OVERVIEW

In April of 2015, MARADMIN 193/15 for the Enterprise Ground Equipment Management (EGEM) was released to ensure ground equipment decisions support Marine Corps warfighting capabilities. The MARADMIN focused on the establishment of prioritized EGEM goals and objectives, synchronizing ground equipment and asset management initiatives, and informing investment, resourcing, and capability portfolio management efforts.

Guidehouse supported USMC’s effort to establish the EGEM construct and enable more informed decision-making across the lifecycle. The EGEM construct involved developing a common operational picture between the entire ground equipment logistics community including Deputy Commandant for Installations and Logistics (DC I&L), Deputy Commandant for Combat Development and Integration (DC CD&I), Deputy Commandant for Programs and Resources (DC P&R), Commanding General Marine Corps Logistics Command (MARCORLOGCOM), and Support Commander Marine Corps Systems Command (MARCORSYSCOM).

Guidehouse analyzed EGEM core business processes in governance, compliance, decision management, cost management, and performance management to develop recommendations for implementation, improved communication, and increased stakeholder participation in a proposed shared logistics and data services within the USMC ground equipment community.

STRATEGIC PLANNING

Guidehouse utilized the Marine Corps Planning Process (MCPP) to develop a Campaign Plan for implementing the EGEM initiative within the Marine Corps. The phased approach involved the initial transition plan from the legacy ground equipment effort into EGEM as well as a plan to continue to build and sustain the EGEM construct across USMC and the ground equipment enterprise. Guidehouse developed a project plan that included the identification of roles and responsibilities, resources, and tasks to support the EGEM initiative. Roles and responsibilities within the project plan required integration and coordination across the USMC ground equipment logistics community including stakeholders from MARCORLOGCOM, MARCORSYSCOM, DC P&R, and DC CD&I.

PROGRAM SUPPORT

Guidehouse took steps to ensure the EGEM initiative’s goals, objectives, and actions are aligned to USMC’s strategic goals, stakeholder priorities, and ongoing initiatives. To support the success of the initiative and to ensure EGEM was addressing USMC priorities and needs, Guidehouse conducted a crosswalk exercise; aligning the EGEM goals and objectives to the goals and objectives discussed in key strategic documents. Strategic documents reviewed in this crosswalk include the 36th Commandant’s Planning Guidance, the Expeditionary Force 21, the Marine Corps Enterprise Integration Plan (MCEIP), and the Marine Corps Installations and Logistics Roadmap.
During the goals and objectives development process, Guidehouse conducted working sessions with ground equipment stakeholders to align goals and objectives to current priorities within the ground equipment community and to demonstrate the value EGEM is trying to provide each organization. Working sessions were conducted with stakeholders from CD&I, MARCORSYSCOM, P&R, Program Assessment and Evaluation (PA&E), as well as many branches within I&L including Logistics Plans and Operations (LPO) and Logistics Policy and Capabilities (LPC). Stakeholder input supported the development of the program’s objectives and Campaign Plan.

In addition to aligning EGEM to stakeholder priorities and USMC strategic goals and objectives, Guidehouse focused on coordinating EGEM with efforts already underway. Specifically, Guidehouse coordinated with DC P&R and the Marine Corps Strategic Health Assessment (MCSHA) efforts aligning performance measures and metrics collected for MCSHA to EGEM measures and metrics where possible.