

A MEMBER OF EUROTECH GROUP



Reduce Product Lifecycle Cost to One Thin DIME

31 July 2007

Lifecycle Cost = One, Thin **DIME**

How to find, assess and control product cost, through the cycle



<u>Applied Data Systems, Inc</u> is a **Company with History and Direction**

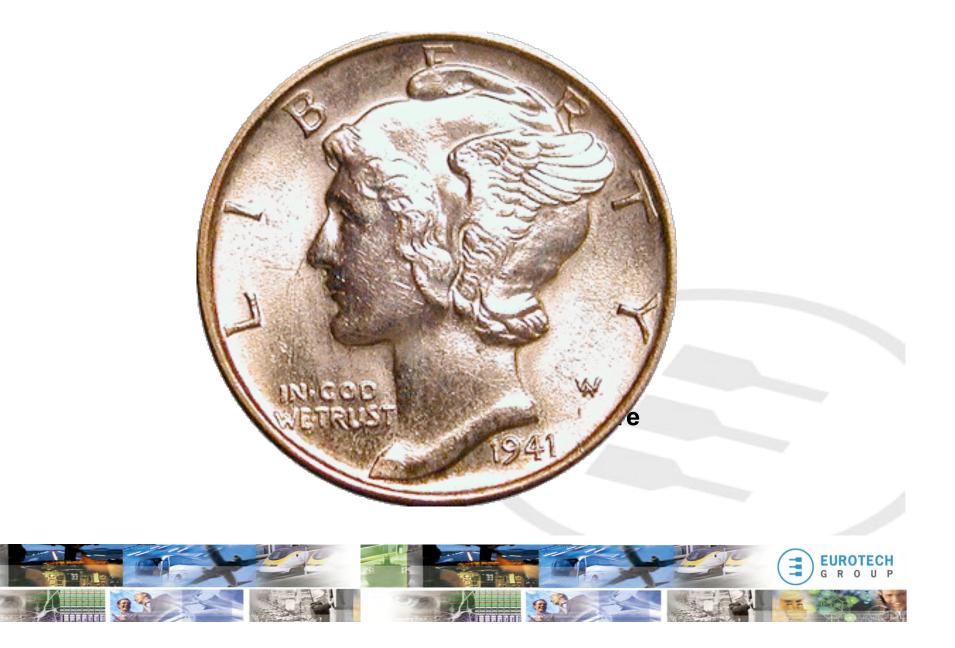


Applied Data Systems, Inc is your invisible partner

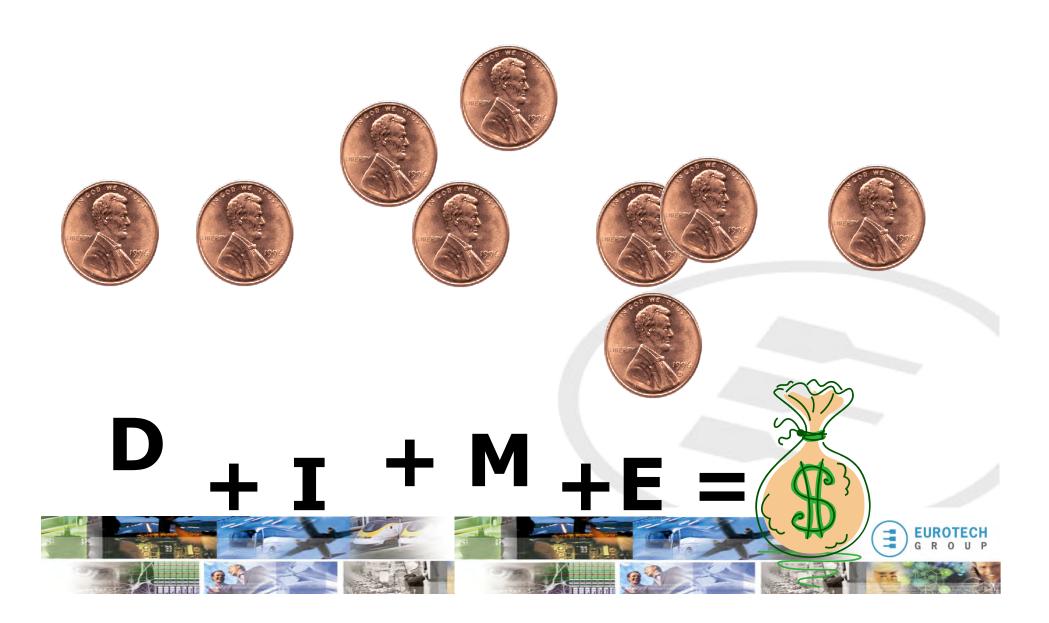




Lifecycle Cost Has Four Parts



The **DIME** has ten pennies





People, tools and support make up development cost



<u>People</u> are the scarcest resource

D



Great <u>tools</u> as well as proficient users get results



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Support from suppliers is critical to design success

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Design Costs Less Then One Thin Dime with ADS



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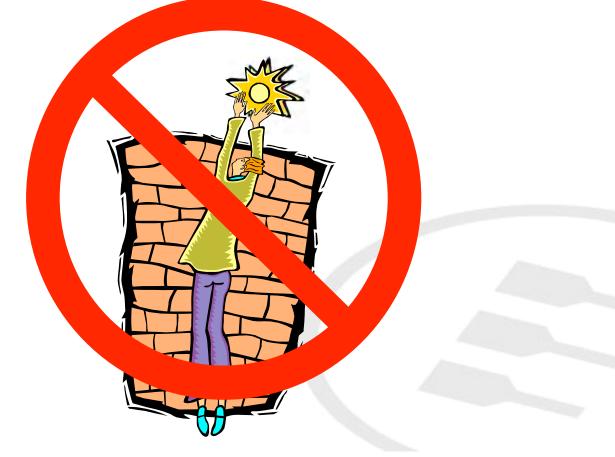








A good design must still be introduced to production





<u>Test</u> is a major cost component

Ι





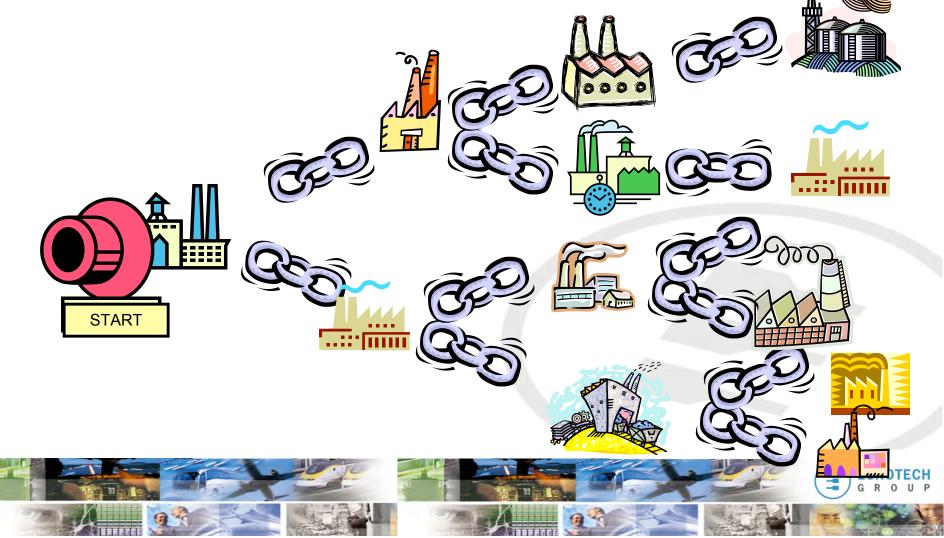
<u>Compliance</u> is required

T





Parts specified must match the factory supply chain







"Irg"=dword:0 sp"="Unimodem.dll"

"loLen"=dword:24 Prefix"="COM'

;21 - Dummy value. This subkey is not really used by the driver.

"Priority256" dword:67 ; Using default priority value "DeviceType"= word:0 "FriendlyName"= Serial on COM1:" "SerialMode"=dword:0 [HKEY CURRENT USER\Comm\RasBook\19200@com1]

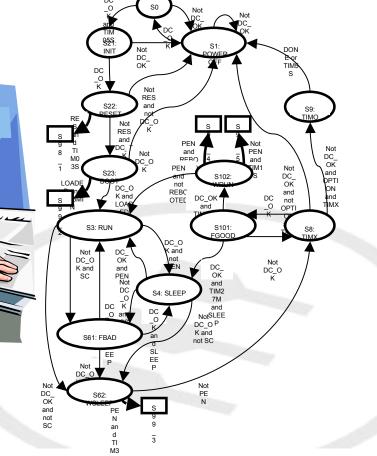
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"Entry"=hex:\

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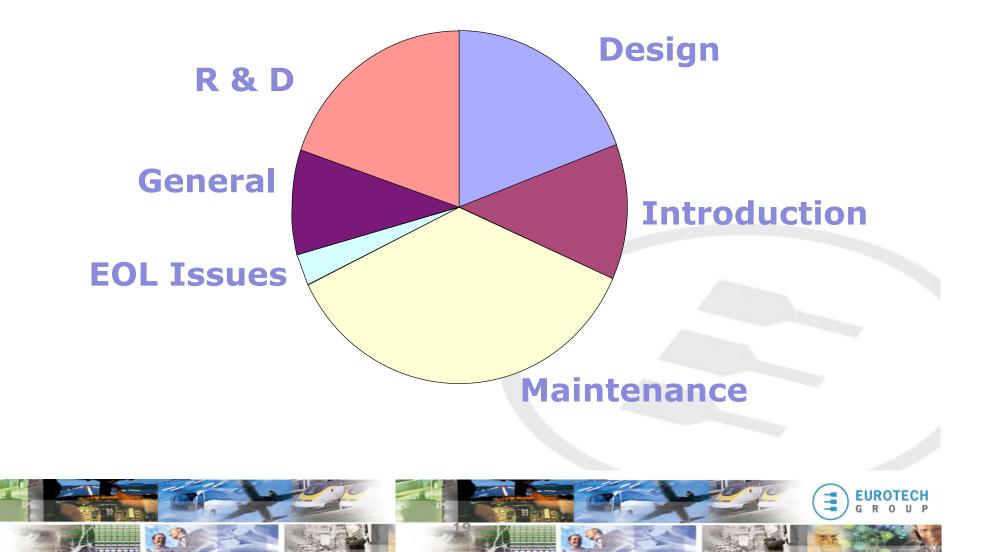
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Maintenance Costs are Serious





Components Change Often

Typical 9 Months of 'Plug Compatible' Silicon

PXA250B1C200

PXA250B1C300

PXA250B2C200

PXA250B2E200

PXA250B2C300

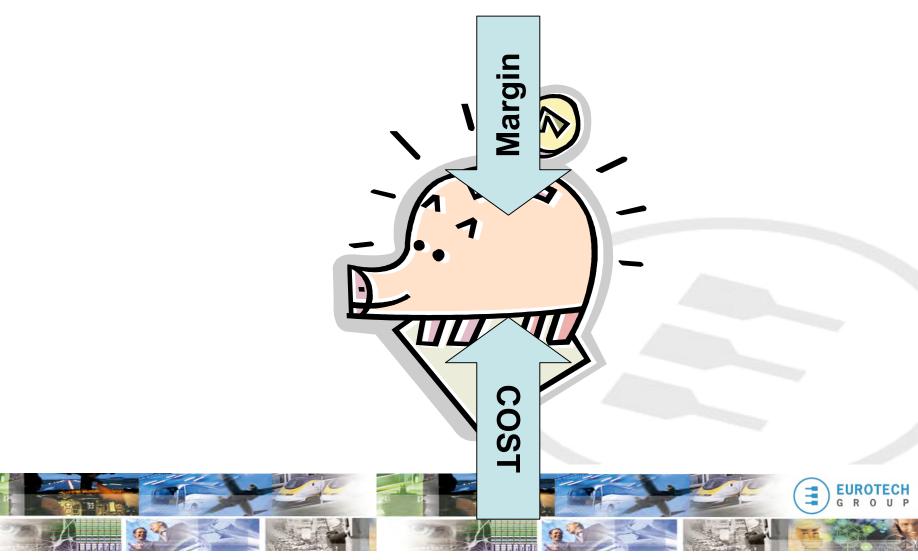
PXA250B2E300

PXA250B2C400





Gross margin must be maintained





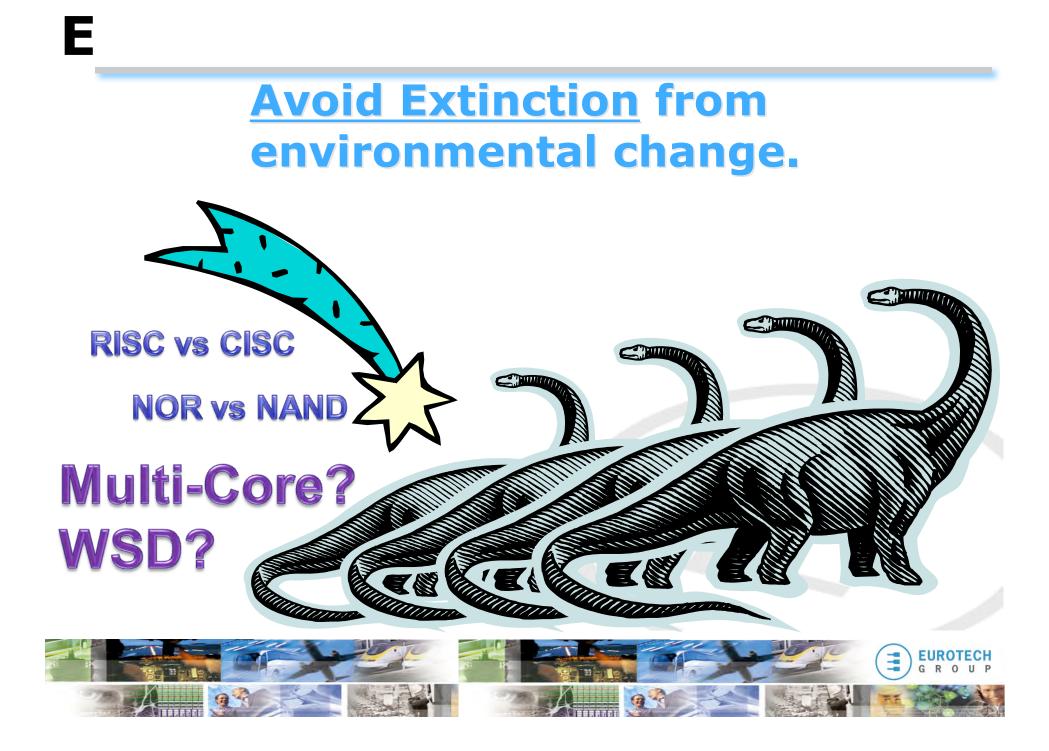






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We have spent 9 cents of the 'DIME'



The tenth penny is *time*.

LIBERUN

Risk = Return Return = Money over Time Risk = Money over Time



Our website can help you count the pennies in your DIME

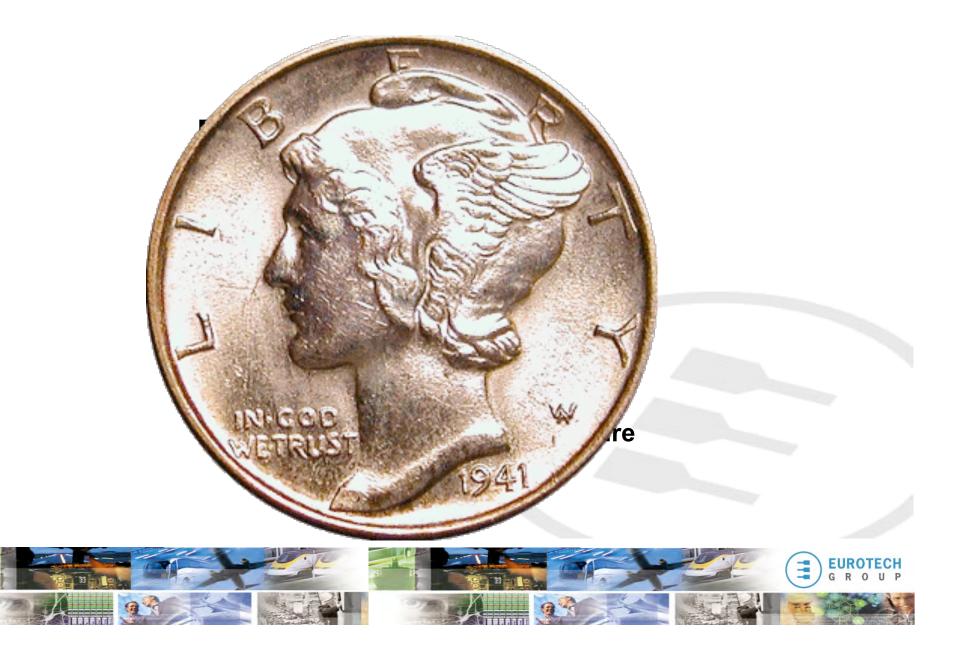




Return = F(Risk, Time, Money)



www.AppliedData.net/LifeCycle



THANK YOU FOR YOUR ATTENTION

"There is one thing stronger than all the armies in the world: it is an idea whose time has come."





