



Better Business through Systems Engineering

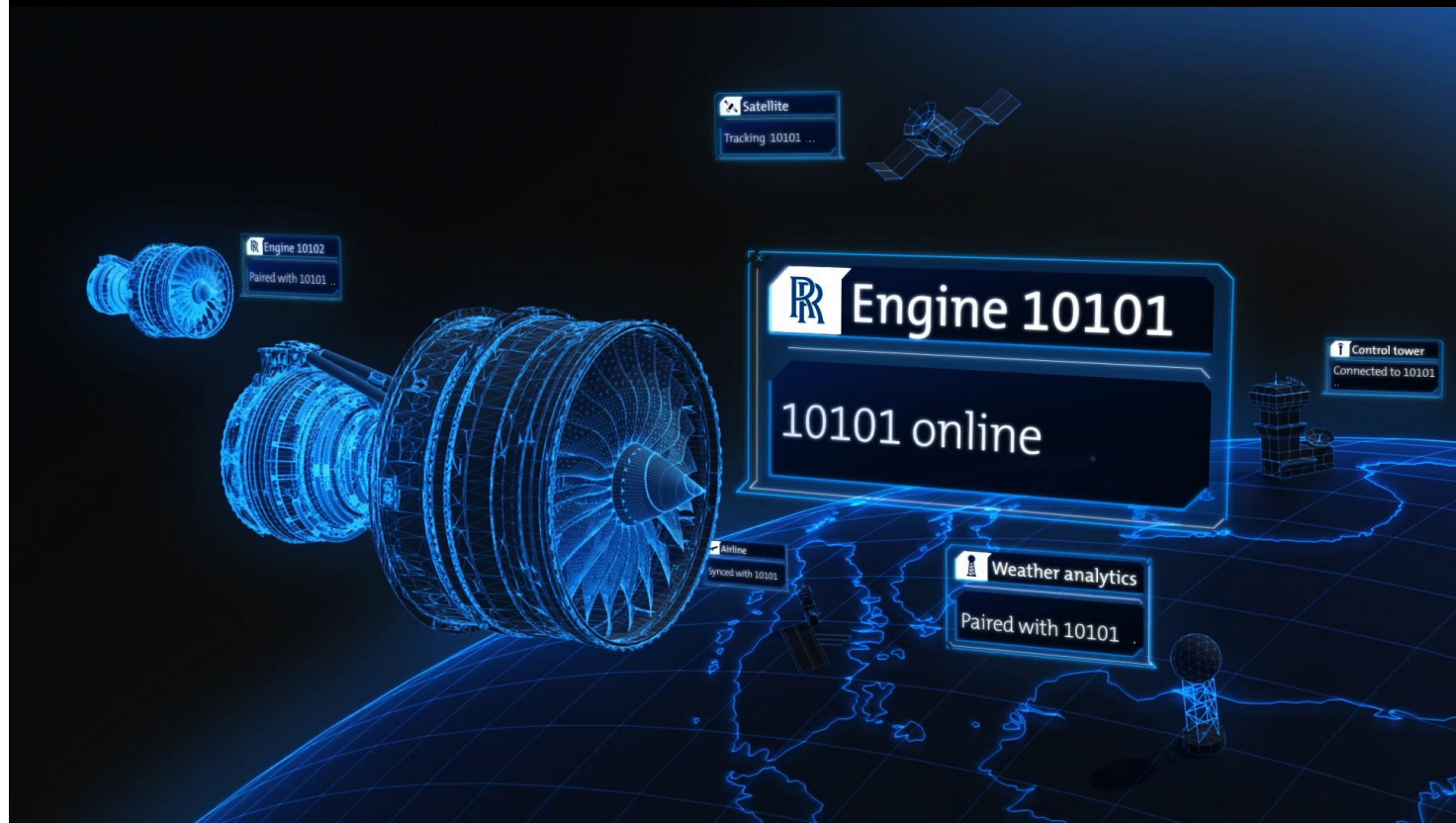
Phil Burkholder

President – Defense Programs

17 Oct 18



Pioneering the Power that Matters





A long history in aviation

...and we no
longer make
cars



Charles Rolls with the
Wright Brothers



Charles
Rolls

Wilbur
Wright



Rolls-Royce – Our Businesses

Revenue
totaling
\$21bn
in 2017

50,000
employees

Civil Aerospace



Defense



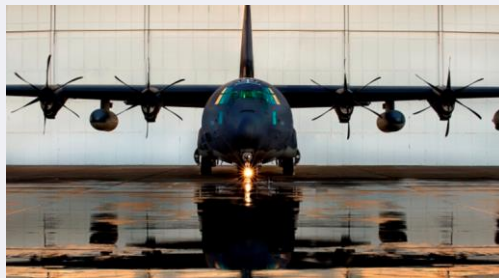
Power Systems





Rolls-Royce Defense

- In the air
- Vertical lift
- On the sea
- Under the sea





Rolls-Royce Naval

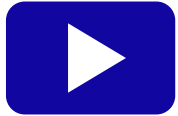
Wide range
of Naval
equipment
supplied to
the USN and
beyond



Requirements
capture and
management

Understanding the mission





F-35B Systems Engineering - Required



Model Based System Engineering

What's the same?

Software dominated systems

Physical dominated systems

What's different?

Why does it matter?



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Precision vs
accuracy

Internal rate
of return

Net present
value

What really matters?





Fantastic
Indiana
Partnership



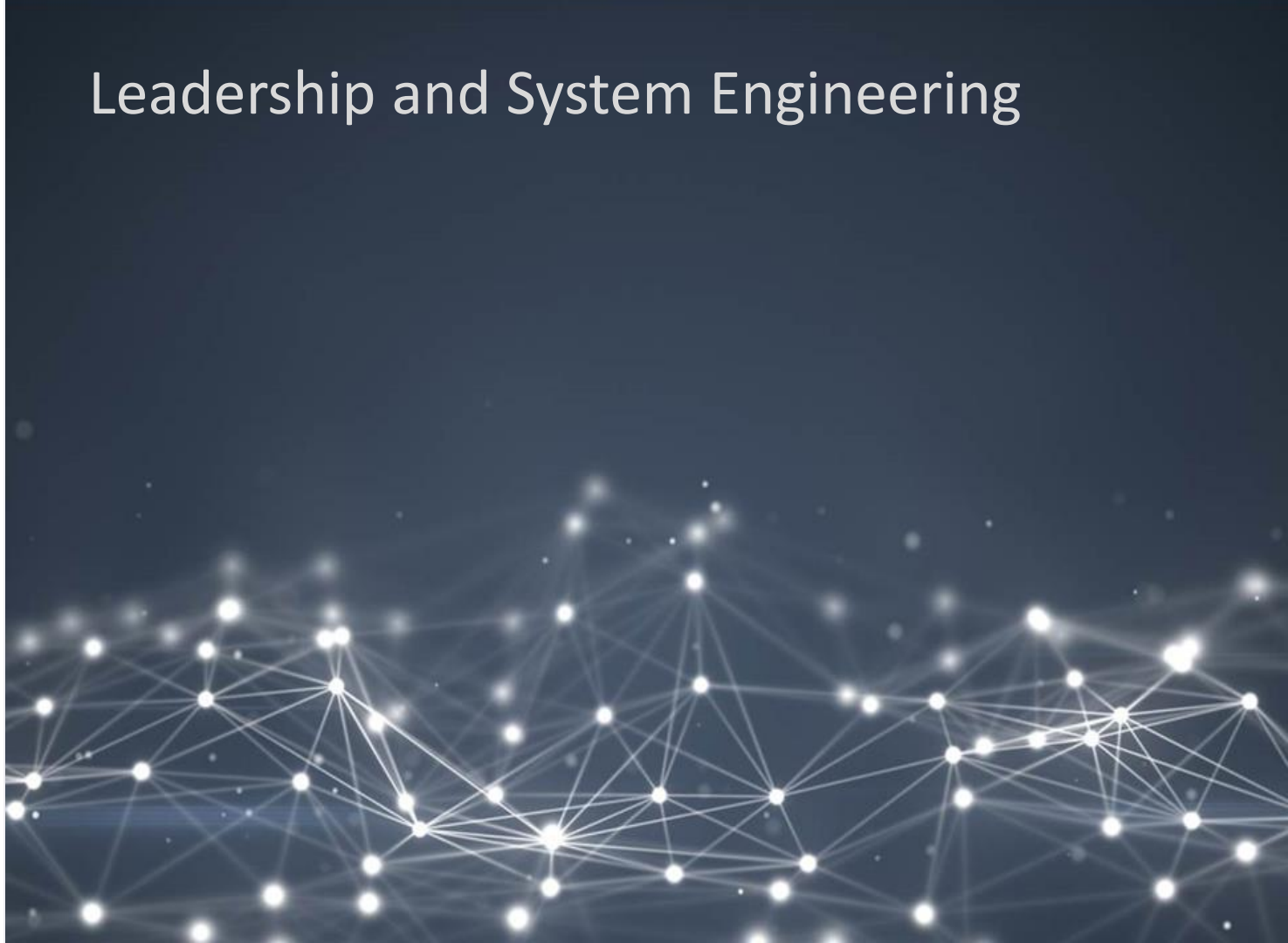
- College of Engineering System of Systems
- Aeronautics & Astronautics Aerospace Systems
- Systems Engineering Education
- Purdue Systems Collaboratory



Leadership and System Engineering

Leading:

- Your team
- Your boss
- Company culture





What will you create?

Human
factors

John Farley
legacy

Your legacy



Questions

