

# Bullseye

## Intelligence Support to Joint Targeting



Bullseye is a web-based holistic targeting production and battle damage assessment platform integrated with proven capabilities such as the Modernized Integrated Database (MIDB) and the Joint Targeting Toolbox (JTT). Bullseye enables more accurate target development, improved workflows, business process analytics, targeting strategy generation, and assessment. This web-based tool offers capabilities to build and publish “living” target systems analyses (TSA), area of interest study (TSS), and manage target development nomination (TDN) processes performed at combatant command targeting production centers. Bullseye has been developed to enable cohesive collaboration across the joint targeting lifecycle as an intelligence support tool for the joint targeting suite of applications. Deployment is flexible to work on multiple platforms - from a single laptop to a server, to cloud.

Bullseye provides joint force commanders with precise targeting recommendations exploiting multiple domains. This multi-domain perspective on adversary systems will provide rich targeting options including both kinetic and non-kinetic solutions.

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## Features

- Web-based capabilities build living TSA and manage TDN processes:
  - Builds models of target systems
  - Performs critical vulnerability factors analysis
  - Offers workspace for building target remarks/materials
  - Automated workflow for vetting/distribution of target remarks
- All capabilities utilize the same object-based data store
- Web-based platform enables collaboration across JWICS

## Benefits

- Improved target intelligence production and standardization adds insight into processes across the targeting enterprise
- Enhanced targeting insights reduces the targeting production timeline
- Writeback to MIDB for targets that have gone through the TDN process
- Increased depth and breadth of analysis with existing analyst resources

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Bullseye migrates the heavily manual target and threat system analysis process to a set of DevSecOps-produced applications and internal data models for target development. Bullseye shortens timelines for threat system analysis, target/target list development, and target workflow without disrupting the production of required targeting products. This solution enables tighter timeline integration between intelligence and targeting functions for improved intel support to targeting in the operational environment and support to embedded intel capabilities in the execution environment.

In an ever increasingly complex global theater, the ability to rapidly analyze multiple data sources for near real-time situational awareness is critical for national security. Additional features include:

- A semantic toolset that utilizes a variety of data sources to quickly and efficiently identify and analyze priority targets directly linked to the TDN process under one platform.
- Establishes collaborative capabilities and provides analysts with clearly defined production procedures encoded within Bullseye's workflow manager, ultimately increasing the speed and efficiency of the analyst.
- Enhances standardization and adds insight into processes across the targeting enterprise.

This material consists of CACI International Inc general capabilities information that does not contain controlled technical data as defined within the International Traffic in Arms Regulations (ITAR), Part 120.10, or Export Administration Regulations (EAR), Part 734.7-10. (PRR ID489) 3/15/2022



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