

**Case Study** : The Delaware River Maritime Enterprise Council**Project** : RAPID System Military Equipment Movement Demonstration**Executive Summary** :

The DRMEC organization required a technology partner capable of effectively working within a team of military, law enforcement, government, and commercial partners to successfully plan and execute the RAPID System Demonstration. This homeland security initiative is key in the efforts of the United States to better manage the transportation logistics and communications related to the movement of high value / time sensitive materials around the country and the world.

**Business Challenge**

- An extensive team of military, government, law enforcement, and commercial partners were required to effectively implement the military equipment movement demonstration
- Progress of the demonstration activities was needed in near real time
- Existing marketing efforts needed to be addressed and improved to create a more professional / polished look and feel to the project
- Tools required to complete the project required 24 hour support during the demonstration
- The implementation lacked the resources necessary to develop / implement a creative marketing strategy
- The technology team needed to be technically sound and have knowledge of the military / government / law enforcement aspects of the demonstration to provide the most effective support in this region

**What Was Done**

- A multilevel marketing strategy was designed and implemented to highlight DRMEC and its products (RAPID System / RISK Alert). The NetEnvisage team produced logos, design concepts, custom graphic design, etc.
- A system of web sites was developed to facilitate the marketing strategy.
  - [www.DRMEC.org](http://www.DRMEC.org)
  - [www.RAPIDSystem.org](http://www.RAPIDSystem.org)
  - [www.RISKAlert.org](http://www.RISKAlert.org)
- A fourth web site was developed to act as the "Information Portal" during the demonstration. ([www.AgileInfo.org](http://www.AgileInfo.org))
- NetEnvisage provided extensive technical / business consulting and project management support throughout this project

**Results**

- The RAPID System (Military Equipment Movement) Demonstration was executed successfully. DRMEC has displayed how collaboration and Information Technology can be used to successfully track High Value Time Sensitive (HVTs) materials.
- The AgileInfo "Information Portal" was successfully launched and remains DRMEC's tool for communication to interested parties.
- The Pennsylvania and National Homeland Security capabilities have been positively effected by this demonstration and additional efforts will be made based upon the success of this demonstration.