

What Does Veracity Do?

Veracity's purpose is to provide accurate, objective, and insightful Decision Support services to enterprise managers, whether they manage aircraft inventory, replacement parts, or even recruits right off the bus. Veracity assists various types of enterprise managers with authoritative, data-driven analysis that reveals optimal courses of action for solving complex problems.

Within the Naval Aviation Enterprise, Veracity is widely known as the driving force behind the Naval Synchronization Toolset Process, or NST. Since 2010 Veracity (or its predecessors) has been under contract to provide state-of-the-art forecasting and analysis services, using the NST process to assist the enterprise with aircraft availability and inventory management.

Over time, the sponsoring program office (PMA-265) has steadily invested in developing Veracity's competencies through its execution of NST. We have developed depth of experience with program office-specific issues that NAE leadership depends on for unique analytical results.

We are trusted agents and have no conflicts of interest. We work solely for the customer's benefit.

We Do What Others Don't

For any area we support, we develop a single, coherent view of the likely future, based on all stakeholders' plans and expectations. We can do this because

- We know the people and their positions/concerns.
- We know the business processes among them.
- We know the data.

From this knowledge we create a data-driven platform for making both tactical (near-term) and strategic (medium- to long-term) decisions.

Why We're Not Typical

Sometimes it is easier to explain what a company does by first clarifying what it does not do.

First, we do not sell software or products. Veracity provides Decision Support services, a concept very different from selling a product. NST is part of the process we use to analyze data, and this process can't be bought in a box.

Second, we do not plug bodies into seats to fulfill contract requirements. Such a practice is essentially staff augmentation, limited to the tools and intellect of a single person. Our process, by contrast, is built on in-depth analytical expertise from an experienced, cohesive team. We are positioned within the

enterprise for meaningful interaction throughout the organization.

Third, we are not management consultants. Their job, while useful in its own way, is to provide a static set of recommendations, based on a snapshot taken in the recent past. Familiar examples of consultants' products are Independent Readiness Reviews, which are fundamentally different from Veracity's integrated assistance with tactical and strategic planning.

"I thought what Veracity did [with NST] was mod plans, and I couldn't figure out how that was going to help us with ALQ-99. I became a believer when I saw what you developed and how you helped us understand future requirements, and even folded in threat scenarios. I'm absolutely a supporter now."
—OPNAV N98 Airborne Electronic Attack Requirements Officer.

In fact, a key feature of our process enables users to interact with the data, not just view it passively, to answer "what if" questions after we've established an accurate baseline. This ability to adjust variables, whether in funding, policy, or planning, has proven invaluable to decision makers.

The Big Picture

The forecasting and analysis process we provide for our customers

creates a single, math-based source of truth for decision making. With this authoritative information in hand, resource managers focus on actually solving problems,

free from bias and turf. Decision making occurs from a new perspective, allowing mission accomplishment for the benefit of all.

“We are back to ‘winning’ the war of facts. Thank you.”
–Head, OPNAV N98 Strike Branch

Learn More

We present an overview of the NST process on the following page. To discuss this topic in more depth, feel free to call or email us at the contact information below.

Our website explains our analytic process in depth and also introduces our people and mission.

We Can Meet Anytime

We are ready to discuss next steps at your convenience.

Company Information

www.veracityfa.com

Cage Code 6QP03

DUNS 078449586

SB/SDB Status: Small Business

POC: Mike Macedonia, President and CEO

info@veracityfa.com, (800) 490-1377



Mike Macedonia,
Veracity Founder
and CEO



5400 Shawnee Rd, Suite 105
Alexandria, VA 22312

1950 S Highway 89, Suite C
Perry, UT 84302

In addition, our Decision Support services help our customers apply the M&S technologies as effectively as possible to their planning and execution challenges.

Our Data Scientists and NAE Data Subject Matter experts ensure that data from the NAE's various systems (and AO spreadsheets) is integrated and ready for import into the prescriptive analytic engines. At the same time, our Operations Analysts help our customers frame their issues for objective trade-space analysis using NST's prescriptive analytic approach.

These agile analytic services combine to create transparent, synchronized plans among NST stakeholders. Our services also provide the what-if analysis stakeholders need to resolve planning conflicts within other

stakeholders' constraints. Finally, our services keep plans synchronized by alerting all stakeholders to the enterprise impacts of proposed changes.

NST Process Benefits

Specific benefits of the NST process are cost-avoidance in maintenance planning and higher levels of readiness (aircraft availability) for the same cost.

At the enterprise level, the NST process assists the NAE in functioning as a true enterprise, as opposed to a collection of disparate, competing needs. While competition for resources will be endemic to any complex organization, the NST process smooths and synchronizes major enterprise components into authoritative, data-driven reality. The process is rigorous, repeatable, and generates a defensible program.



The NST Process—Establishing the Links