



Unified Operations:

Enhancing Logistics and Readiness with Salesforce and AWS

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Unified Operations: Enhancing Logistics and Readiness with Salesforce and AWS

A Conversation with Dr. Allan E. Day and Rishil Patel, Salesforce

TECHNICAL SUMMARY

In today's rapidly evolving security landscape, optimizing naval logistics and readiness is more crucial than ever, particularly as outlined in the 2024 US Navy Navigation Plan. The powerful integration of Salesforce and AWS, two leading technologies, promise to enhance the Navy's operational capabilities. As the Navy prepares to respond to dynamic global threats leading up to 2027, the emphasis on readiness becomes paramount. By leveraging Salesforce's real-time data integration alongside AWS's scalable cloud solutions, the Navy can significantly improve logistics maintenance and operational efficiency. This interview explores how these advanced technologies can help eliminate critical delays, bolster fleet readiness and strengthen the Navy's role within the joint warfighting ecosystem, ensuring that it remains agile and effective in the face of emerging challenges.

Question: What are the current strategic challenges facing the Navy and the Department of Defense (DoD) in the context of national security and the evolving threat landscape?

Day: The Navy's NAVPLAN 2024 and other strategic documents emphasize that U.S. national security is currently under attack in the "great power competition." There is a broad recognition that our homeland is no longer a sanctuary, and the DoD must act faster and adopt new approaches to deliver security and operational effects. DoD cannot do this alone—it needs to adapt daily and work closely with industry and allies. The mission remains the same, but the environment is increasingly unpredictable, with threats powered by AI and more sophisticated attack methods. The ultimate challenge is supporting the most vital part of the mission: the people on the deckplate.

Question: What are the current challenges and implications of outdated systems and cyber threats on decision-making and operational efficiency within the DoD?

Day: We used to dismiss malfunctions as "glitches," but now, we wonder if a cyberattack is at play. Recent ransomware attacks, like the 2021 Colonial Pipeline breach, demonstrate that critical sectors—cities, counties, healthcare, education, tech companies and especially the DoD—face a growing cyber threat landscape. Our systems should mitigate these threats, but often, they create friction, slowing decision-making and mission execution. Outdated and poorly designed systems are part of the problem, particularly at the operational level.

Good systems make the right actions easier and the wrong ones harder. Yet, our current processes often do the opposite. For example:

1. **Device Overload:** Sailors sometimes manage five different devices daily to interface with mission systems and accomplish their tasks. One integrated device would make this much more efficient.
2. **Poor UI:** A frustrating ERP interface led soldiers to use spreadsheets, creating data silos and inaccuracies.
3. **Outdated Data:** Siloed data sources, or "data swamps," prevent timely, accurate insights, leading to flawed decisions.
4. **Multiple Systems, No Unified View:** Different maintenance systems make it hard for leaders to get a complete picture, slowing down critical operations.



To stay competitive, DoD, industry and allies must think and operate differently. Our team can help connect these systems to provide the decision advantage we need to win today and in the future.

Question: How do Salesforce and AWS enhance naval logistics and readiness?

Patel: Salesforce provides real-time data integration, process automation and actionable insights to improve logistics and readiness by consolidating mission data for informed decision-making. The platform, operating within the AWS Government Cloud to meet security standards, includes widely used tools such as MuleSoft, Tableau and Slack. As a centralized data hub, Salesforce enables seamless integration and workflow automation across the Navy, giving supply chain managers, fleet sustainment officers and logistics personnel a unified view of real-time insights. This allows stakeholders to track inventory, monitor asset conditions and anticipate maintenance needs, ensuring transparency and fast, coordinated responses to mission-critical demands.

Key Integrations to Drive Operational Efficiency:

MuleSoft: Robust Integration for Legacy and Modern Systems

MuleSoft enables seamless API-led integration across legacy and modern systems within the DoD, connecting critical data sources like inventory, fleet tracking, and personnel databases. This integration supports operational continuity, making essential data for readiness and decision-making readily accessible across platforms.

Salesforce Field Service: Optimized Maintenance and Technician Management

Designed for complex fleet and asset management, Salesforce Field Service optimizes technician scheduling, real-time tracking and work order management. For Navy maintenance, it ensures technicians are deployed efficiently, reducing downtime and improving fleet readiness.

Tableau: Data Visualization and Predictive Analytics

Tableau's data visualization and predictive analytics provide actionable insights on asset availability, inventory and maintenance needs. By forecasting maintenance and inventory requirements, Tableau helps logistics teams proactively manage operations, minimizing downtime and enhancing mission readiness.

Slack: Enhancing Collaboration

Slack centralizes communication, enabling real-time collaboration and streamlined workflows across dispersed teams. Integrated with Salesforce tools, it enhances information flow and supports timely, coordinated decision-making, essential for Navy operations.

AWS Partnership: Secure, Scalable Cloud Infrastructure

Salesforce's partnership with AWS provides a secure, scalable cloud infrastructure, meeting defense-grade security standards. AWS enables secure data sharing and remote access, along with advanced capabilities like AI and machine learning, which enhance Salesforce's adaptability to logistical and operational challenges.



Dr. Allan E. Day, Maj Gen, USAF (Ret)
Vice President, Logistics/Sustainment Industry Strategy, Salesforce, Global Public Sector



Allan Day serves as the executive leader for logistics and sustainment industry strategy in the global public sector business unit at Salesforce. He is responsible for delivering customer focused digital transformation strategies focused on cloud adoption and software-as-a-service solutions. Prior to Salesforce, he served as the Director of Operations for the Defense Logistics Agency where he directed mission execution across 28,000 personnel and ensured the financial health of the \$41B defense working capital fund.



Rishil Patel
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Rishil Patel is a Sr. Account Executive at Salesforce supporting the U.S. Navy. He is responsible for advancing the U.S. Navy's digital capabilities through innovative solutions in logistics, sustainment and data-driven insights. Passionate about innovation, he works closely with Navy stakeholders to deliver seamless, impactful technology that strengthens operational readiness and mission effectiveness.

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