

# EMBEDDED SOFTWARE

## How to get the training you need



### WHO WE HELP

#### Companies



- ✓ WANT**
  - To make more profits
  - To reduce costs
  - To retain & develop employees
  - To maintain or improve quality
- ✗ DON'T WANT**
  - Product failures
  - Unhappy customers
  - Poor reputation

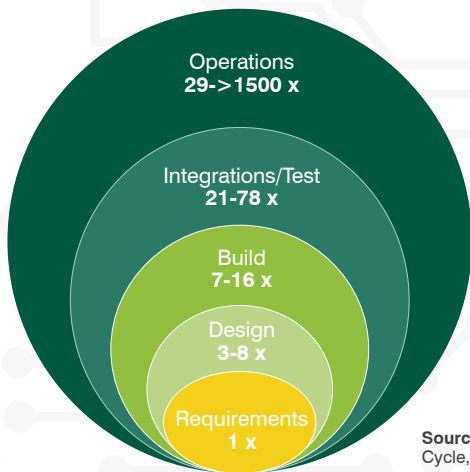
#### Embedded engineers, Project managers, Developers



- ✓ WANT**
  - To do challenging work
  - To write good code
  - To keep skills up to date
- ✗ DON'T WANT**
  - Bugs
  - Late projects
  - Budget overspend

### A GUIDE TO THE COST OF FIXING A BUG

#### Development stage vs relative cost



Source: Error Cost Escalation Through the Project Life Cycle, NASA Johnson Space Center, 2004

#### Average cost to fix a bug in systems test stage =

$$\text{Number of people} \times \text{Number of days} \times \text{Cost per person-day}$$



Number of bugs fixed

Source: Johanna Rothman, 7 Feb 2002  
www.stickyminds.com/article/what-does-it-cost-fix-defect

### GET MORE OF WHAT YOU WANT AND LESS OF WHAT YOU DON'T.

“Once the software is deployed, fixing a bug can be like wanting to restructure the rooms in your house after you’ve built it.”

Niall Cooling, CEO at Feabhas

#### Investing in training

- Builds embedded developers’ coding expertise
- Keeps their skills up to date
- Saves time and money

#### Return on Investment (ROI)

“We don’t have the budget.”

- What can £2,500 pay for?
  - 1 x business trip overseas
  - 2 x high spec laptops
- ½ x a week’s work at project cost rates

#### Improve your embedded software competence in...

