

## **2009: DoD USDI Leadership Briefing**

### **OSINT Defense Overview**

# ***Open Source Intelligence (OSINT): Defense Overview***

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***LEADERSHIP BRIEF (6 Slides)***

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This is a draft briefing for DoD LEADERSHIP

This briefing contains speculative views on future directions in OSINT funding and contracting.

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## Quadrennial Defense Review (QDR)

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*OSINT could provide urgency, balance, & coherence*

### QDR Focus is On:

- Balanced Strategy
- Current Ops AND Long View
- Strategic Communication
- Irregular Warfare
- Stabilization & Reconstruction
- Persistent Surveillance
- Whole of Government Operations
- Multinational Operations

### OSINT Can Provide:

- Overview of all threats
- Global Coverage, History
- Deep multi-lingual insight
- Non-state order of battle
- Holistic appraisals
- Commercial options
- Unclassified actionable decision-support
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The Quadrennial Defense Review affords us an opportunity to revisit strategy and priorities for Defense over-all, and also within Defense Intelligence.

At a very general level, but with particular reference to the new emerging priorities that represent a need for universal coverage at a neighborhood level of granularity, OSINT is not only the best solution for much of this, it is the only affordable, achievable solution.

## Contradictions versus Coherence

### CONTRADICTIONS

- Established as a source but -----
- Critical to success of the traditional disciplines but -----
- Vital to all-source requirements, collection management, and analysis but -----
- Vital to Coalition and Stabilization Operations but -----

### COHERENCE

not managed as a source  
funded and managed on margin  
lacking centralized defense program  
not available as a “deliverable”

Up to this point, Open Source Intelligence or OSINT has been full of contradictions and lacking in coherence.

Congressman Simmons drove the Army to define OSINT as a discipline, but it is not managed as such. Senator Simmons, if he wins in 2010 as is now projected, could have more to say on this.

A coherently managed OSINT Program would appear to offer substantive benefits for defense.

## Can't Manage If Can't Measure

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***SWAG: OSINT is \$1B/Yr to \$3B/yr***

**Recommendation: USD(I)-Directed September Study  
(Prior to Instruction Issuance to Permit Refinement)**

### **Map the Dollars**

- OMB Code M320 for the High-Level View
- DSB "30 Day" Study for the Leadership View
- CSIS Round-Table for the Strategic View
- MITRE Appraisal for the COCOM/ICT View
- DoD Internal Review of All Contracts Procuring OSINT in Any Form

### **Establish Metrics**

- Strategic Short-falls in History & Context
- Operational Short-falls in Global Current Awareness, Personalities & Attitudes
- Tactical Short-falls in Language, Cultural Understanding, Combat Charts, and Current Imagery
- Technical Short-falls in Critical Technologies, Strategic Generalizations (e.g. standard aviation day being hot & humid)

We cannot manage what we cannot measure.

Our best guess estimate of what DoD is spending on open sources and methods today is no less than \$1 billion a year, to as much as \$3 billion a year, if one includes all contractor procurements across all mission areas.

We recommend that USD(I) direct a series of very fast—30 day—reviews as depicted here.



## **Can't Leverage If Can't Link**

### ***External Coalition OSINT Across 90 Countries?***

**Recommendation: USD(I) or SecDef Letter to all Military Attaches Requesting National Military OSINT POC.**

- DIA, NATO, SOF, and UN all heavy into OSINT
- We don't have POCs for NATO/PfP OSINT countries
- Need POCs for Africa, Caribbean, Americas, Asia
- CIA only deals with ten other countries, the traditional allies, Nordics, Netherlands
- Defense Intelligence could become the leader of a global military OSINT "grid" if we can identify and embrace the military POCs for OSINT across all possible countries.

At the same time, we have never sought to engage our defense coalition partners, and new potential military partners who might be willing to discuss sharing unclassified information.

We recommend that USD(I) staff a letter via normal channels to the accredited military attaches, seeking a military POC at the home country HQS level that we can begin to include in a global working group

## Speculative Forecast

*Marshall Information, Then Decide*

### What We Will Find:

- Very wasteful OSINT redundancy across services, commands, and by contractors at taxpayer expense
- 80% or more of the OSINT created at taxpayer expense “spilled” or lost and not available for repurposing
- Ignorance about state of the art in commercial intelligence
- \$1-3B “out of control”

### What We Will NOT Find:

- Institutionalized easy access to foreign military partners with OSINT to share
- Centralized discovery and decentralized storage transparent to all defense elements
- One-time purchase
- Coherence of purpose

Here is a speculative forecast of key findings from the fast studies if ordered by the leadership.

Our recommended letter to all the military attaches is intended to allow a multinational working group to be formed in October as a means of ensuring that all that we do takes into account all that we can beg, borrow, or buy from foreign military partners.