

IEEE-CNSV CBS-2005 Consultants' Business Seminar



Stalking and Bagging the Elusive "Banner Year"

by

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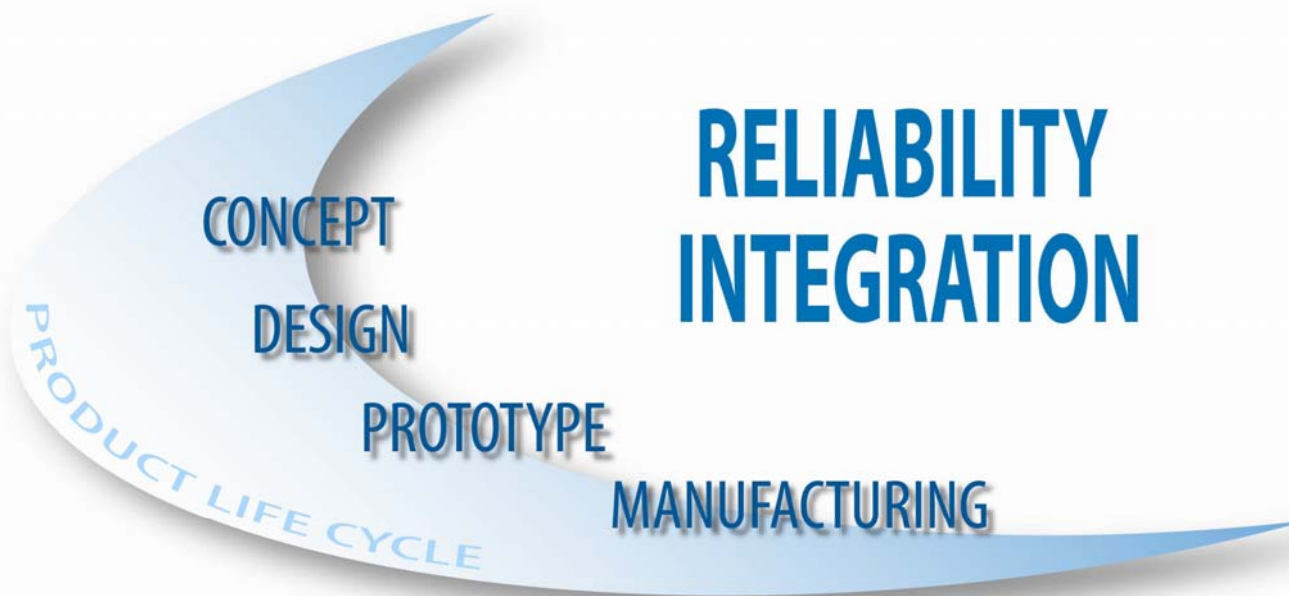
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Presenter Biography

Mike is founder and managing partner at Ops A La Carte, a Professional Consulting Company that has in intense focus on helping customers with **end-to-end reliability**. Through Ops A La Carte, Mike has had extensive experience as a consultant to high-tech companies, and has consulted for over 125 companies including Cisco, Ciena, Siemens, Abbott Labs, and Applied Materials. He has consulted in a variety of different industries including power electronics, telecommunications, networking, medical, semiconductor, semiconductor equipment, consumer electronics, and defense.

Mike has 20 years of reliability and quality experience. He is also an expert in **accelerated reliability techniques**, including **HALT&HASS**, testing over 500 products for 100 companies in 40 different industries. Mike has authored and published 7 papers on reliability techniques and has presented these around the world including China, Germany, and Canada. He has also developed and currently teaches 10 courses on reliability techniques.

Mike has a BS degree in Electrical and Computer Engineering from the University of Colorado at Boulder, and is both a Certified Reliability Engineer and a course instructor through the American Society for Quality (ASQ), IEEE, Effective Training Associates, and Hobbs Engineering. Mike is a member of ASQ, IEEE, SME, ASME, PATCA, and IEEE Consulting Society and is an officer in the IEEE Reliability Society for Silicon Valley.



Reliability Engineering Services Integrated Throughout the Product Life Cycle

Ops A La Carte assists clients in developing and executing any and all elements of Reliability through the Product Life Cycle.

*Ops A La Carte has the unique ability to assess a product and understand the key reliability elements necessary to measure/**improve** product performance and customer satisfaction.*

Ops A La Carte pioneered "Reliability Integration" – using multiple tools in conjunction throughout each client's organization to greatly increase the power and value of any Reliability Program.

Stalking and Bagging the Elusive "Banner Year"

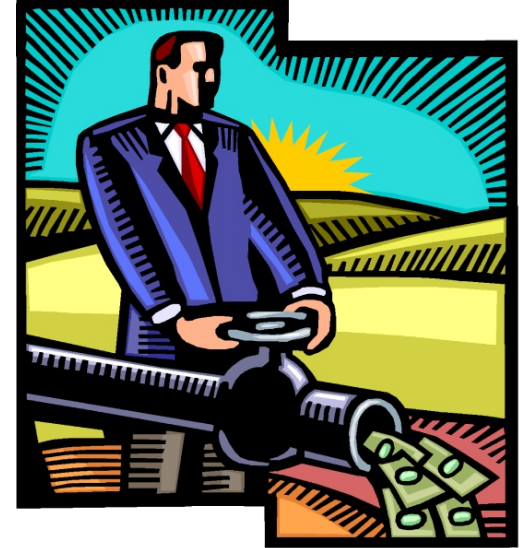
- ♦ **Fixed Cost/Value Pricing vs. T&M**
- ♦ **One-Person Business vs. Organization**
- ♦ **Network of Consultants**
- ♦ **One or two big clients or a bunch of smaller clients?**
- ♦ **Other Considerations**
 - Advertising
 - Conferences
 - Seminars
 - Web Sites
 - Newsletters
 - Sales Collateral



Fixed Cost/Value Pricing vs. T&M

Fixed Cost/Value Pricing

- + More benefits/higher margins
- More Risk
- ** More than just figuring out project cost and dividing by number of hours



Time and Materials

- + Safer
- + Give wide range and then offer to narrow later
- Lower margins

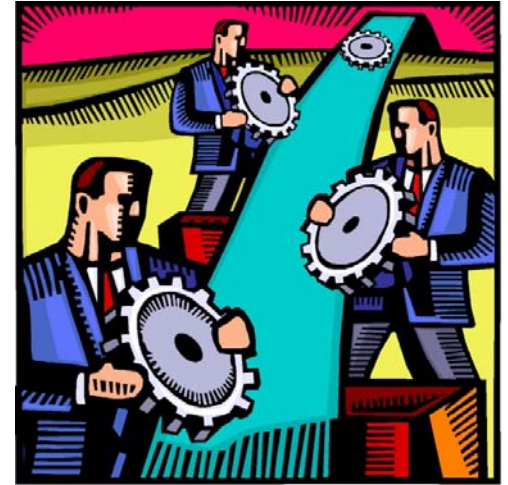
Never Offer Both

- ** "T&M with a not to exceed" leaves risk without reward

One-Person Business vs. Organization

One Person Business

- + Ultimate Control
- Limited Resources to Leverage from
- Can't Market and Perform Simultaneously



Organization

- + Ability to Leverage Resources
- Give up some control in work output/reputation

Network of Consultants

- ◆ Use others in tangential businesses
- ◆ Do you pass on leads or subcontract
 - Referral fees
 - Mark-ups



One or two big clients or a bunch of smaller clients?

One or Two Big Clients

- + Less paperwork overhead
- Harder to land (and takes much more unbillable hours to land) but great when you do
- If One Person company, this can hinder sales/mktg activities



Bunch of Smaller Clients

- + No one company will affect business adversely
- More paperwork

Other Considerations

- ♦ Advertising
- ♦ Conferences
- ♦ Seminars
- ♦ Web Sites
- ♦ Newsletters
- ♦ Sales Collateral



Conclusion

There is no one thing that will cause this "Banner Year"

Instead, there are many little things that you can do that will help you succeed.

Perhaps the biggest factor is
"The Network You Create"

For more information...

- ◆ **Contact Ops A La Carte** (www.opsalacarte.com)
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