



A MEMBER OF EUROTECH GROUP



Reduce Product Lifecycle Cost to One Thin DIME

31 July 2007

Lifecycle Cost = One, Thin DIME

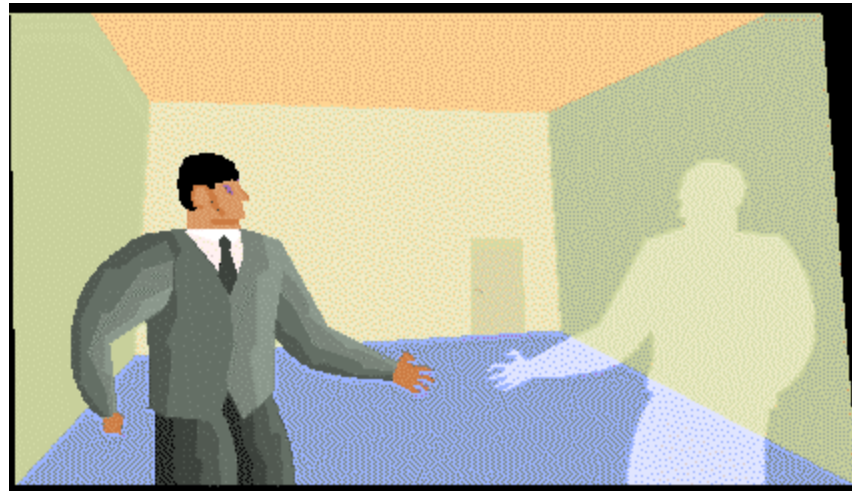
How to find, assess and control product cost, through the cycle



Applied Data Systems, Inc 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

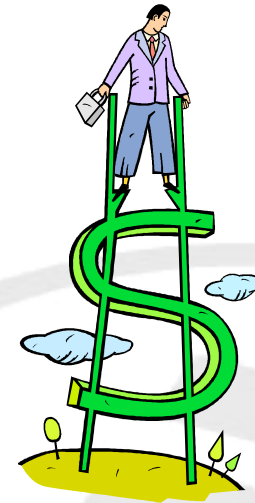
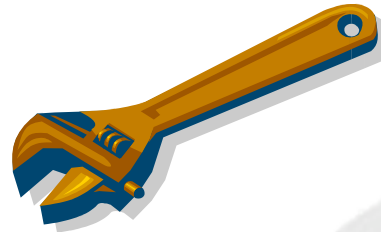
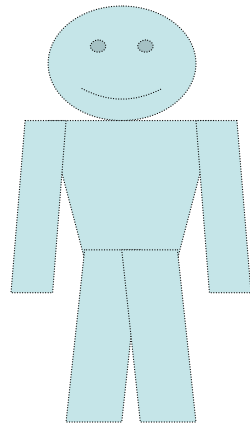


D + I + M + E =



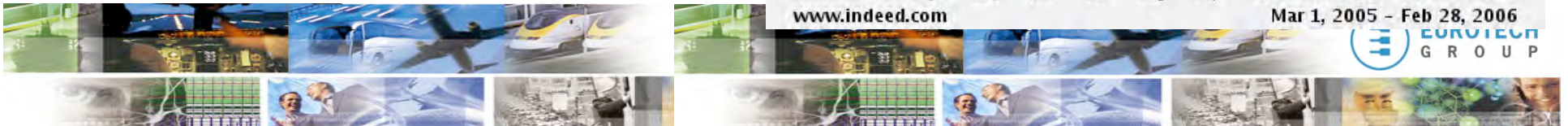
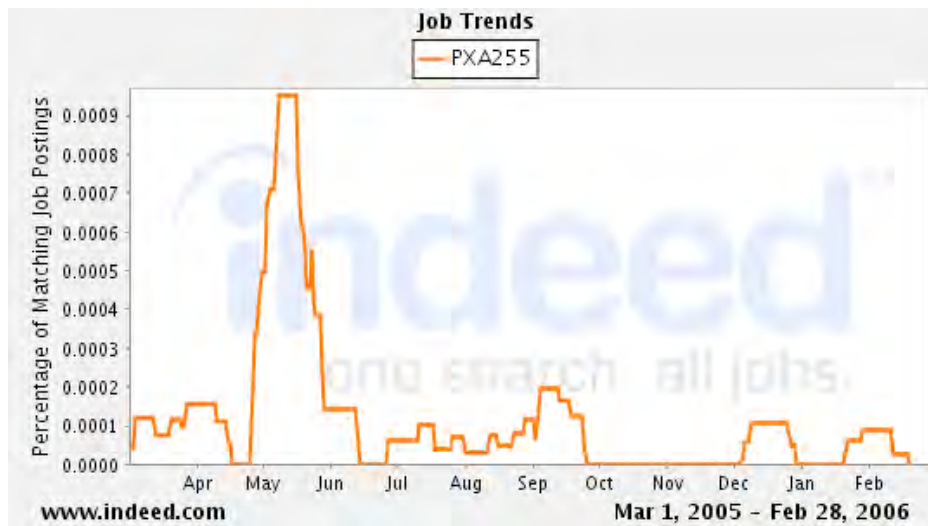
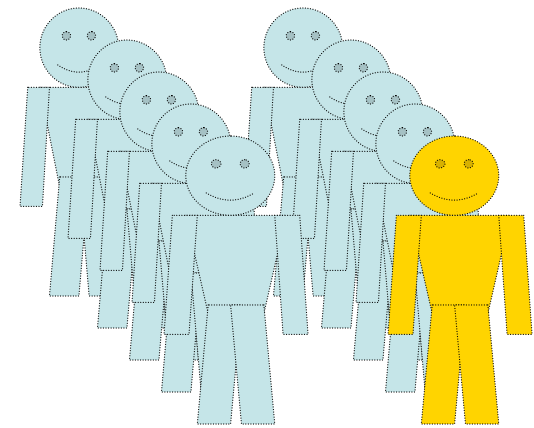


People, tools and support make up development cost



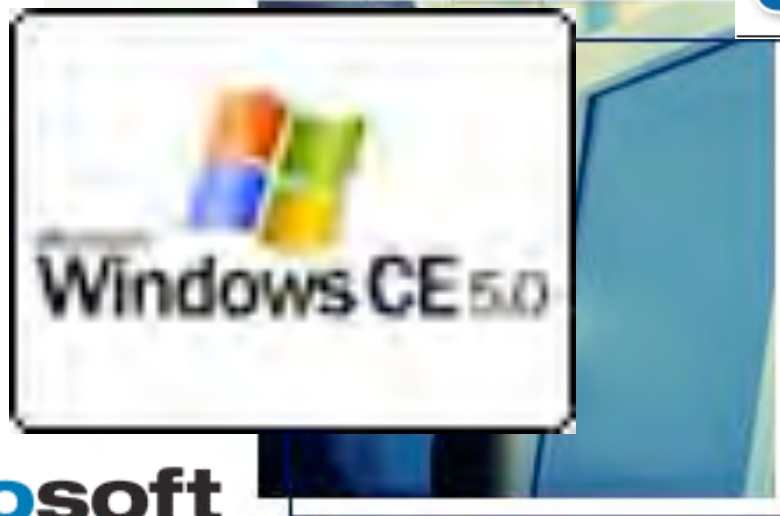
D

People are the scarcest resource



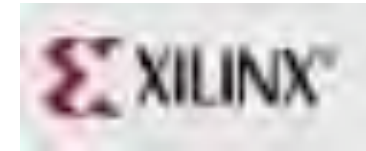
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Great tools as well as proficient users get results



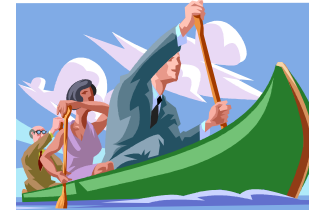
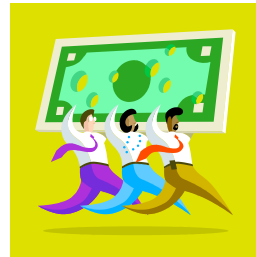
D

Support from suppliers is critical to design success



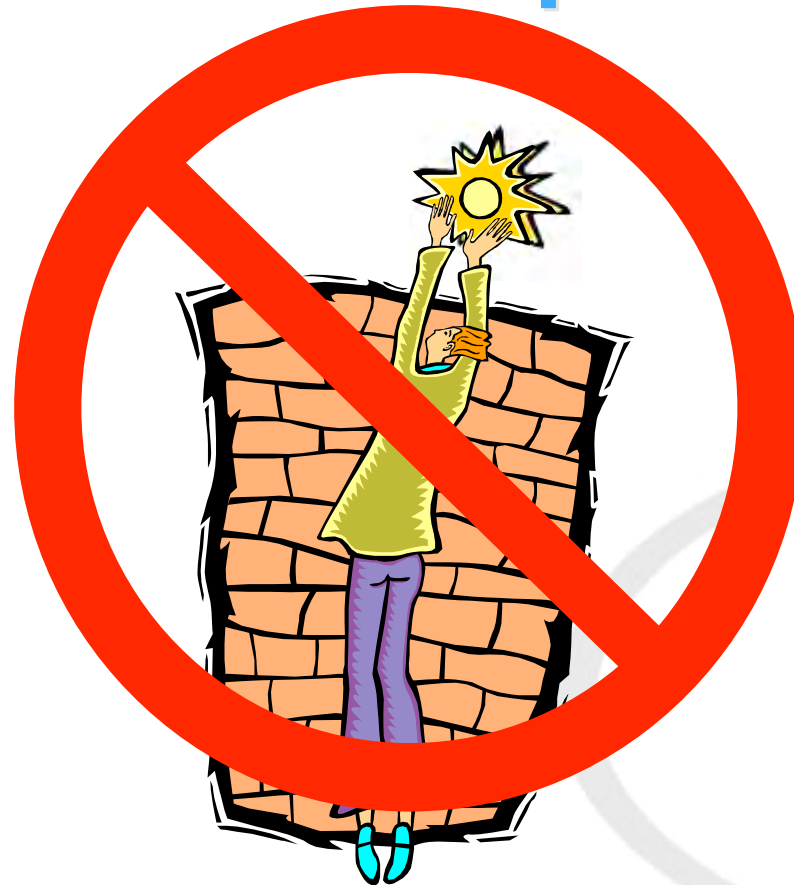
D

Design Costs Less Than One Thin Dime with ADS





A good design must still be introduced to production



I

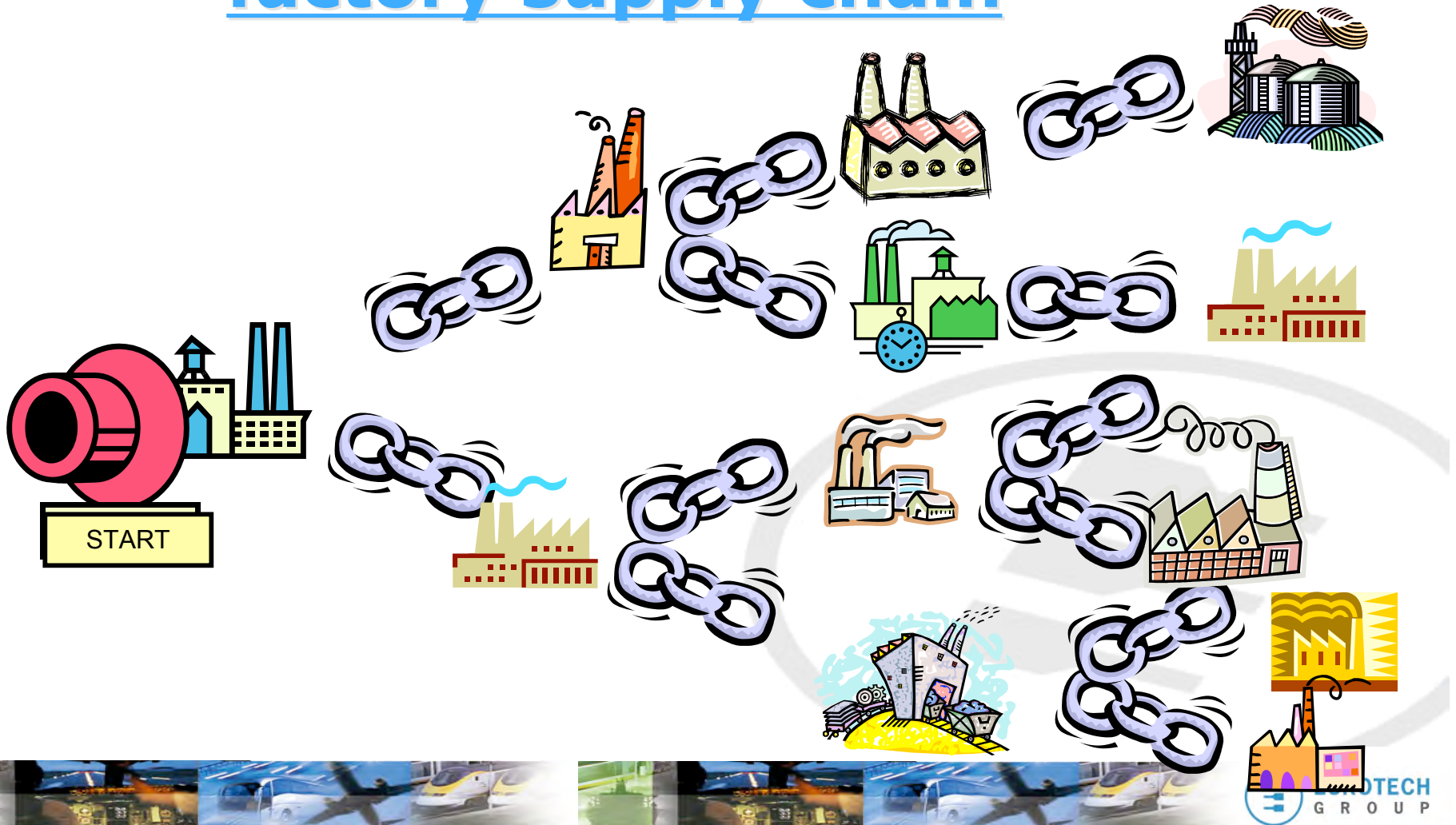
Compliance is required

RoHS
FMEA
License



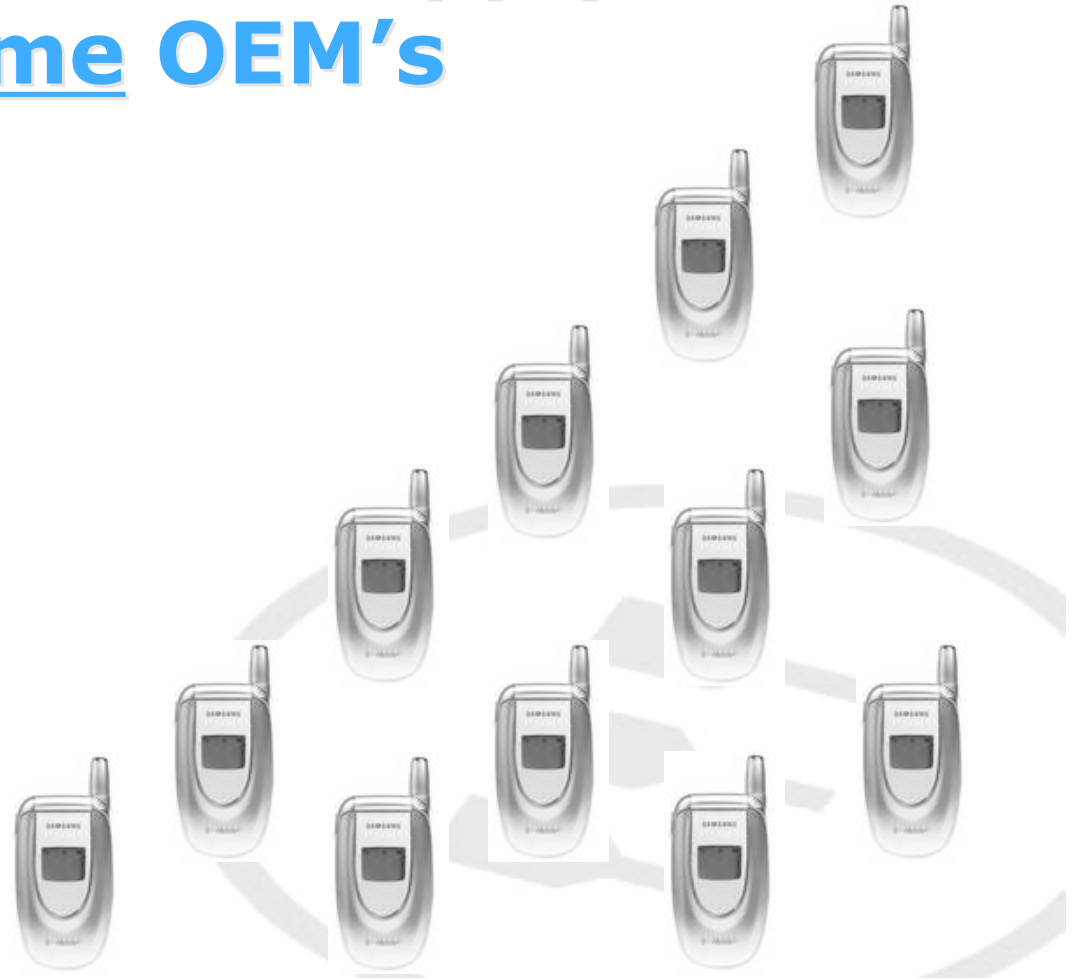
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Parts specified must match the factory supply chain



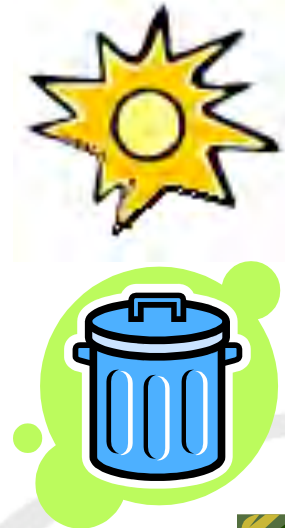
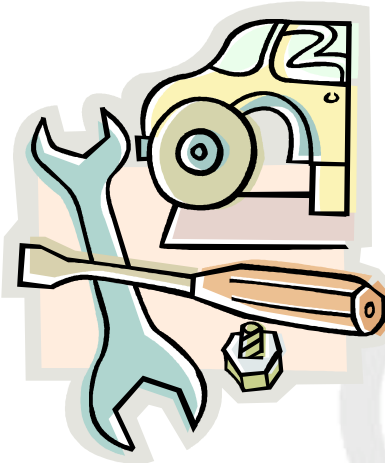
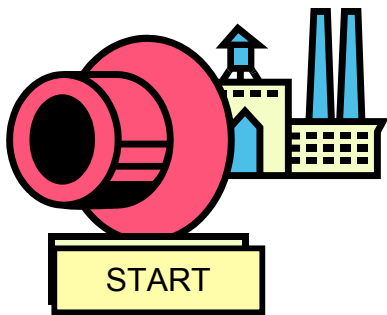
I

Key component supply is tuned high volume OEM's



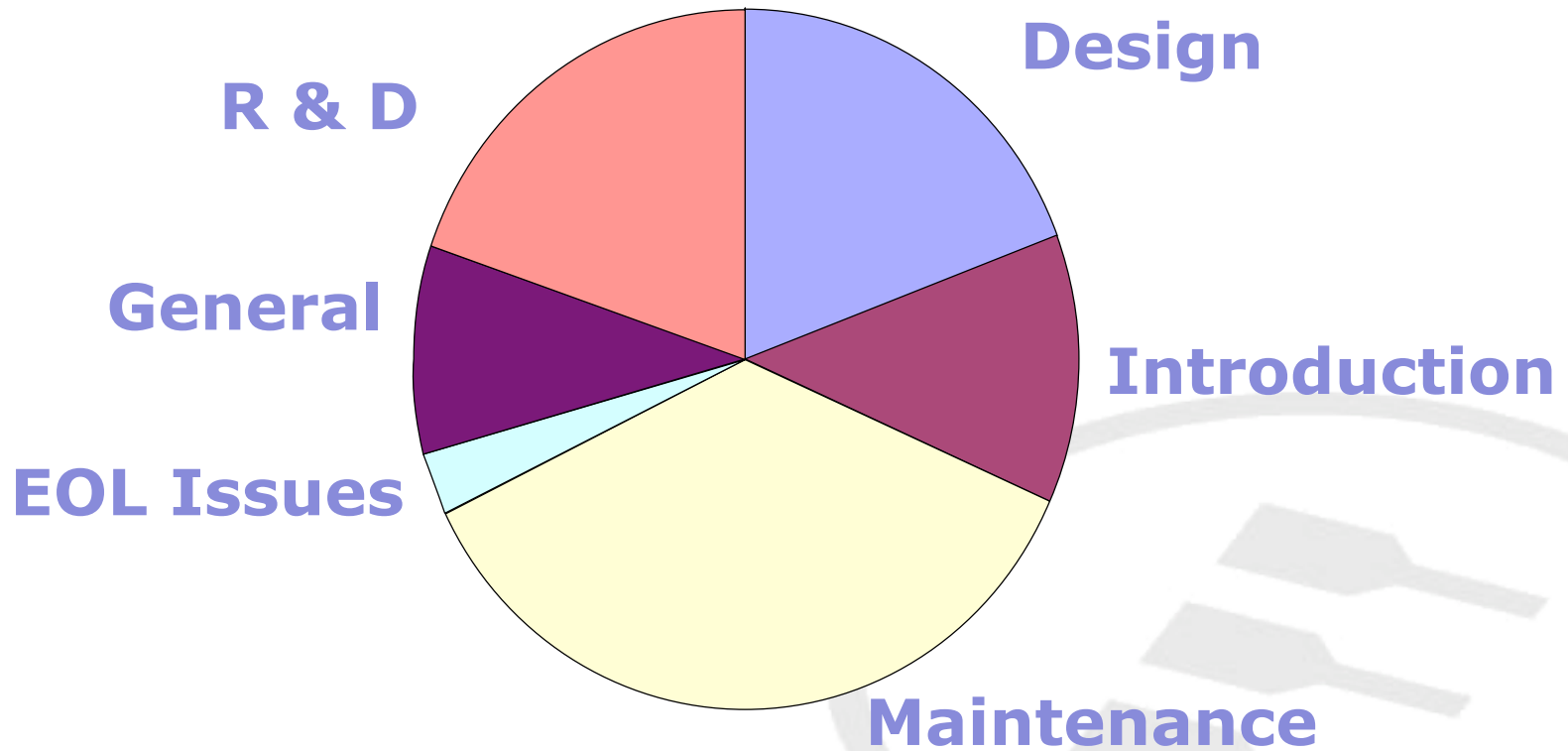
I

Factory Intro Costs Less Than One Thin Dime with ADS



M

Maintenance Costs are Serious



M

Components Change Often

**Typical 9 Months of 'Plug
Compatible' Silicon**

PXA250B1C200

PXA250B1C300

PXA250B2C200

PXA250B2E200

PXA250B2C300

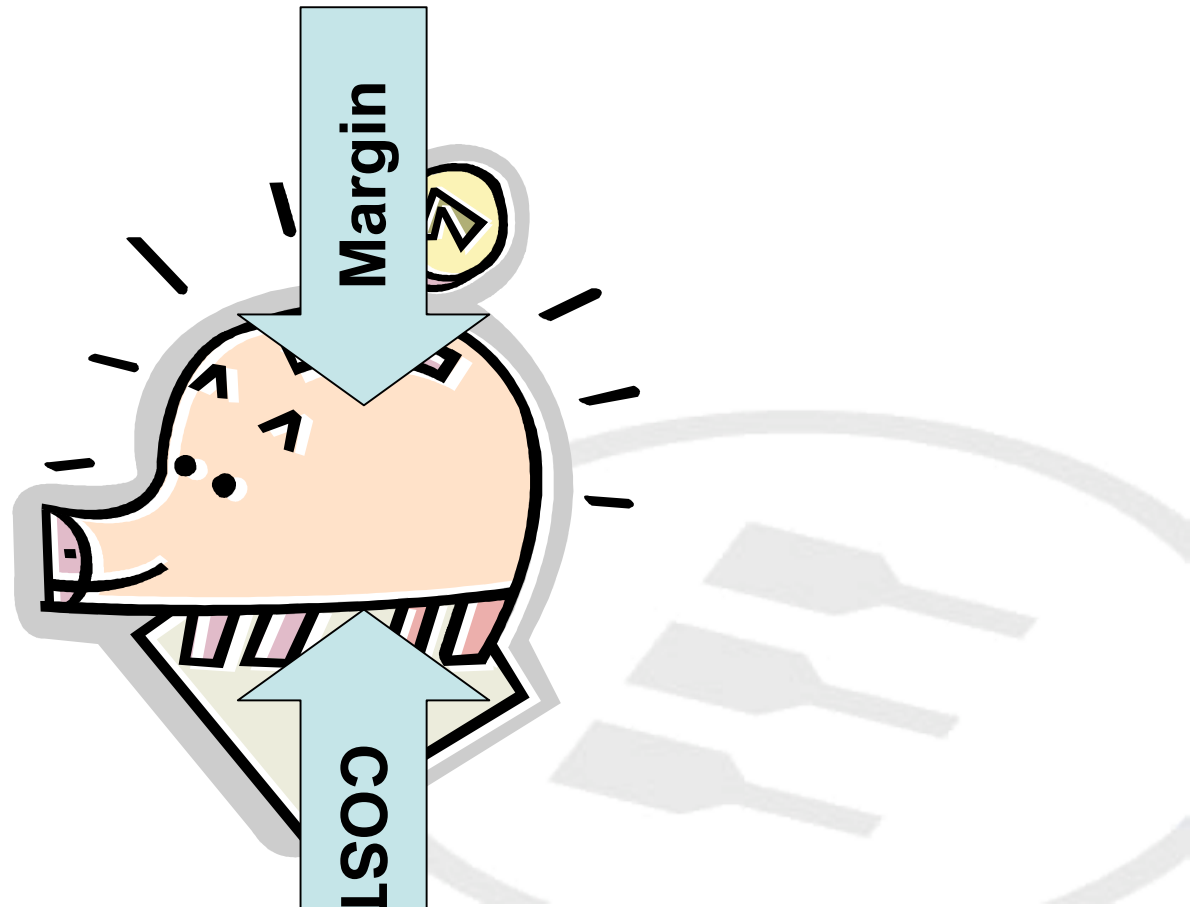
PXA250B2E300

PXA250B2C400



M

Gross margin must be maintained



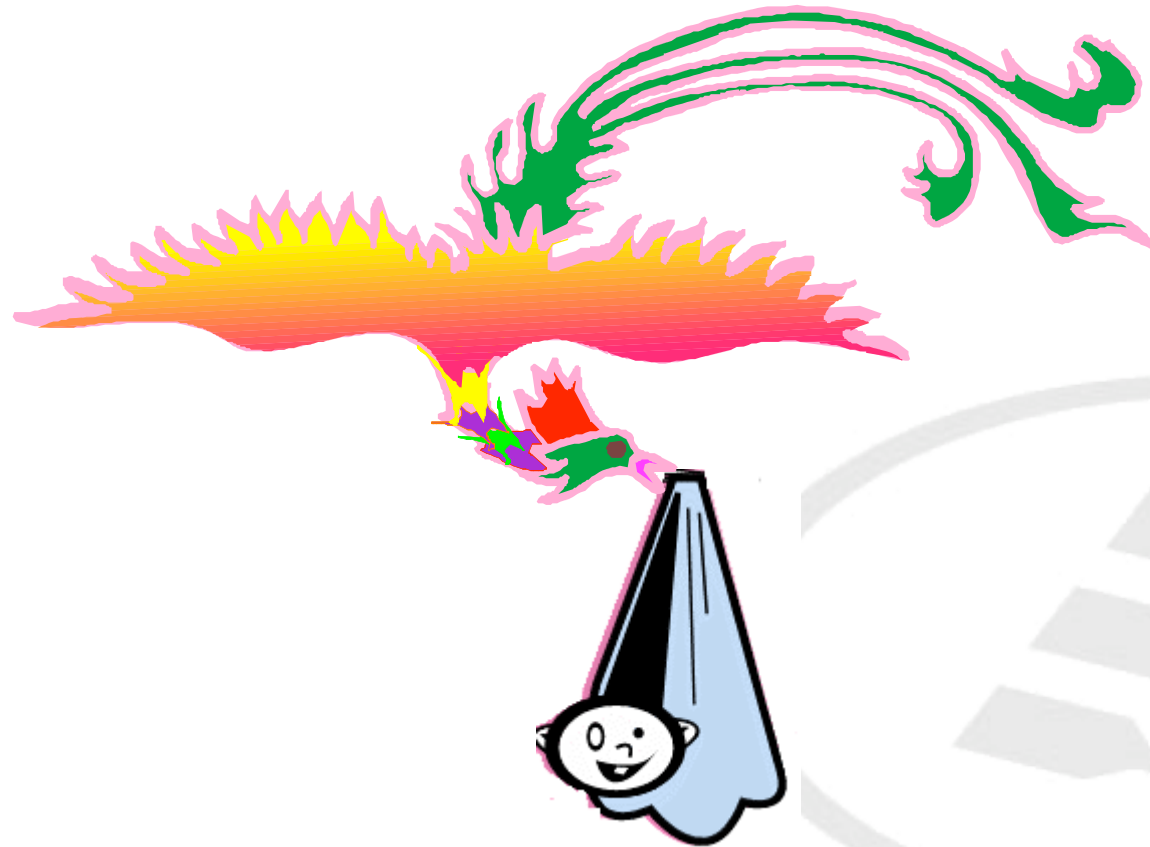


Maintenance Costs Less Than One Thin Dime with ADS





There are costs to retire one product and launch a successor



E

Inventory write down is real money, not just a 'dime'



E

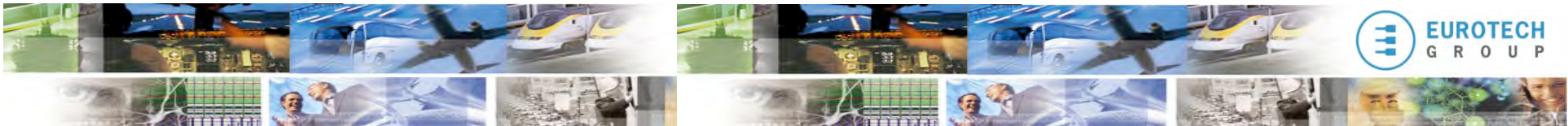
Avoid Extinction from environmental change.

RISC vs CISC

NOR vs NAND

Multi-Core?

WSD?





ADS Will Absorb your End of Life Costs and New Product Costs

 **Applied Data Systems**
A MEMBER OF EUROTECH GROUP



We have spent 9 cents of the 'DIME'



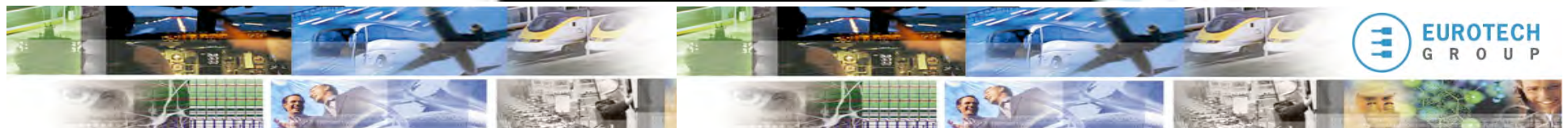
The tenth penny is time.



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."

