



Booz Allen Aids U.S. Army Recruitment With Enterprise Tech

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U.S. Army Awards Booz Allen up to \$152M to Build Recruiting Platform

MCLEAN, Va.--(BUSINESS WIRE)--Nov. 15, 2019-- The [U.S. Army](#) is vital to our nation's security, and the key to the Army's success is the unrivaled skill and grit of the American soldier. The Army is taking steps to grow its end-strength over the coming years, in accordance with Army Vision, but faces the challenge of finding and reaching the men and women that will be America's future soldiers. Maj. Gen. Frank Muth, the commander of Army Recruiting Command illustrates the challenge: "The U.S. Army needs to identify 14 million prospects each year in order to recruit 75,000 new soldiers."

To help accomplish this mission, the U.S. Army is partnering with [Booz Allen Hamilton](#) (NYSE: BAH) to build a new enterprise technology platform, the Accessions Information Environment (AIE). This innovative project, valued at up to \$152 million over 3 years (awarded April 2019), will appeal to a new generation of soldiers through social media and community outreach.

"Booz Allen is honored to have been selected by the U.S. Army to develop this mobile, commercial off-the-shelf-based solution for the recruiting and accessioning of its workforce and commanders," said [Michele Hintz](#), senior vice president at Booz Allen. "Our team of technology and analytics experts brings extensive experience delivering the latest open and smart solutions to overcome the increasingly complex challenges facing the U.S. Army."

Read more about Booz Allen's expertise in applying powerful digital solutions to meet the toughest challenges faced by our nation's military and Federal Government, [here](#).

About Booz Allen Hamilton

For more than 100 years, military, government, and business leaders have turned to Booz Allen Hamilton to solve their most complex problems. As a consulting firm with experts in analytics, digital, engineering, and cyber, we help organizations transform. We are a key partner on some of the most innovative programs for governments worldwide and trusted by their most sensitive agencies. We work shoulder to shoulder with clients, using a mission-first approach to choose the right strategy and technology to help them realize their vision. With global headquarters in McLean, Virginia and more than 80 offices worldwide, our firm employs more than 26,400 people and had revenue of \$6.7 billion for the 12 months ending March 31, 2019. To learn more, visit [BoozAllen.com](#). (NYSE: BAH).

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