DARPA-SN-11-02
Anomaly Detection at Multiple Scales (ADAMS) Industry Day
October 19, 2010
Arlington, VA

The Defense Advanced Research Projects Agency (DARPA) Information Innovation Office (I2O) will conduct a briefing in support of the anticipated Broad Agency Announcement (BAA) for the ADAMS program. When released, the BAA will be posted on the Federal Business Opportunities (FBO) website, http://www.fedbizopps.gov. ***This Industry Day is unclassified.***

Attendance at the ADAMS Industry Day is voluntary and is not required to propose to subsequent BAAs (if any) on this topic. The Industry Day does not constitute a formal solicitation for proposals or abstracts. This announcement is issued solely for information and program planning purposes. DARPA will not provide reimbursement for costs incurred to participate in this Industry Day. Interested parties to this notice are cautioned that nothing herein obligates the Government to issue a solicitation.

BACKGROUND
Each time we see an incident like a soldier in good mental health becoming homicidal or suicidal or an innocent insider becoming malicious we wonder why we didn't see it coming. When we look through the evidence after the fact, we often find a trail – sometimes even an "obvious" one. The question is can we pick up the trail before the fact giving us time to intervene and prevent an incident? Why is that so hard? Because we generally need to look through an enormous amount of data and don't know where to look or what to look for. In particular, we generally don't have a good understanding of normal versus anomalous behaviors and how these manifest themselves in the data.

The general goal of the ADAMS program is to create, adapt and apply technology to the problem of anomaly characterization and detection in massive data sets. The importance of anomaly detection is due to the fact that anomalies in data translate to significant, and often critical, actionable information in a wide variety of application domains.

While technology developed for ADAMS will have applicability in many domains, we will use the problem of insider threat detection as a focal point in order to make sure that the work is well grounded. We define insider threat as malevolent (or possibly inadvertent) actions by an already trusted person in a secure environment with access to sensitive information and information systems and sources. The focus is on malevolent insiders that started out as "good guys." The specific goal of ADAMS is to detect anomalous behaviors before or shortly after they turn. Operators in the counter-intelligence community are the target end-users for ADAMS insider threat detection technology.

PURPOSE

The purpose of the ADAMS Industry Day:

1. To familiarize participants with DARPA's interest in automated and integrated modeling, correlation, exploitation, prediction, and resource management;
2. To identify potential offerors and promote understanding of the BAA proposal requirements; and
3. To promote discussion of synergistic capabilities among potential program participants.
4. Opportunity to sign up for a one-on-one Program Manager meeting. Will be able to sign up during check-in.

It is DARPA's desire to receive comprehensive, quality responses to the anticipated ADAMS BAA. To assist those wanting to form strong, collaborative teaming efforts and business relationships, a teaming website (https://www.csc-ballston.com/baa/ADAMSteaming.htm) has been established to facilitate formation of teaming arrangements between interested parties. Specific content, communications, networking, and team formation are the sole responsibility of the participants. Neither DARPA nor the Department of Defense endorses the destination website or the information and organizations contained therein.

Additional information regarding the Insight BAA will be available at http://www.darpa.mil/ipto/solicit/solicit_open.asp following the publication of the BAA on FBO. It is anticipated that the ADAMS BAA will be released in mid-October 2010. If a BAA is released, materials presented at the Industry Day, as well as a frequently asked questions (FAQ) document compiling questions and answers received to date, will be made available at http://www.darpa.mil/ipto/solicit/solicit_open.asp.

TENTATIVE AGENDA

9:00 AM	9:45 AM	Check-in
10:00 AM	10:05 AM	Welcome, Opening Remarks Dr. Rand Walzman, Program Manager, DARPA I2O
10:05 AM	10:30 AM	Proposal Instructions, Contracting, BAA Process Mr. Mark Jones, Contracting Officer, DARPA CMO
10:30 AM	11:00 AM	ADAMS Program Overview Dr. Rand Walzman, Program Manager, DARPA I2O
11:00 AM	12:00 PM	Questions and Answers
12:00 PM	1:00 PM	Lunch
1:00 PM	2:00 PM	Teaming Presentations
2:00 PM	3:30 PM	One-on-One Program Manager Meetings with Potential Offerors
3:30 PM	3:45 PM	Break
3:45 PM	5:30 PM	One-on-One Program Manager Meetings with Potential Offerors

REGISTRATION INFORMATION

Interested parties may register for the Insight Industry Day at http://www.caci-conferences.com/Default.aspx/adams201010. Registration must be completed by **12:00 noon (ET)** **Friday, October 15, 2010**. **Non-U.S. citizens** are required to submit

a DARPA Form 60 to DARPA-BAA-11-04@darpa.mil no later than **Tuesday, October 12, 2010**. All attendees will be required to present Government-issued photo identification upon entry to the event.

LOCATION
The ADAMS Industry Day will be held at:

Systems Planning Corporation
3601 Wilson Blvd
Arlington, VA 22201

POINT OF CONTACT
Dr. Rand Waltzman, DARPA-BAA-11-04@darpa.mil