



U.S. Army and Amazon - Online Marketplace to Accelerate Drone Acquisition Also for Italy

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The **U.S. Army** has announced the launch of the **Unmanned Aircraft Systems Marketplace**, a new digital platform designed to **revolutionize the acquisition process of unmanned aerial systems** and accelerate operational units' access to already validated solutions. The initiative was officially presented on **March 24, 2026** at **Redstone Arsenal, Alabama**.

The new platform is configured as a **centralized portal** that will allow U.S. Army units, government partners, and allied nations to **compare, select, and purchase UAS systems more quickly**. The project was developed in collaboration with **Amazon Web Services** and the **Army Enterprise Cloud Management Agency**, with the aim of making procurement faster, more transparent, and competitive.

A New Acquisition Model for Military Drones

According to the Army, the marketplace will offer tools to **compare the operational characteristics of different systems**, gather **direct feedback**, and simplify ordering procedures through a single digital interface. This represents a paradigm shift from traditional acquisition processes, often considered **too slow compared to the pace of technological innovation and the needs of the modern battlefield**.

Brent G. Ingraham, **Army Acquisition Executive**, described the initiative as a concrete example of the ongoing transformation in the Army's acquisition processes, aiming to make them **more agile, competitive, and effective**. According to Ingraham, opening up to a broader audience of industrial innovators will help strengthen **the resilience and responsiveness of the defense industrial base**.

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Modernization and Operational Advantage on the Field

Major General **Clair Gill, Portfolio Acquisition Executive for Maneuver Air**, emphasized that the marketplace represents **a turning point in the Army Aviation's approach to modernization**, enabling soldiers to access unmanned technologies more quickly and with greater adherence to operational needs.

Similarly, **Rodney Davis, Capabilities Program Executive for Aviation**, stated that the platform will not only serve to purchase drones but also to provide formations with **advanced, flexible, and immediately deployable aerial capabilities** in **multi-domain operations** contexts.

For Colonel **Danielle Medaglia, Project Manager for UAS**, the new system represents a transformative approach to acquisitions, based on **competition, innovation, and delivery speed**. The stated goal is to ensure units have access to advanced technologies **at scale and with timelines compatible with real operational needs**.

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A Platform with Relevance Also for Italy

Beyond the national dimension, the **UAS Marketplace** is also set to have significant international projection. The U.S. Army plans to use the platform to **accelerate the provision of innovative solutions to allies and foreign partners**, simplifying **Foreign Military Sales** processes and strengthening cooperation in the unmanned sector.

The launch of the marketplace is part of the broader framework of the U.S. Army's modernization efforts and the pursuit of greater **drone dominance**, considered strategic for maintaining technological advantage in future operational scenarios.

The platform is presented at the **2026 Association of the United States Army Global Force Symposium and Exposition**, scheduled in **Huntsville, Alabama, from March 24 to 26**, at booth **#711**. An additional dedicated event, the **Marketplace Showcase**, is scheduled for **April 14**, on the eve of the summit organized by the **Army Aviation Association of America**.

News link:

https://www.army.mil/article/291297/us_army_launches_online_marketplace_to_revolutionize_drone_acquisition