I CAN HAZ REQUIREMENTS?

Requirements and CTI Program Success
About Me
Search your feelings...

IT'S TIME

FOR THE LACK OF INTEL REQUIREMENTS TO END

...you know it to be true!
Why do we need requirements?

Answer critical questions intelligence customers care about

Not what you care about
Intel requirements help you:

Scope deliverables

Prioritize collection

Identify needed data sources

Get ahead of the adversary
You can’t do the rest
Let’s make them together!
HOW CAN I HAZ THEM?
Identify all the stakeholders and customers who need Intel support.
C-Suite (Hi CISO!)
Board of Directors
Policy folks
What is an intelligence requirement?
“Any subject, general or specific, upon which there is a need for the collection of information, or the production of intelligence.”

DOD Joint Pub 2-0
What makes a *good* intelligence requirement?
Four things!

Timeliness

Aids ONE decision

Asks ONE question

Focuses on ONE activity/event/thing
Now for a

A decision can be inaction!
Where do I start?
But seriously...

Who?  Who?

What?  What?

Why?  Why?

How?  How?

When?  When?

Where?  Where?
BUT WAIT

THERE'S MORE!
Use your attack surface.

Model the threat.

If you haven’t done it, do it.
VICTIMS OF A FEATHER
GET INFECTED TOGETHER
Something something supply chain something something something.
Where in the world is Carmen...I mean you?
What stuff do you have that they want?
TLDR? Requirements are enduring questions consumers of intelligence need answers to
What do you do when someone reacts to something in the news?
The RFI Process!
Helps CTI shops manage ad-hoc intelligence needs not met by standing requirements
Without one, your team can get flooded with noise
Work with customer on scoping expected deliverable
What do they need?
When?
Format?
What does it help support?
How can I track RFIs?

Excel (sorry)
Sharepoint Workflow (less sorry?)
Email
So I have requirements... ...now what?
Metrics!
Please don’t be like...

I must go.
My planet needs me.
Metrics are often the hardest thing for CTI shops to create
You can:

Show number of products created aligned to numbered requirements
(Throw in RFI’s answered too)
You can:

Show customers where production is strongest, weakest
You can:

Identify collection/capability gaps
(Not just intel specific!)
To say what I said: Requirements help align internal, external data sources and capabilities to specific needs.
Shows where current capabilities are lacking, drives collection capability acquisition
Sets expectation of what your team is producing, when they're producing, and for whom
Takeaways:

If you’re not doing this now, start the conversation

(Try to) make it a team sport

Do what we preach
You can find me on Twitter: @ComradeCookie
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REQUIREMENTS ARE STRONG IN MY FAMILY

YOU HAVE THAT POWER TOO