1.0 Goal

Goal: select optimal schedule acceleration approach for Sumatra
- helps to win customer(s) through early proof of concept (L: .441)
- speeds up schedule (L: .404)
- minimizes marketing risk (L: .081)
- lowest R&D cost (L: .074)

Expert Choice C:\Documents and Settings\Neal Mitchell\Desktop\sum...

File Edit

Distributive mode Ideal mode

Summary | Details

Sort by Name | Sort by Priority | Unsort

Synthesis with respect to: Goal: select optimal schedule acceleration approach for Sumatra

Overall Inconsistency = .10

Alternatives: Ideal mode

1. NFC PHY only + super hot lot	.138
2. super hot lot + soft macro + outsource resources	.110
3. bread-board demo + outsource resources	.260
4. NFC PHY only + bread-board demo + outsource resources	.491

Information Document

Milestone: 1st Engineering Samples Delivered

Cost of Delay = ~$75k/day lost PBT

Top 5 Current Thinking Elements to Challenge & Their Alternatives:

1. Combined BT & NFC
   -->alternative: **NFC PHY Only** (saves 7 weeks)

2. Not super hot lot
   -->alternative: **do super hot lot** (saves 2 weeks)

3. Using ARM7 hard macro
   -->alternative: **use soft-macro** (saves 2 weeks)

4. Limited resources (prevents futher slip caused by resources being lost to Bali)
   -->alternative: **outsource digital design**/get ex-S.J. team

5. Si samples on reference design (saves 20 weeks)
   -->alternative: **bread-board demo** (FPGA+discreete radio PHY, digital)

Brainstormed Current Thinking:

Dominating Ideas
--provide early demo to customers of minimal functionality
--Si samples (not FPGA) on reference design delivered on evaluation platform
--combined NFC+BT solution (vs. stand alone NFC)

Assumptions
--1st Sample is functional (supports 1-mode of NFC operation)
--interface assumptions (still not ratified by standards board) --guess on ESD interface
--leverage Bali, assumes Bali P&R is clean
--funding is available
--not a super hot lot

Essential Factors
--IP development from IRT
--106 kbps operation in positive mode

Boundry Conditions
--limited resources
--UMC 0.1 micron
--senior management approval of IP (ARM soft-macro)
--can't hire new headcount

Avoidance
none listed