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DVD

Develop Firmware in Half the Time

A Video
For Firmware Developers and Their Bosses



Developed and Presented
By Jack Ganssle

Flooded with cries for help from developers mired in late and buggy projects, **Jack Ganssle** has developed a video that will teach you new ways to build higher quality products in half the time. Well known embedded systems guru, writer and lecturer, Jack demonstrates the process of developing firmware in a disciplined manner. . . without the cost and overhead associated with a heavyweight software methodology.

Learn Jack's proven methods to:

- Overcome the feature/quality/schedule paradox.
- Deal with the sobering truths of reuse.
- Accelerate the schedule by better partitioning.
- Manage bugs to cut debugging by ?
- Create feedback loops that improve development.
- Turn productivity-robbing cubicles into fast-paced development pods.
- The truth behind XP for firmware.

. . . . And much more

Why Watch this Video?

Frustrated with schedule slippages? Bugs driving you batty? Product quality sub-par?
Can you afford not to learn these techniques?

The first of its kind, this **high quality** production video will show you proven techniques that will accelerate your product to market, while drastically improving its quality. This video is the only non-vendor training tool that shows you *practical* solutions that you can implement *immediately*.

His recommendations are practical, useful today, and tightly focused on embedded system development. You won't see another clever but ultimately discarded software methodology.

Have you wanted to take Jack's highly successful "Better Firmware Faster" seminar but can't travel, or worse yet, can't find the time, or have a limited budget? **This video is made for you!** This new video excerpts the seminar's process and productivity information, and adds new content to show you how to cut development times in half.

A Must-See Video
for Developers on a Tight Schedule

Video Highlights

Do You Deserve a Raise?

- Competing with Outsourcing
- The ugly truth about methodologies
- Defeating measurement madness

Partitioning Embedded Systems

- Learn how productivity crashes as program sizes grow. You'll get numbers culled from thousands of projects showing how normal approaches are doomed to failure.
- Transforming the depressing productivity reality to a new opportunity; how to reengineer the project and use people in different ways to maximize the productivity.

Managing Features and Reuse

- *Manage* features . . . or miss the schedule
- Overcoming the feature/quality/schedule paradox.
- The truth about reuse . . . and how to overcome the obstacle that usually doom reuse efforts.



Stamp Out Bugs!

- Using standards to improve the code quality
- The best approach to testing
- How to track bugs during the development process.



Finding a Process that Works

- How to institute a stealth process, one that flies beneath management's radar screen
- The truth behind XP . . . and the important lessons we *must* learn from it.
- How the use of the right development approaches can reduce the cost of developing safety-critical code.

Using People Productively

- Minor environmental changes triple software productivity.
- Cubicles are the biggest productivity-busters of all . . . and how to turn that liability into an asset.
- Where to use the very best people.

How to Learn from Failures . . . And Successes.

- Embedded disasters, and *what we can and must learn*.
- Using postmortems to accelerate the product delivery.
- A seven step plan to firmware success.

Contact and Ordering Info:

3 easy ways to take advantage of this offer:

- Visit Jack's website at www.ganssle.com
- Email us at info@ganssle.com or
- Call us at 410-504-6660

With each video you will receive 2 DVD discs and an 80 page workbook. Your cost is \$349.00 plus shipping and handling. Discounts available for quantity orders.

Do you *consistently* produce quality firmware on schedule? *If not. . . what are you doing about it?*