

# AURA – Unified Export and Education Support Strategy

*This year's 12<sup>th</sup> International Exhibition of Defence and Security Technologies IDET 2013 in Brno, Czech Republic, was for the AURA Company, besides presentation of new and traditional portfolio designed for the Czech clients, also an excellent opportunity to develop ongoing foreign activities and to define next priorities in the international context. Up till now, the AURA Company succeeded in finding its clients in ten foreign countries (Slovakia, Norway, Finland, Russia, Morocco, Estonia, Lithuania, Sweden, Croatia, Latvia) and it is its intention to extend its export codification activities e.g. to the Persian Gulf or Southeast Asia. The AURA Company intensifies its purposeful cooperation with NATO in the area of material and services codification which includes support to expert international courses and trainings.*

## IDET 2013 – Military and Civilian Visitors

When preparing for and during the fair itself, the AURA management paid special attention to further development of cooperation with foreign entities particularly in the areas of development and implementation of complex information logistic systems for public administration, defence forces and industry; and of comprehensive support to materiel and services codification.



New tools supporting efficiency and transparency of public contracts were presented – these being the commodities codebook used within the National Infrastructure for Public Electronic Procurement (NIPEZ) and Elstan software enabling unambiguous specification of procured commodities and their further processing. The interest of the visitors proved that the public procurement is of immense importance even to the defence departments that wish to make future use of tools increasing efficiency and transparency in this area.

Company's General Director, Mr. Filip Engelsmann, and other company officials had lots of significant meetings with military and civilian delegations. This year, the MoD Foreign Activities Directorate and the Defence and Security Industry Association of the Czech Republic (DSIA CR) played an active role on co-organising meetings with delegations from e.g. Bosnia and Herzegovina, Montenegro, Egypt, NATO Support Agency, Pakistan, Poland, Russia, United Arab Emirates, Slovakia, Slovenia, Serbia, Sweden, and the USA. Many of these meetings were follow-ups to previous meetings within similar events such as the Latin American international exhibition – LAAD Defence & Security 2013 in Rio de Janeiro or Future Soldier 2012 in Prague.

## Cooperation with AC/135

The AURA Company acquired an important position in supporting and upgrading the NATO Codification System (NCS) inter alia due to its close cooperation with the Group of National Directors on Codification – Allied Committee 135 (AC/135) and its working groups.

This March, on the NCS Transformation Steering Group meeting in Prague, the AURA representatives presented its codification software for defence industry called MCC Industry, gradually introduced in selected NCS countries; and the current status of services codification system led by the Czech Republic, as represented by the National Codification Bureau (NCB) role of which has been



delegated to the Defence Standardisation, Codification and Government Quality Assurance Authority, in close cooperation with the AURA Company.

The Slovak NCB will host the 15<sup>th</sup> meeting of the MC CATALOGUE User Group (i.e. nations using for materiel codification MC CATALOGUE – software developed, delivered and implemented by AURA) in its seat in Trenčín in the first September week.

Trends in development of this software plus upgrade elements in codification shall be presented by the company at the World Codification Forum 2013 under motto "Codification & Industry – a Key Partnership and Force Enabler" in Copenhagen, Denmark, at the beginning of November.

## AURA and Capable Logistician 2013

This June, the AURA Company played an active role – within so called Industry Days – in the largest exercise of military logistics in NATO's history called "Capable Logistician 2013" organised in the military training area Lešť, Slovakia.

The exercise participants and VIP guests had the opportunity to get acquainted with company's information systems designed for logistic support to military activities directly in the field. This was also AURA's proof of its purposeful cooperation with the Multinational Logistics Coordination Centre (MLCC) based in Prague and being in charge of the whole exercise and personnel from 35 nations.

The AURA team led by its Executive Director, Mr. Zdeněk Buřival, met with more than 30 Czech and foreign delegations in its field exposition stand. Within the three exhibition days, they showed intensive interest in the Information System for Logistics (ISL) developed and implemented by the AURA Company for the Armed Forces of the Czech Republic. It gained high esteem for its complexity and interoperability both in terms of its compliance with the requirements STANAGs for logistics and interfaces with NATO key systems. Also, they showed vivid interest in and appreciation for features of individual ISL modules developed and implemented by AURA.



Thus the participation in Industry Days supported future discussions related to potential implementation of ISL features in armed forces of other nations. Participants from foreign delegations appreciated especially the fact that the ISL has been primarily developed for defence logistics and it fully meets the needs of military logisticians and it flexibly reflects increasing requirements of defence forces of the 21<sup>st</sup> century. As experienced and as stated by many foreign logisticians, commercial information systems applied to support logistics are often not flexible enough to meet specifics of military logistics or required changes are time consuming and induce additional heavy costs.

Special attention was also paid to MC CATALOGUE – software designed for codification in compliance with the NCS standards that is regarded as the “DNA” of logistics.

### Support to the NCS College

In addition to its own international codification course, the AURA Company significantly supported the first NCS College last year. The NCS College 2012 organised by the University of Defence in Brno, Czech Republic, together with the US Defense Logistics Agency Logistics Information System (DLA LIS) and the Czech NCB was attended by more than 30 codification experts and managers from ten nations and two international organisations (NSPA, NATO-E3A).

Next year, it is AURA's intention to support the second NCS College 2014 to be organised by AC/135. The NCS College 2014 shall include an NCS Course for Managers and Logisticians (25-29 August) and a Course for Codifiers (1-19 September). Because of the fact that there has not been the NCB College traditionally organised by DLA LIS in Battle Creek, USA this year, the organisation of the NCS College in Brno next year will be of utmost importance which, consequently, multiplies AURA's responsibilities for good preparation and successful implementation.



*The above overview of selected foreign activities makes clear, that the AURA Company pays exceptional attention to the export of software supporting codification in compliance with NATO standards for NCS nations. Simultaneously, it also invests considerable resources into international education related to the NCS both in NATO and non-NATO nations. When applying this unified export and education-support strategy, the AURA management highly appreciates beneficial cooperation with AC/135, NCBs of client-nations, and the MC CATALOGUE User Group. In the Czech Republic, the appreciation goes to the Czech NCB, headed by Mr. Adam Pustějovský, MLCC, DSIA CR and personnel of military and trade components of Czech embassies who support AURA's export and education efforts in their respective regions.*

Antonín Svěrák, photo author and J. Kula

## AURA na Capable Logistician 2013

*AURA se v letošním červnu aktivně zúčastnila – v rámci doprovodných tzv. Industry Days - největšího vojenského logistického cvičení v historii Severoatlantické aliance „Capable Logistician 2013“, které se uskutečnilo ve vojenském výcvikovém prostoru Lešť na Slovensku.*

Účastníci cvičení a VIP hosté se v „polní“ expozici AURY seznámili s informačními systémy vyvíjenými a dodávanými AUROU, způsobilými zajišťovat podporu logistiky vojenských činností přímo v polních podmínkách. Tím také AURA potvrdila cílevědomou spolupráci s Mnohonárodním centrem pro koordinaci logistiky (MLCC) se sídlem v Praze, které organizovalo a řídilo celé cvičení s vojáky a civilisty z 35 zemí.

Tým AURY, vedený výkonným ředitelem Ing. Z. Buřivalem, přivítal v expozičním polním stánku více než třicet českých a zahraničních delegací. V průběhu tří exhibičních dnů se intenzivně zajímali především o Informační systém logistiky (ISL), který AURA vyvinula a implementovala v Armádě České republiky, u něhož velmi pozitivně hodnotili komplexnost celého řešení a jeho interoperabilitu jak s ohledem na soulad s požadavky standardizačních dohod STANAG v oblasti logistiky, tak propojení s klíčovými systémy NATO. Rovněž se živě zajímali a oceňovali funkcionalitu jednotlivých modulů ISL, jež AURA úspěšně vyvíjí a implementuje v AČR.

Participace na Industry Days tak podpořila budoucí jednání o možnostech implementace funkcionalit ISL v ozbrojených silách dalších států. Účastníci ze



zahraničních delegací oceňovali především to, že ISL vyvinutý prvotně pro obrannou logistiku plně vychází z potřeb vojenských logistiků a pružně se přizpůsobuje rostoucím požadavkům obranných sil 21. století. Jak vyplynulo z praktických poznatků mnohých logistiků zahraničních ozbrojených sil, komerční informační systémy, které používají pro podporu logistiky, velmi často nejsou specifickým

potřebám vojenské logistiky dostatečně pružně přizpůsobitelné nebo se požadované změny provádějí s dlouhými termíny implementace a velmi vysokými dodatečnými náklady.

Velké pozornosti se také těšil MC CATALOGUE – software pro kodifikaci dle standardů NCS, který je považován za „DNA“ logistiky.

Antonín Svěrák, foto J. Kula