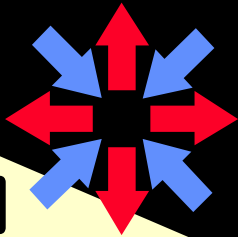
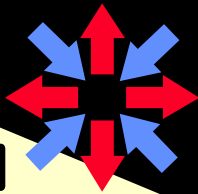


Software Productization and Commercialization for Systems Developers

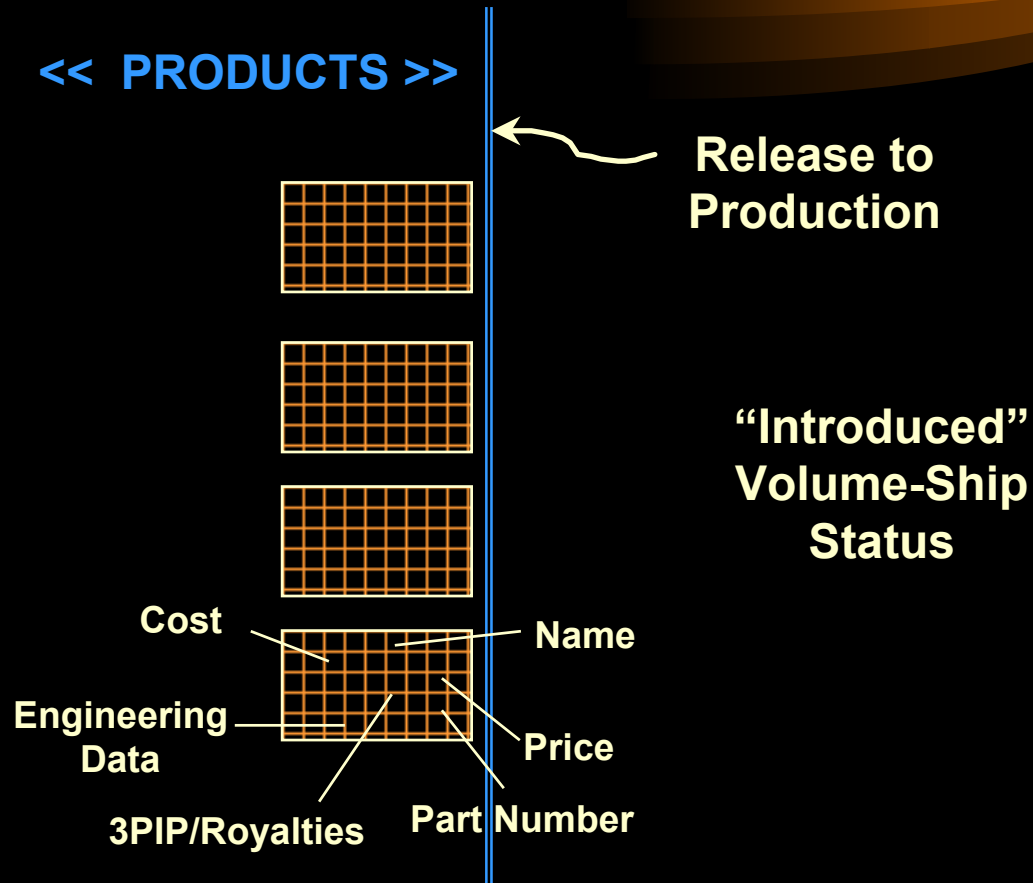
Don B. Jarrell



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Prime Goal of Software NPI



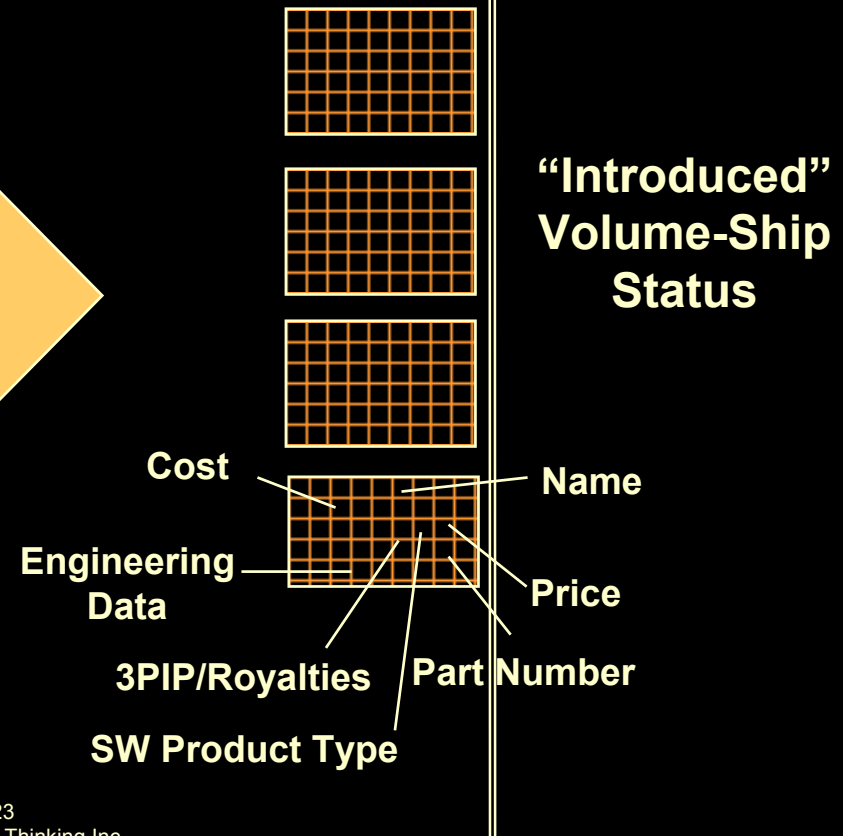
Prime Objectives of Software NPI

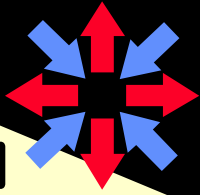
- **Develop and test software technology that meets market requirements**

Structure that technology into distinct software products, linked to various informational attributes, to make those SW products manageable in their industrial and commercial contexts

- **Streamline the above into an effective, reliable, and efficient chain of processes**

<< PRODUCTS >>

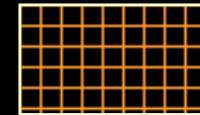
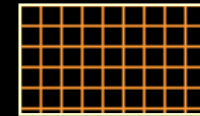
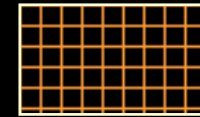
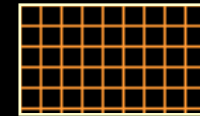
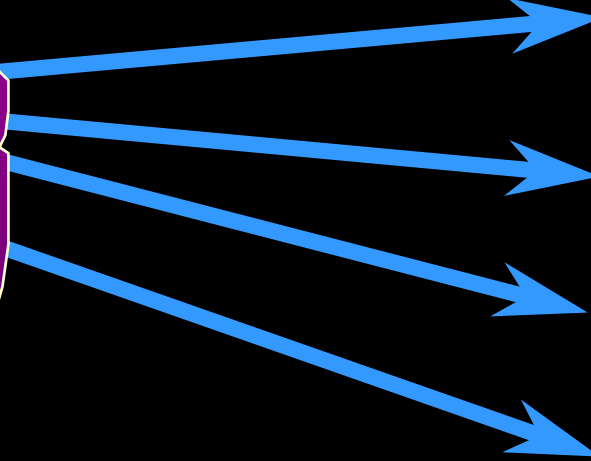




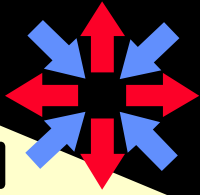
Challenge: Bridging Different Worlds

<< PROJECTS >>

<< PRODUCTS >>



"Introduced"
Volume-Ship
Status



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*Operative
Perception ?*

Developer
“Project”

Customer
“Solution”

Technology

High-Level Engineering Expertise





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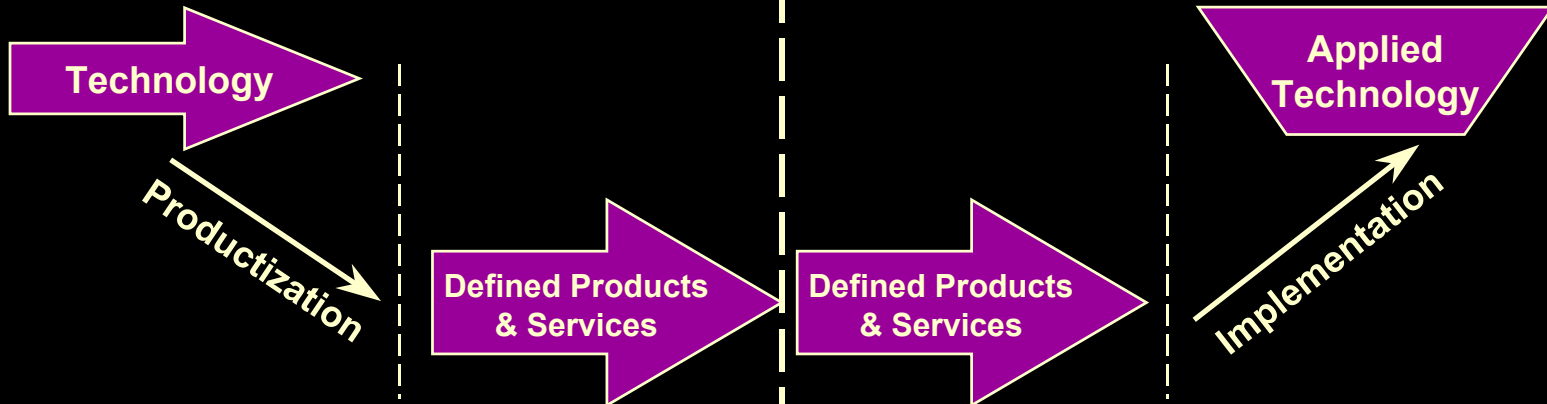
*More Effective;
Less Expensive*

Developer

Customer

“Project”

“Solution”



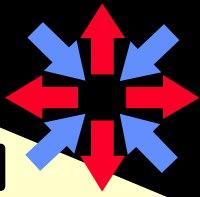
Industrial and Administrative Functions



PS001.981223

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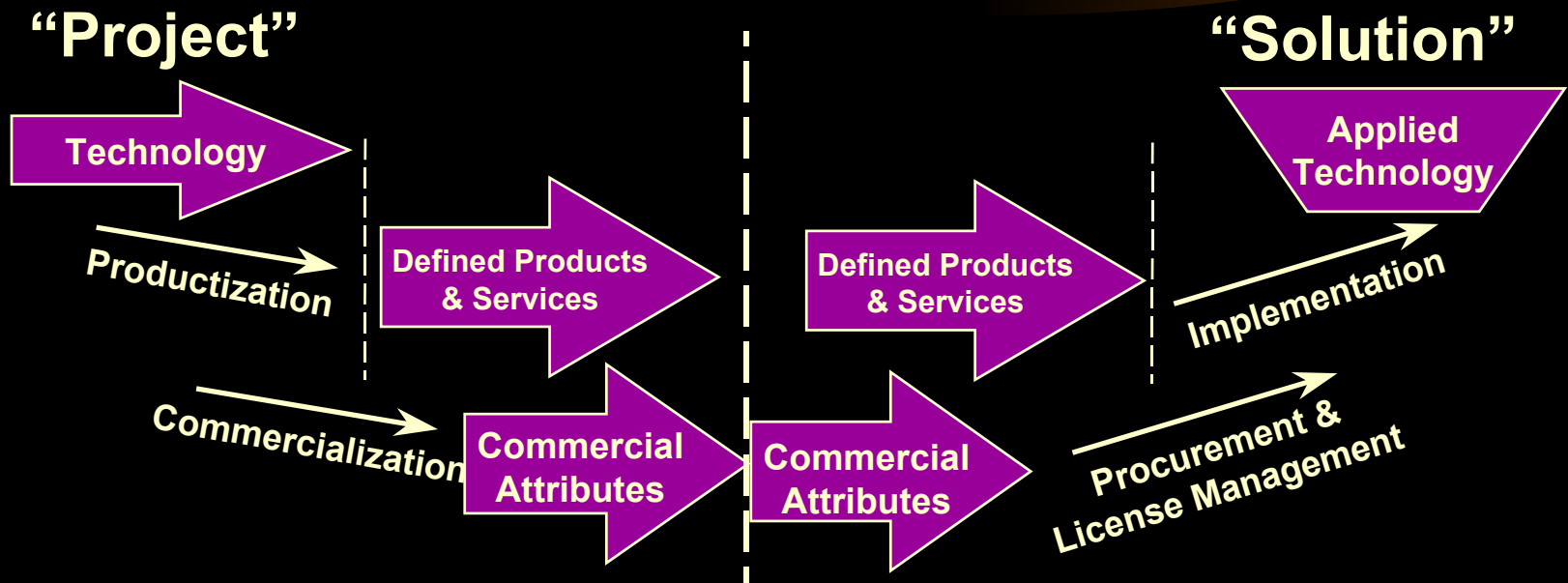
Digital Thinking Inc.



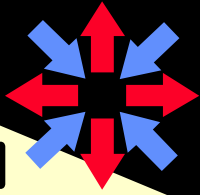
It's a Business

Developer

Customer



Industrial, Administrative, Legal
and Financial Functions



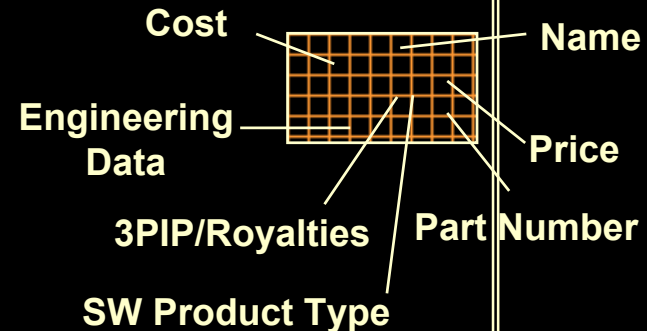
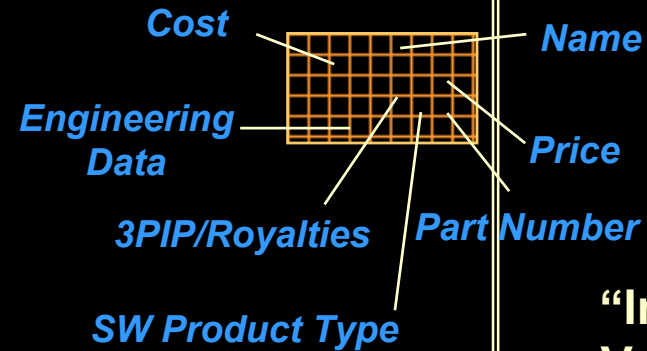
Recognizing End Needs in Engineering Project

<< PROJECTS >>

“Tahiti”

“Requirements” should include addressing the means of managing the products through production and distribution - in an enterprise-wide process framework - through manipulation of the informational attributes as much as through product changes.

<< PRODUCTS >>



**“Introduced”
Volume-Ship
Status**

Naming Hierarchy

Product Category

- Functionality/Stream Name
 - Release Number

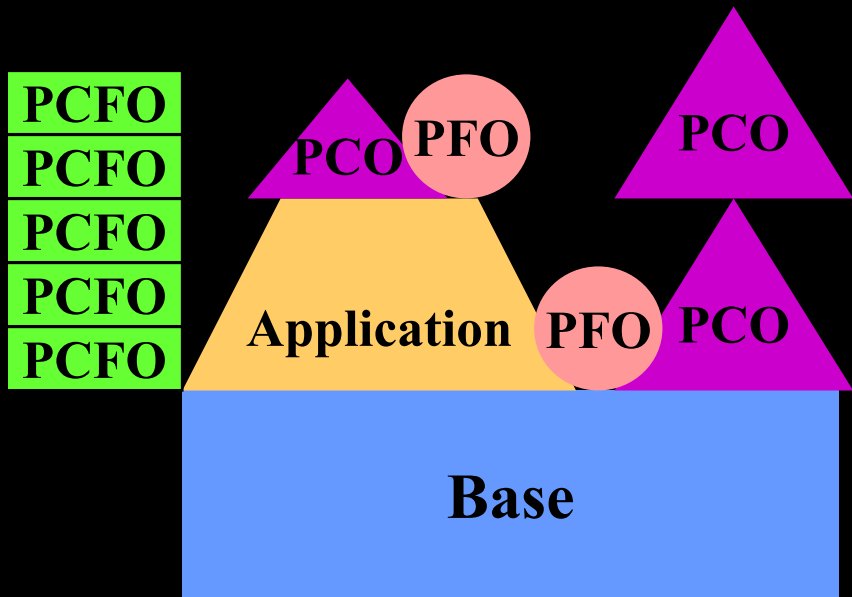
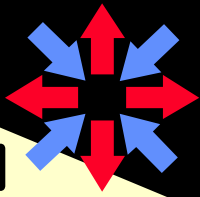
Software Product Item Name

1648SM RPTR R07.00.00

- 1648 SM
 - 4FBLSR-LE
 - R06.00.00
 - R06.01.00
 - RPTR
 - R06.00.00
 - R07.00.00
- 1320 NM
 - PATH-MGR
 - R04.02.00

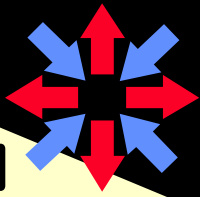
Architectural Configuration

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PCO - Premium Capacity Option
PFO - Premium Feature Option
PCFO - Premium Capacity-Linked Feature Option

- Software Product Type is an attribute of each SPI identifying architectural relationships of SPIs in an NE/system.
- Permits portfolio to build customer solutions, and meet pricepoints, with standard products - and maximize revenues



Intuitive Strong Identity

“I have a _____ system ...”

1631SX

16192 SM

1603SE

... configured as a _____ ...”

RPTR

TERMINAL

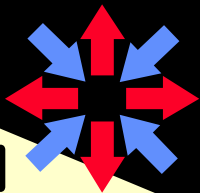
LADM

“... currently running version ...”

R01.03.00

R02.00.00

“... and I need the newest release.”



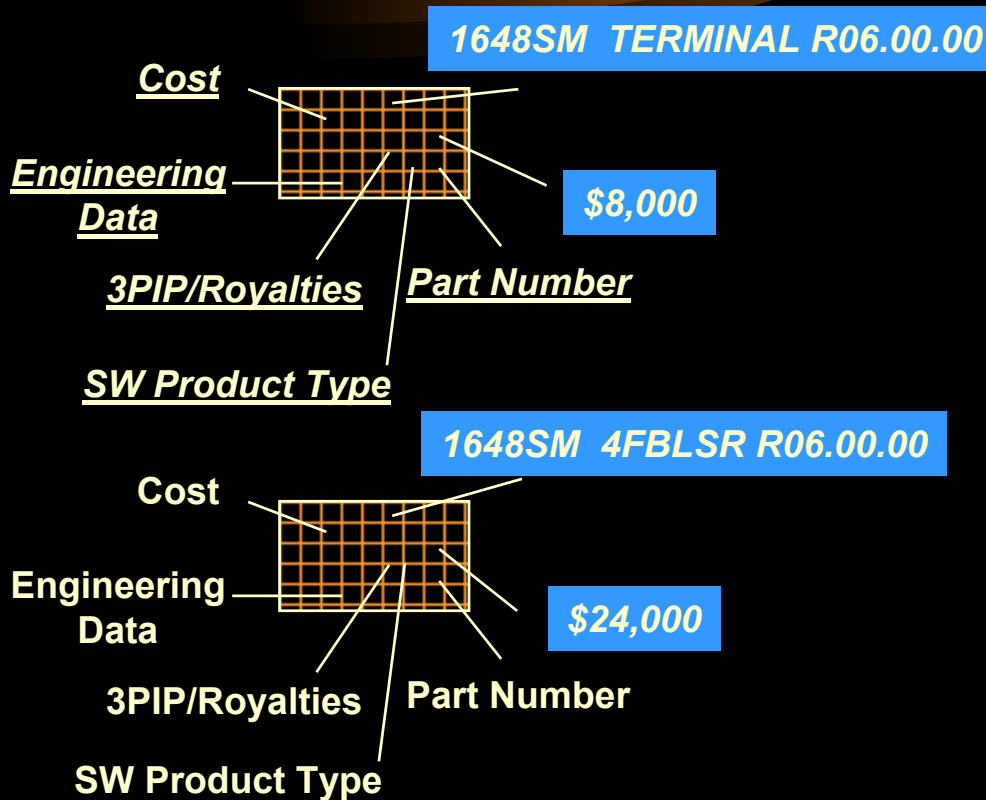
Product Management Opportunities

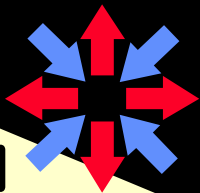
<< PROJECTS >>



"1648 R6"

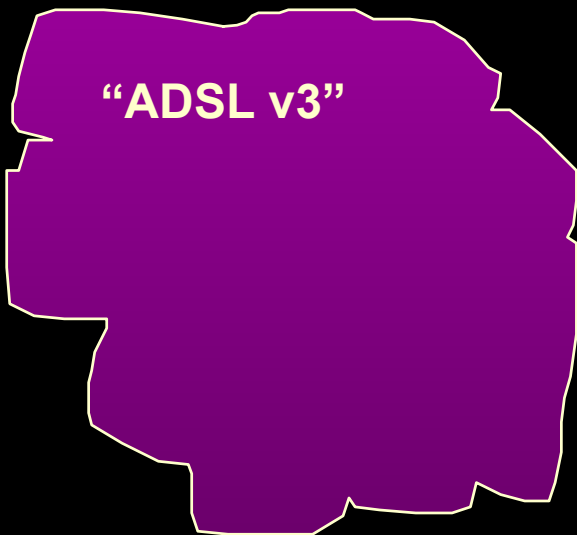
<< PRODUCTS >>



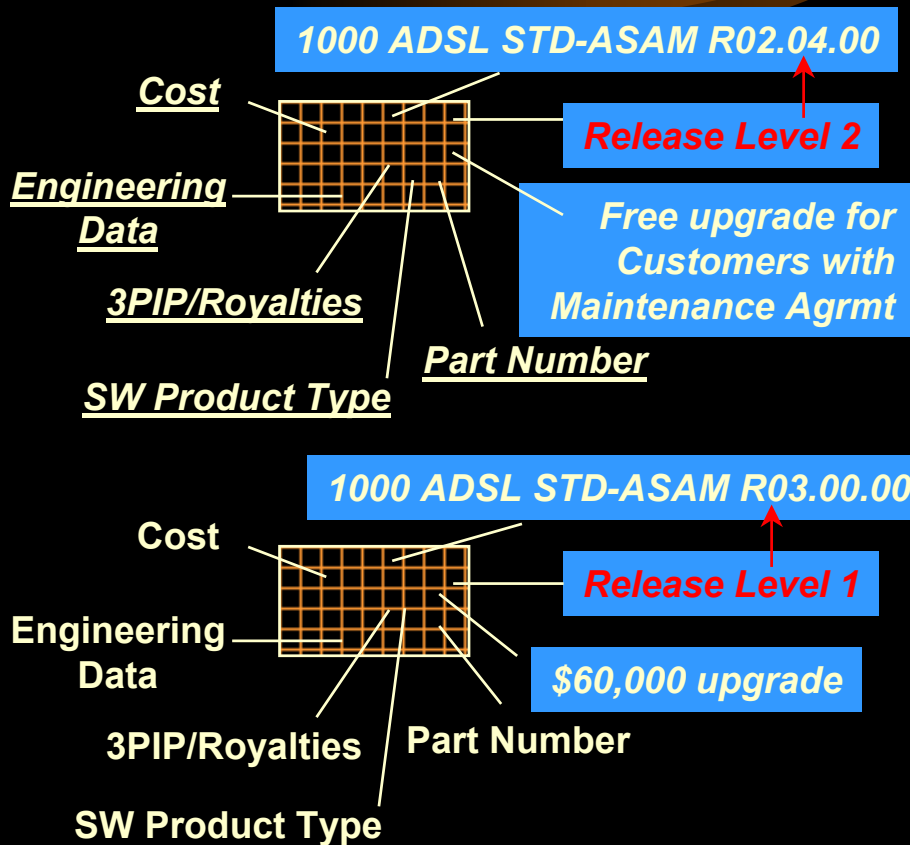


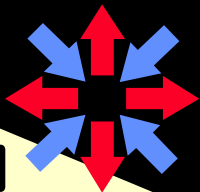
Product Management Opportunities

<< PROJECTS >>



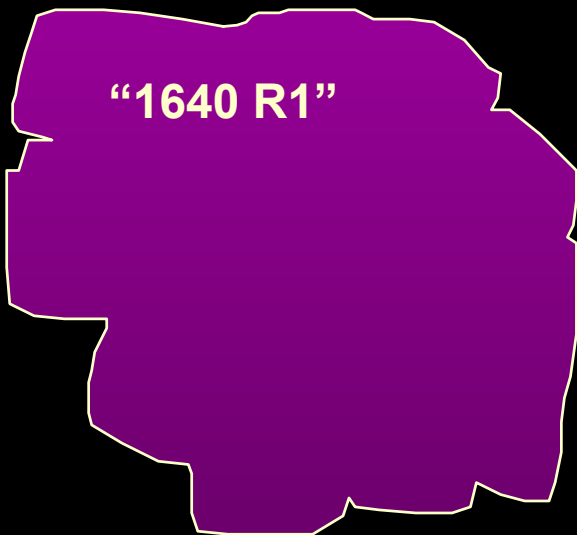
<< PRODUCTS >>



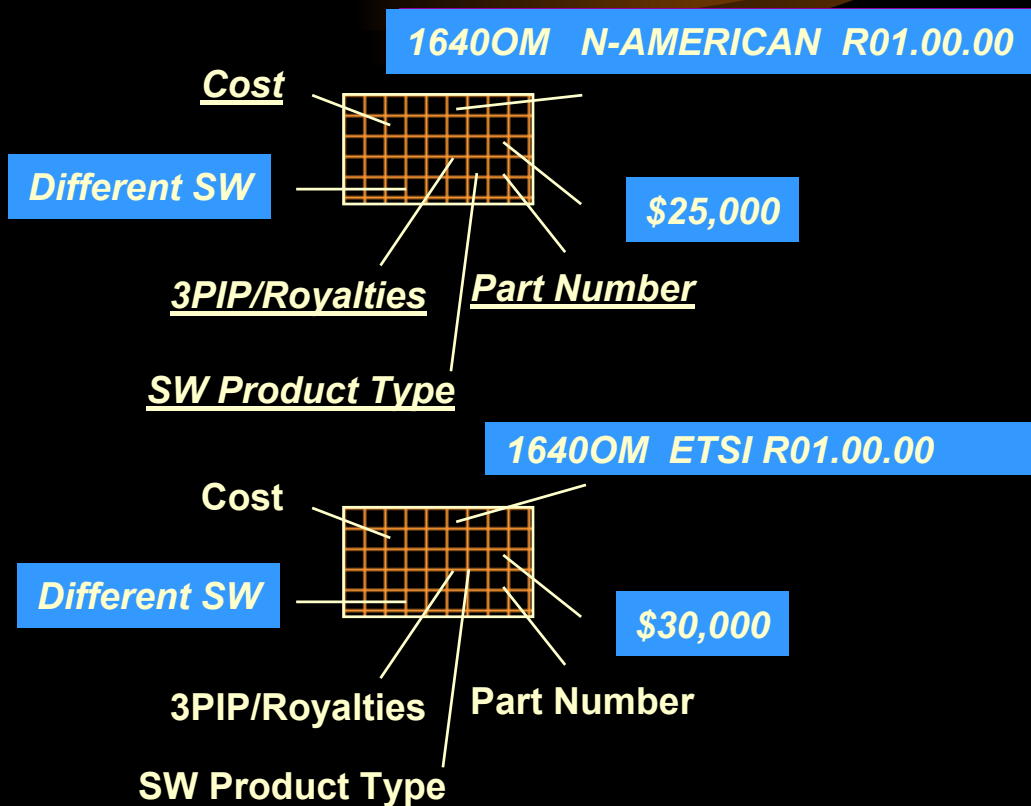


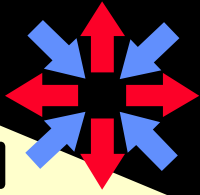
Product Management Opportunities

<< PROJECTS >>



<< PRODUCTS >>

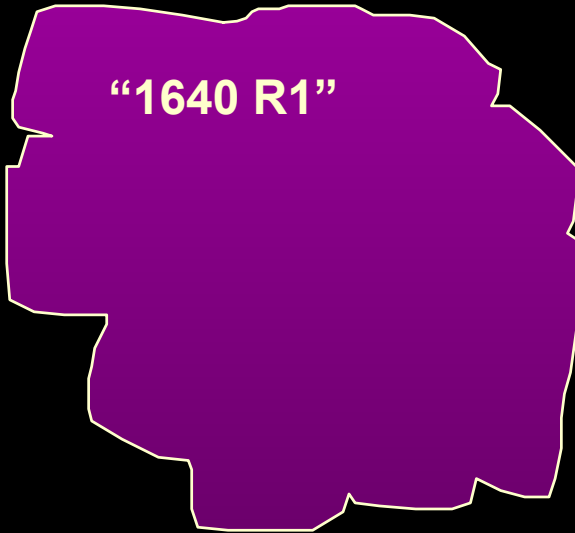




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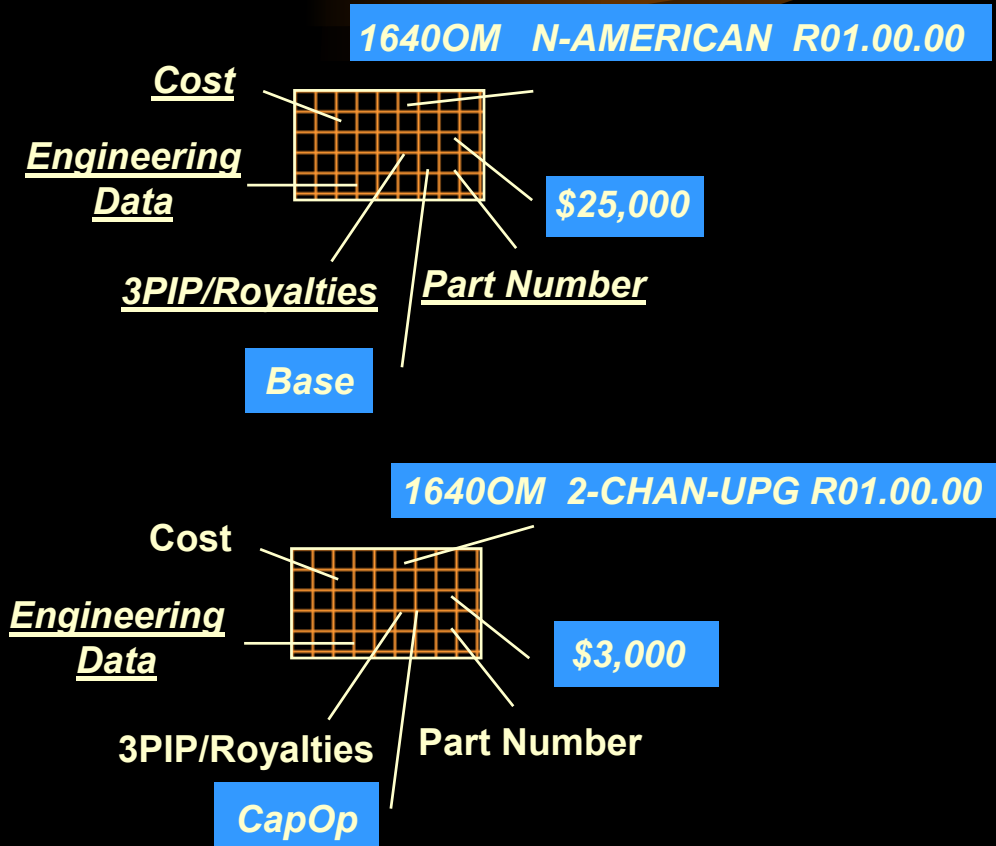
Product Management Opportunities

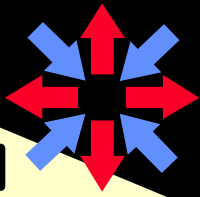
<< PROJECTS >>



"1640 R1"

<< PRODUCTS >>



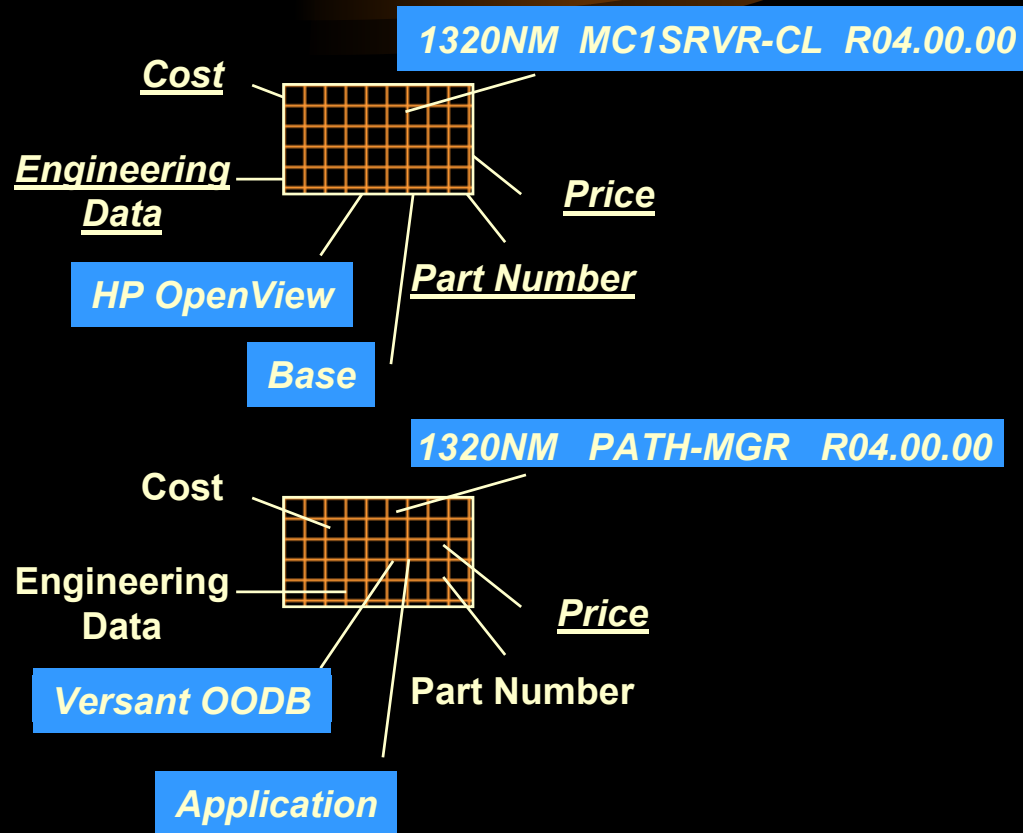


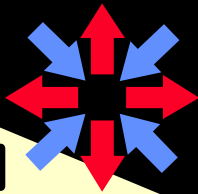
Product Management Opportunities

<< PROJECTS >>



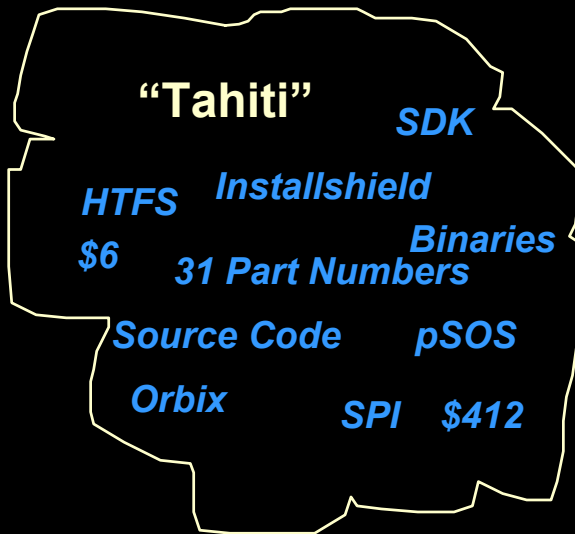
<< PRODUCTS >>



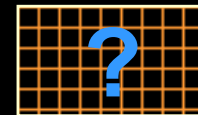


Who Can Do the Sorting ?

<< PROJECTS >>

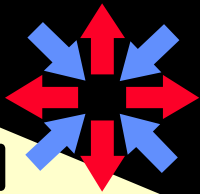


<< PRODUCTS >>



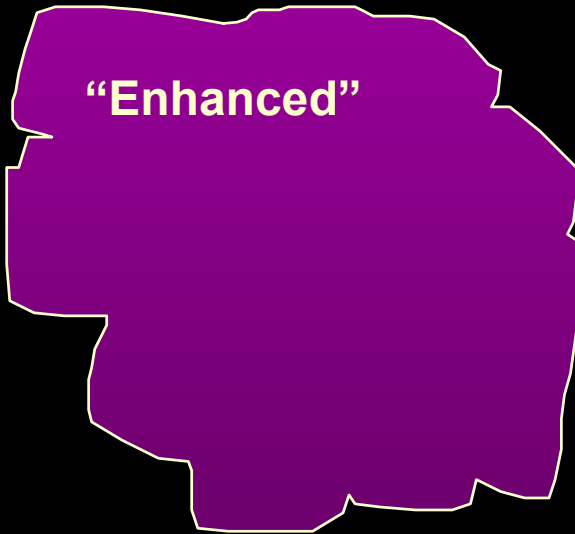
**“Introduced”
Volume-Ship
Status**

Product data needs to be captured, and made accessible, at its point of origin. Trying to sort project data into product data, by anyone other than development engineers, is inefficient at best - impossible at worst.



Broader Management Needs

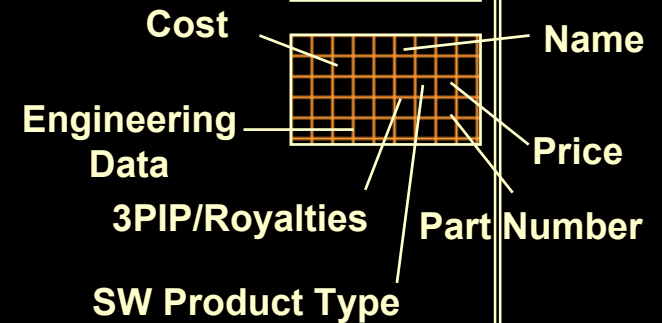
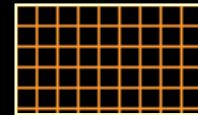
<< PROJECTS >>

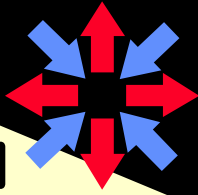


Intermediates
<< and Other >>
Deliverables



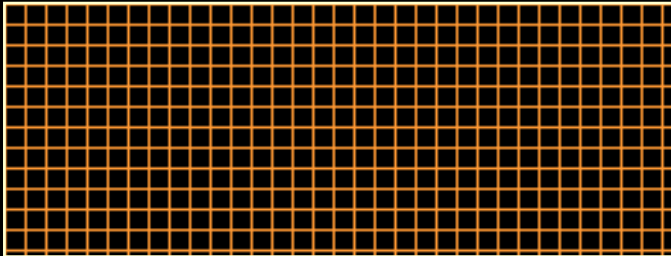
<< PRODUCTS >>





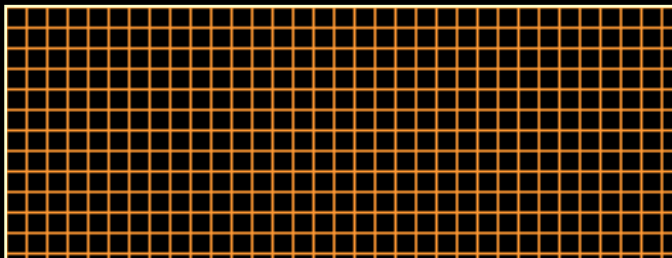
PRODUCT DELIVERABLES

Software Product Item (SPI)



- Name
- SW Product Type
- Part Number
- Engineering Data
- 3PIP -> Royalties
- Price / Cost
- etc

Software Distribution Kit (SDK)



- Name
- Part Number
- BOM
- Media
- Delivery Instructions
- etc

Established ItemClasses

- Software Product Item (SPI)
- Software Transport Binary (STB)
- Software Distribution Kit (SDK)
- Software Source Code (SWSC)
- **Software Transport, Multiple (STM)**
- **Software Installation Kit (SIK)**

Procedural Rules
are developed,
routinized,
and documented
for each class.