



SOLUTION ACCELERATOR

MissionEdge Innovation Model

Driving structured, mission-aligned innovation from concept to impact

Overview

DDC's MissionEdge Innovation Model is a structured, transparent, and customer-focused framework designed to systematically capture, refine, and implement innovations directly aligned with mission outcomes. Over the past five years, DDC has invested over \$10M to establish innovation as a formal business capability. Aligned to the ISO 56000 Series of Innovation Management Standards, our model integrates seamlessly into contract operations, ensuring predictable innovation that accelerates mission success.

Our Approach

Innovation is integral to achieving and sustaining mission objectives. The MissionEdge Model employs a rigorous innovation funnel supported by formalized stage-gate reviews aligned with ISO 56000 standards. This structured process allows ideas to move swiftly from conception to execution while maintaining alignment with customer-defined objectives.

Customer participation is embedded throughout governance, prioritization, and assessment, delivering transparency and mission relevance at every stage. Leveraging the HYPE Innovation Management Suite in our customer engagements, the model facilitates real-time collaboration and informed decision-making, maximizing innovation effectiveness and reducing execution risk.

Features

- **Structured Innovation Funnel**
Rigorous stage-gate process aligned with ISO 56000 standards enables ideas to evolve systematically from ideation through deployment
- **Customer-Integrated Governance**
Active customer involvement in defining criteria, scoring, and governance ensures that innovations address real mission challenges
- **Measurable Outcomes**
Continuous tracking against clearly defined KPIs demonstrates tangible mission impacts and informs ongoing improvements
- **Continuous Capability Assessment**
Regular maturity evaluations based on ISO/TR 56004:2019 drive systematic process improvement and sustained innovation effectiveness
- **HYPE Idea Management Platform**
Technology-driven idea collection, transparent scoring, collaborative workflows, and rapid innovation management from idea to impact

Key Benefits

- **Predictable Innovation**
Structured methodology delivers systematic, repeatable innovation directly aligned to mission outcomes
- **Enhanced Mission Alignment**
Close customer collaboration facilitates the creation of innovations that address specific mission priorities and deliver measurable value
- **Reduced Risk & Faster Execution**
Formal stage-gate assessments reduce innovation risks and accelerate execution timelines
- **Quantifiable Results**
KPI-driven tracking allows for clear demonstration of ROI and continuous improvement
- **Customer Trust & Transparency**
Active participation and visibility strengthen relationships and trust with customers

Innovation in Acquisition

- ✓ **Non-protestable awards**
- ✓ **Streamlined procurement process**
- ✓ **Increased contract capacity**
- ✓ **SDB contracting credit**
- ✓ **Advanced mission priorities**

Corporate Snapshot

- Navajo Nation tribally owned family of companies
- SBA certified 8(a) and Small Disadv. Businesses
- 700+ employees
- 130+ CONUS and OCONUS operating locations
- Federal, state, and tribal government markets
- 20-year history of proven performance

Customer Success Story

*AFMC Logistics Office
of Data Management (LODM)*

As the prime contractor for AFMC LODM, DDC successfully implemented the MissionEdge Innovation Model, building customer confidence through a robust and inclusive innovation funnel powered by the HYPE platform. This initiative significantly increased the engagement of government civilians and contractors, enabling a greater flow of innovative ideas aligned closely with mission objectives.

By leveraging objective metrics and refining stage-gate criteria to meet precise customer needs, DDC has fostered a highly collaborative environment, resulting in enhanced customer satisfaction, increased trust, and the successful launch of multiple strategic initiatives across Air Force Logistics.

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