



A Decision Support System using System Dynamics: Evidence of the Unique Value of System Engineering

Carol Blanchar of Conexo, Inc

This program will be especially interesting to you if you:

- Have worked to connect product architecture and features to specific customer needs, and would like to see that work expanded to a full-blown business model.
- Want and need to apply the core competencies of system engineering in the commercial marketplace.
- Would like a look at System Dynamics – a modeling methodology well suited to system engineering.

See how System Dynamics has been applied to connect product and solution engineering to consumer and commercial markets. Expanding the model to act as a Decision Support System, cross-functional teams successfully obtained executive approval for program funding of new solutions of emerging technology. Others used the model to reach agreement across engineering and marketing that freed up millions of dollars for product enhancement of existing products dominate in mature markets.

In this meeting, Carol will show examples from Silicon Valley businesses, and relate the same model to current initiatives by NASA and emerging telecom businesses. Most importantly, she will present evidence of the critical role of system engineering in providing critical data, analyzing product attributes, and building a compelling business case.

Presenter: **Carol Blanchar** is Owner and Executive Manager of Conexo, Inc., www.conexo.com, which delivers rapid turnkey deployment for telecom systems. Her consulting work from 1996 to 2002 was based on 15 years prior experience in manufacturing, corporate finance, commercial system sales, systems engineering, and consulting management with Hewlett-Packard company. She holds a B.S.B.A. in Accounting and an M.S. in Auditing and Systems from Colorado State University, earning a CPA certificate but immediately pursuing a lifelong interest in high-technology manufacturing and business. In addition to SFBAC of INCOSE, Carol is an active member of the Wireless Communication Association, the International Engineering Consortium, the United States Telecom Association, and the San Jose, Santa Clara, and Mountain View Chambers of Commerce.



Visit www.incose.org/sfbac/ for more information
INCOSE Home Page: www.incose.org

Next meeting on Tues, July 8

<i>Tues, June 10:</i>	5:30 p.m. Social Half-Hour and Buffet Dinner 6:00-7:00 Talk followed by Questions. Networking and sidebars to 8 p.m.
<i>Place:</i>	Lockheed Martin Missiles & Space Operations , Sunnyvale, Bldg 157 Conference Room. Third & Mary (take the Mathilda exit of Highway 101) {Map on back. North on Mathilda, past the Blue Cube, and left on Third Ave. to parking lot at corner of Mary Ave. Parking is across the street from Building 157.}
<i>Donation:</i>	Attendance at this meeting is FREE for members; \$4 for non-members
<i>Registration:</i>	Lew Lee (Northrop Grumman), 408-531-2811. <i>E-mail</i> lew.lee@pacbell.net Please Pre-Register to Facilitate Check-In Note: To expedite entry, please bring a photo ID (Driver's License, etc.).

To expedite entry:

US Citizens (consultants or representatives of foreign governments, see below for additional instructions): Present a photo ID (Driver's License, etc.) at check-in.

Permanent Residents: Present a photo ID (Driver's License, etc.) and I-551 ("Green Card") at check-in.

Non-Resident Aliens, Consultants and Representatives of Foreign Governments: Submit a Foreign National Visitor form in advance, 12 working days (minimum) prior to the meeting. Contact one of the following:

Tom Jackson, (408) 742-2013, t.l.jackson@lmco.com or

Dorothy McKinney, (408) 742-8790, dorothy.mckinney@lmco.com

DIRECTIONS:

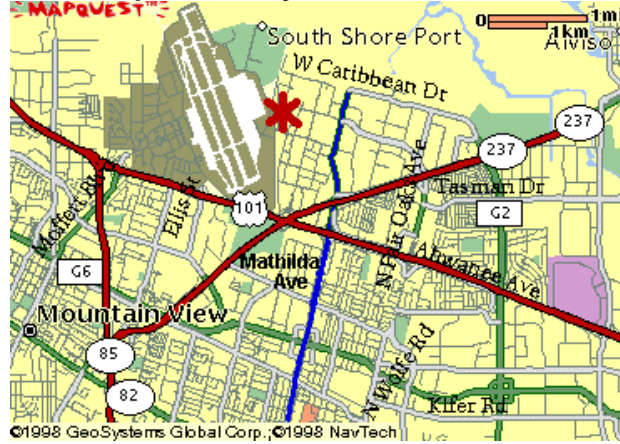
Hwy 101, North - exit at Mathilda. Proceed north on Mathilda to 3rd Ave. Left on 3rd to Mary.

Hwy 101, South - take Highway 237 exit to Mathilda. Follow instructions for Hwy 237 below.

Hwy 237, West or East - exit at Mathilda. Proceed north on Mathilda to 3rd Ave. Left on 3rd to Mary.

Highway 85, North - take Highway 237 exit to Mathilda. Follow instructions for Hwy 237 above.

Area Map to Sunnyvale, California



Bldg 157 is on the corner of 3rd and Mary Streets.

Lockheed Online Map:

http://lmms.external.lmco.com/lmms_images/lmms_facility.pdf

