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DLA Logistics Information Service

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DOD EMALL changes coming on the horizon

By Martin Birchmeier, Customer Support

"Why isn't everything DLA sells in DOD EMALL?"Navy Vice Adm. Mark Harnitchek

With today's high operational tempo, the Defense Logistics Agency is helping warfighters stretch their budgets by moving forward to increase the operability, accessibility, and sustainability of its electronic shopping service known as "DOD EMALL." According to Phillip Deboe, systems manager of the DOD EMALL, the DLA Logistics Information Service is applying the direction and guidance of DLA Director Navy Vice Adm. Mark D. Harnitchek to make several changes to one of DLA's premier systems. Deboe said the changes include bringing new products supplied by DLA into DOD EMALL, modifying DOD EMALL's funding, and absorbing other DLA legacy systems into the DOD EMALL.

National Stock Number items are currently available through DOD EMALL, along with millions of commercial items. "With the new system updates, DOD EMALL will be expanding the amount of items available, both stock-listed and commercial, to better serve our supply chain customers," Deboe said. "DOD EMALL strives to achieve Vice Adm. Harnitchek's vision of having everything DLA sells, visible and available for purchase."

In an effort to be more cost efficient and sustainable, DOD EMALL will collect sufficient revenue from DLA commercial catalog sales to fund the system, resulting in no yearly operations support charges to DLA or the military services. Currently, DOD EMALL is funded by the service level billing, but Deboe said it has the goal of being completely self-sufficient through sales, resulting in savings for DLA and the military.

Making DOD EMALL the one-stop shop for all DLA, however, will require other legacy system's functionality to be subsumed into DOD EMALL. Deboe said programs like BidWiser and Contract Ordering Portal, or "KO Portal," will integrate into DOD EMALL. Other programs in the process of transferring functionality to DOD EMALL include Industrial Base Extension Program, Air Force Way, and others. By supporting the capability of these systems, Deboe said DOD EMALL will eliminate duplicity within the Defense Department and realize a cost savings by eliminating operating costs.

To reach the goal of a self-funded model, Deboe said the DOD EMALL is establishing a dedicated contract support office within DLA Logistics Information Service. He explained that the office will be responsible for offering additional items for purchase through DOD EMALL and channel additional revenue back to DLA. These funds will be used to fund the System Management Office, programming and development support, system operations, and customer and supplier services.

DOD EMALL is scheduled to begin these changes in 2012 with implementation for the above changes expected by fiscal 2014 or sooner. Updates will be posted on the DOD EMALL homepage (<http://www.dlis.dla.mil/emall.asp>) along with posts on DLA Facebook (<http://www.facebook.com/dla.mil>) for future announcements.

