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

Operations
29-1500 x
Integrations/Test
21-78 x
Build
7-16 x
Design
3-8 x
Requirements
1 x

Average cost to fix a bug in systems test stage =

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

Source: Johanna Rothman. 7 Feb 2002
www.sticky minds.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
½ x a week’s work at project cost rates
2 x high spec laptops

Improve your embedded software competence in...

python, MISRA, C++

TESTING, ML, ARM...