

Ordnance Department Seminar....for....CONTROL DATA CORPORATION
Minneapolis, Minnesota -- September 10, 1962 -- L. D. Miles

75%

Mr. Stone, Manager - Mr. Norris, Pres. and prox. 60 engineers & equiv.

VP 3

Not Ind. Eng.

Startled by results

1/3 - 1/2 - 9/10

Specific tech.

No qual. drop

Now throughout industry and world

We'll show you.

Examples

xxxx

xxxx

Missile Guidance System

In military - quantities

Lg. cost purchases

That's why we are here

Value - App. performance

" cost

Competition

Value	
Perf.	Cost

✓ ✓ ✓ ✓ ✓ ✓ ✓

System

Automobile - Airplane

September 10, 1962

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Arrangement of tech.

Establish app. cost funct.

Causes knowl. create - initiative - to secure

Use each tech. where fits - not motivation but how to do it golfer

1 - What function - user wants - needs

Classify basic - second -- use - esteem

2 - Evaluates

in \$

(Spot centerer)

Nuts

TV switch

3 - Search tech.

4 - Roadblocks

5 - Cost first then perf.

Not usually trade-off

Better answers

Habits... concrete

(Lack Info... handles)

(Honest wrong beliefs - Kirskite)

(Lack Idea... filter circuit)

"Right" Design

Meaningful costs - meaningful tests

R & D 90% old

Quantities of one

(Consultants)

Tech. System

Better Reliability

Lower Cost

Less Time

Make clear function

Understand it

Evaluate in \$

Recognize & deal with roadblocks

Go after cost first

Save time - money

Get better design

Yesterday - Golden Gate Bridge

() not used