System-Level Design Tools: Who needs them, Who has them and How much should they cost?

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Who Needs Them?

*We do!*

To solve system problems both *in the small* and *in the big*.
A Software/Systems Vision

TODAY:
• We don’t know if a proposed solution will solve a customer's problem until we build it (for infrastructure this takes us several years).

TOMMOROW:
• An integrated software/system development environment that allows us to determine rapidly if an architecture meets the needs of the customer within a few weeks to a few months!
How Much Should They Cost?

Significantly less than what they generate in incremental profits!

Value rather than Cost Based Pricing

$$$
Bucket Economic Model

100% of $ Spent

Value Add  Verify  Fix

Value Add  COQ  COPQ

>80%  <50%  <5%  >50%
Each and every tool has an impact/benefit on Added Value, and/or Cost of Quality and/or Cost of Poor Quality ~ What is it?