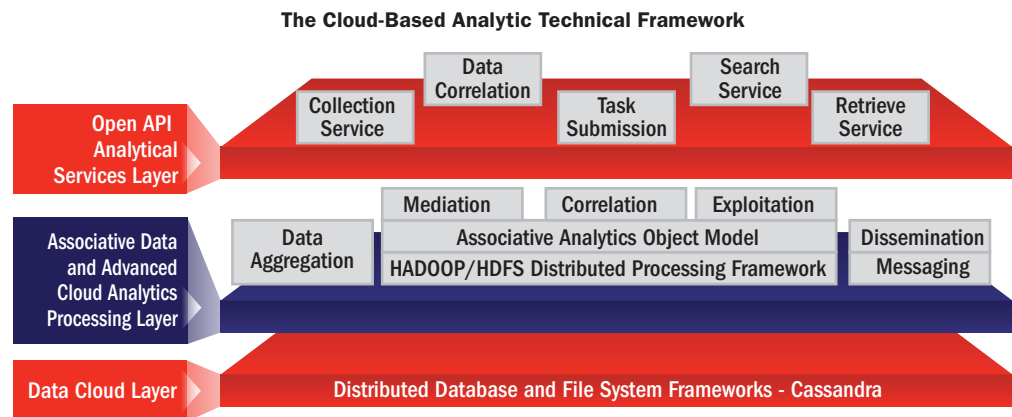
Ready for what's next. www.boozallen.com

Booz | Allen | Hamilton
delivering results that endure

The Benefits of Our Services and Approach

Booz Allen's approach uses cloud-based widgets because they deliver a flexible yet robust capability framework to consumers of data. Customers benefit from this approach for the following reasons:

- **It Is Data Independent.** Analysts can combine real-time, simulated, and historical data to glean insight from signals intelligence (SIGINT), human intelligence (HUMINT), geospatial intelligence (GEOINT), full motion video (FMV), and/or commercial datasets to visualize targets, gaps, and trends and, often, to discover non-obvious trends through fusion.
- **It Can Be Rapidly Deployed.** Highly specialized tools can be quickly customized into componentized web-based widgets, deployed into the cloud, and delivered to analysts as self-service modules that support daily missions and situation-driven missions or operations.
- **It Can Be Built Once, Modified, and Used Again and Again.** Popular widgets can be published to multiple analytical groups and more specialized widgets can be reserved for only those users who need them.
- **It Is Flexible.** The data and analytics environment can easily scale in terms of budget, function, and capacity to reflect changes in technology and mission requirements.



Booz Allen's technical framework fuses "Ozone" widgets—cloud-computing technologies—with our deep understanding of the analytical community's information challenges. Our innovative data and processing components reside in a multilayered architecture consisting of three core layers:

- **Data Cloud Layer.** A virtual infrastructure supporting multiple nodes in the cloud to provide an open source distributed database.
- **Analytics Layer.** Built on top of the open source Data Cloud Layer, this layer includes the following components:
 - *Data aggregation* components ingest data from required sources based on need
 - *Mediation* components perform preprocessing activities on data to create a common taxonomy
 - *Correlation* forms obvious and non-obvious relationships among datasets
 - *Exploitation* components allow analysts to easily search and retrieve data via mission-specific Ozone widgets in the cloud through a common web browser
 - *Dissemination* and *messaging* components take innovative data visualization and information sharing to the next level
- **Open Application Programming Interface Analytical Services Layer.** A collection of web services that links the *Data Cloud Layer*, *Analytics Layer*, and *Visualization Layer* and ensures that there is communications interoperability among functional widgets.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.