# Researching how to Connect Business and Customer World to Engineering World

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#### **Abstract**

The purpose of most engineering activities is to create a system that satisfies needs of a customer and that satisfies business objectives. However, the engineering world is technical oriented, where technical decisions tend to be made on technical trade-offs. The business and customer worlds are social and economical by nature. One of the objectives of Systems Architecting is to make design decisions in the technical world that are appropriate in the social and economical world.

Our research first of all tries to understand the current practice. The longer term goal is to enhance the current practice such that we can teach methods and techniques that actually improve current practice. We use the CAFCR model as a model to understand current practice and as model to develop methods and techniques.

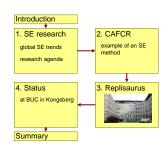
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draft

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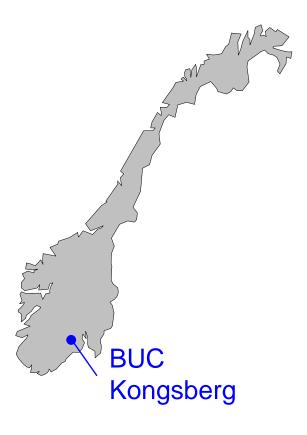
#### Coordinates of the Speaker



Høgskolen i Buskerud (HiBu) Buskerud University College (BUC)



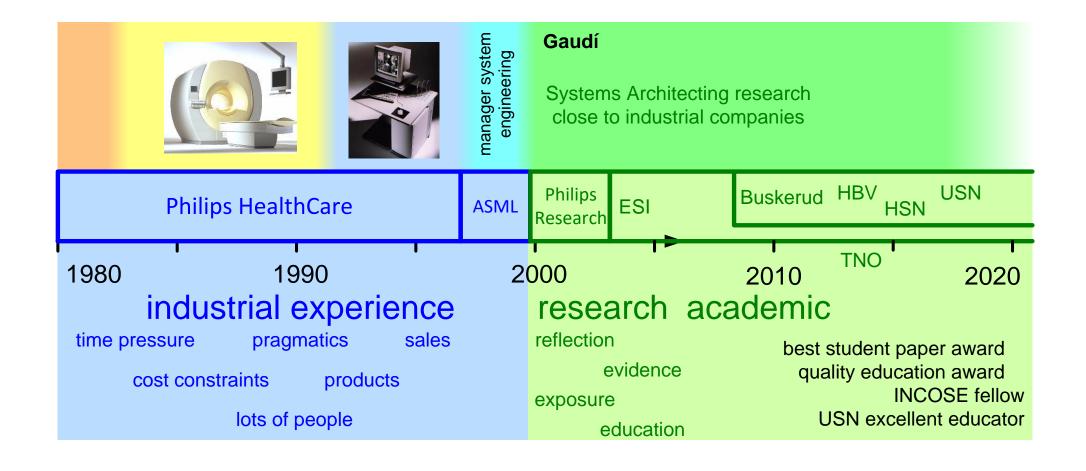
Embedded Systems Institute (ESI)





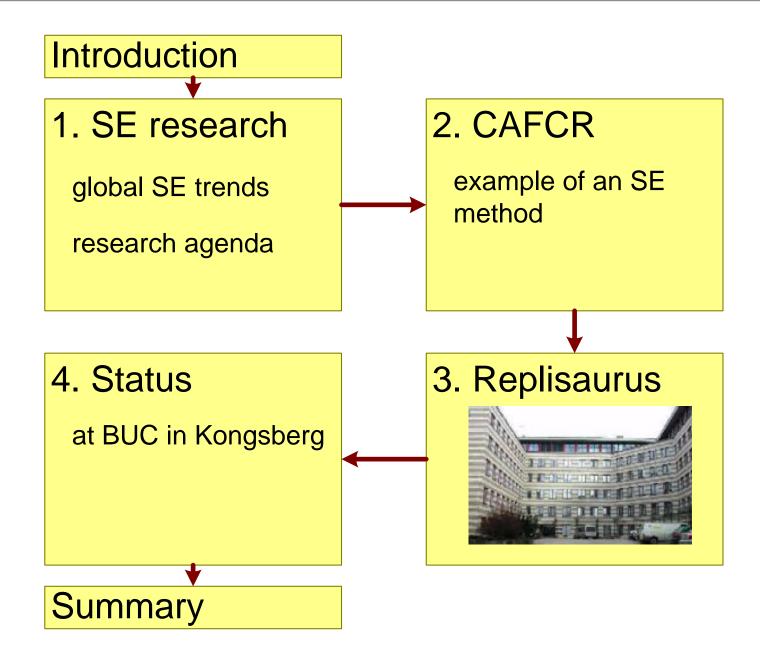


#### Industrial + Academic Experience



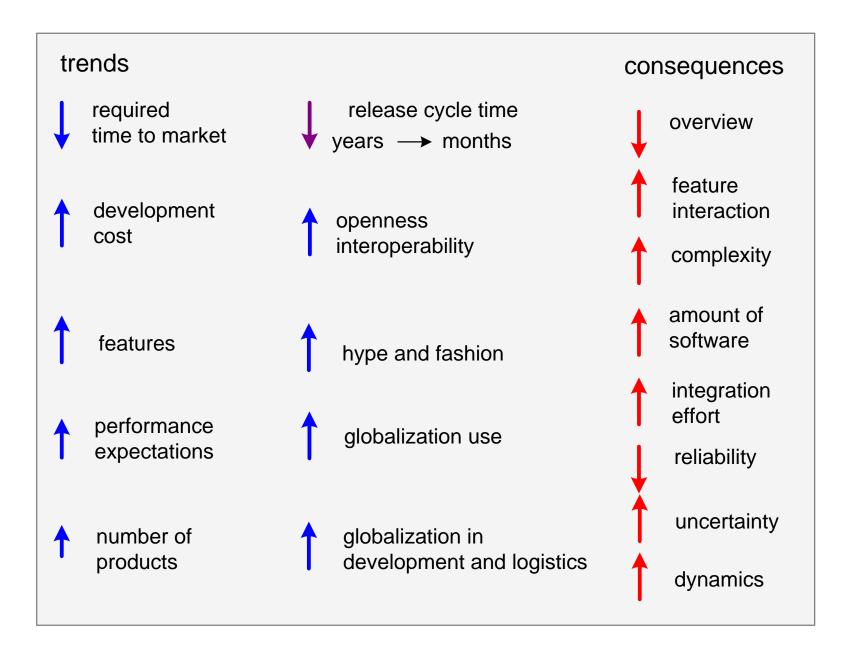


#### Figure Of Contents™



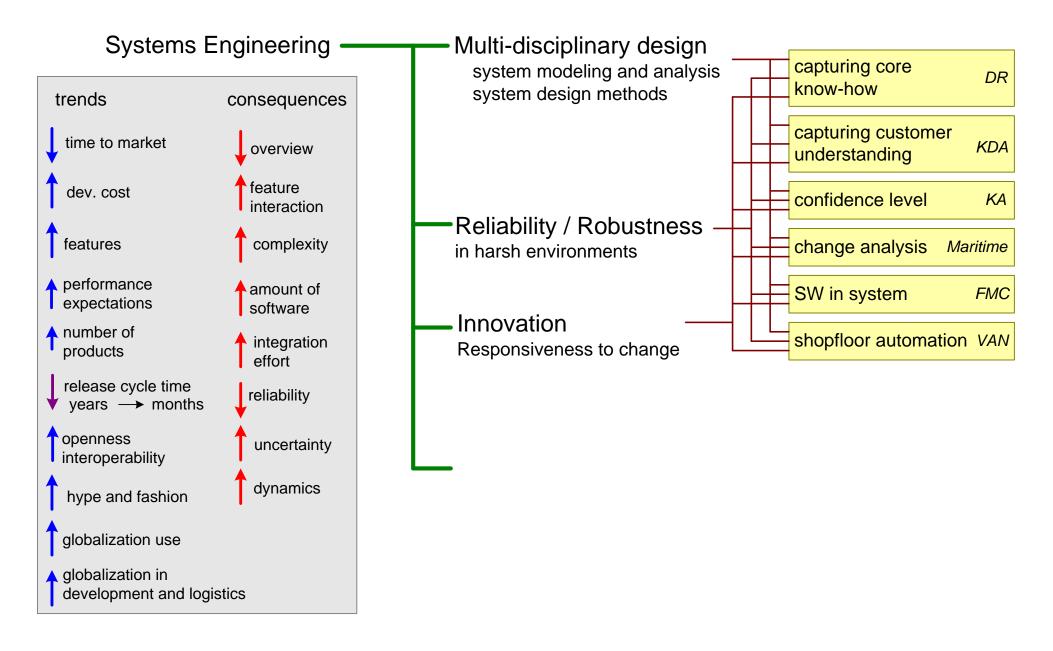


#### Today's Industrial Trends



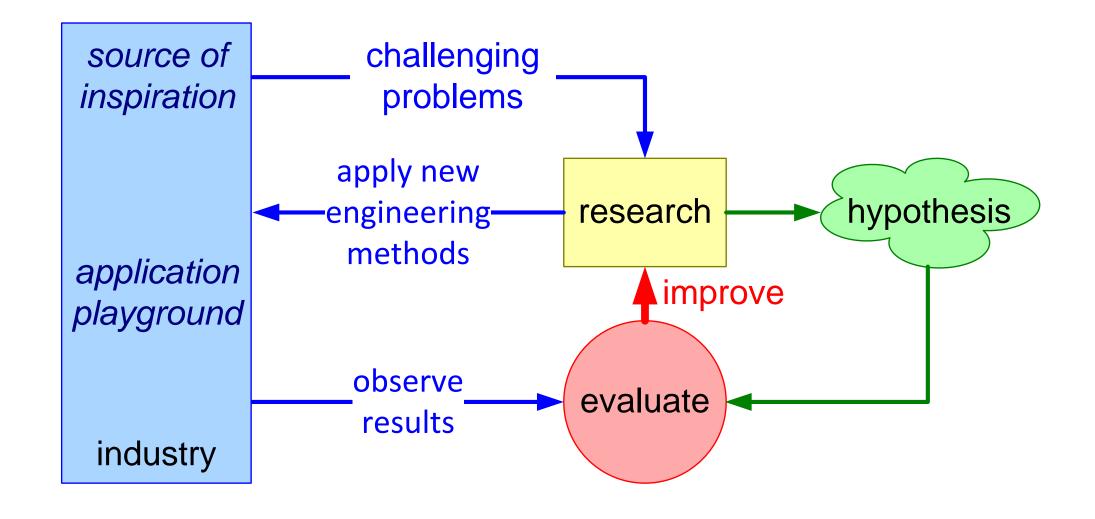


#### Buskerud research agenda as graph





#### Industry as Laboratory





#### Industry as Laboratory (2)

SubSea

intended dissemination and research partners

**Kongsberg Industry Domains** 

Defence

Manufacturing

**Maritime** 

generalization and consolidation to facilitate use in other domains

single domain research focus on industrial problem

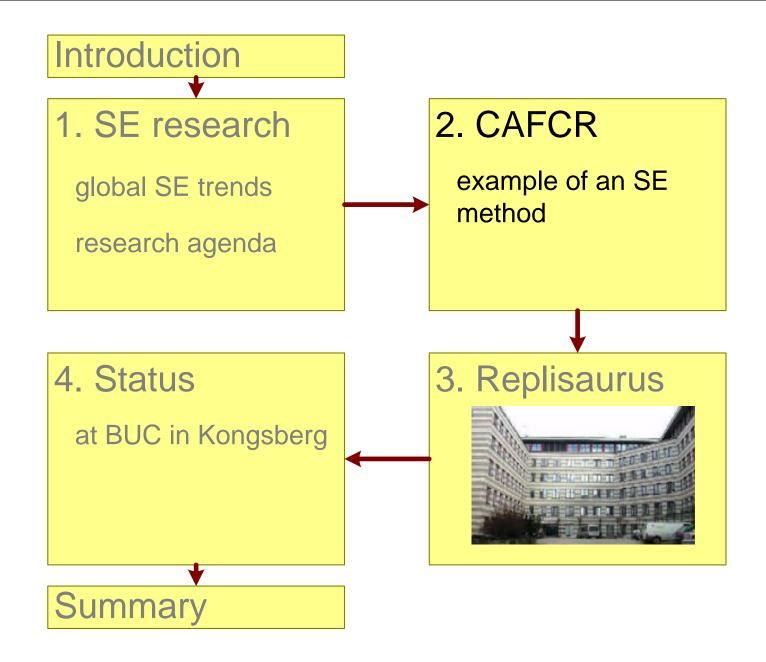
multi-domain research and expertise

Reliability /Robustness in harsh environments

Innovation / Responsiveness for change

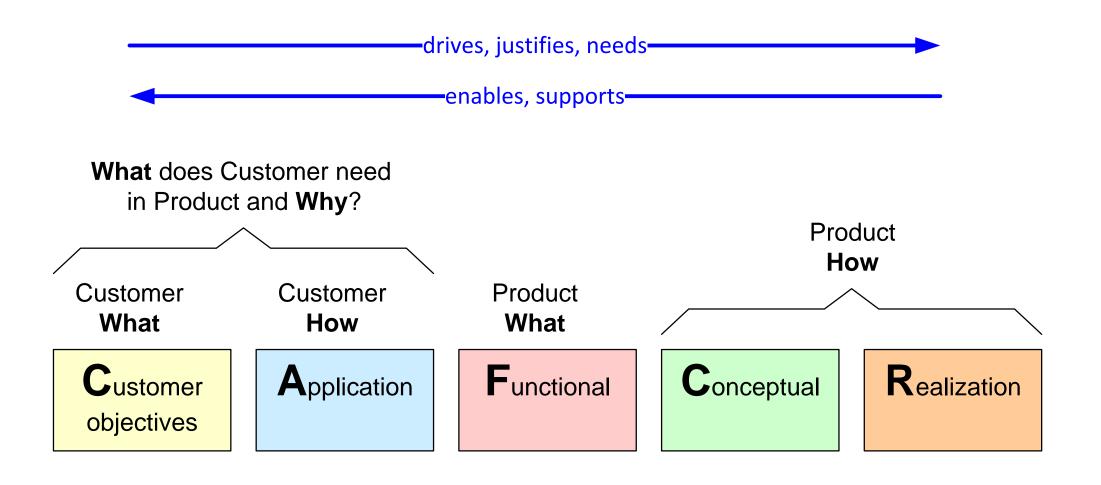


#### Method Example: CAFCR





#### The "CAFCR" model



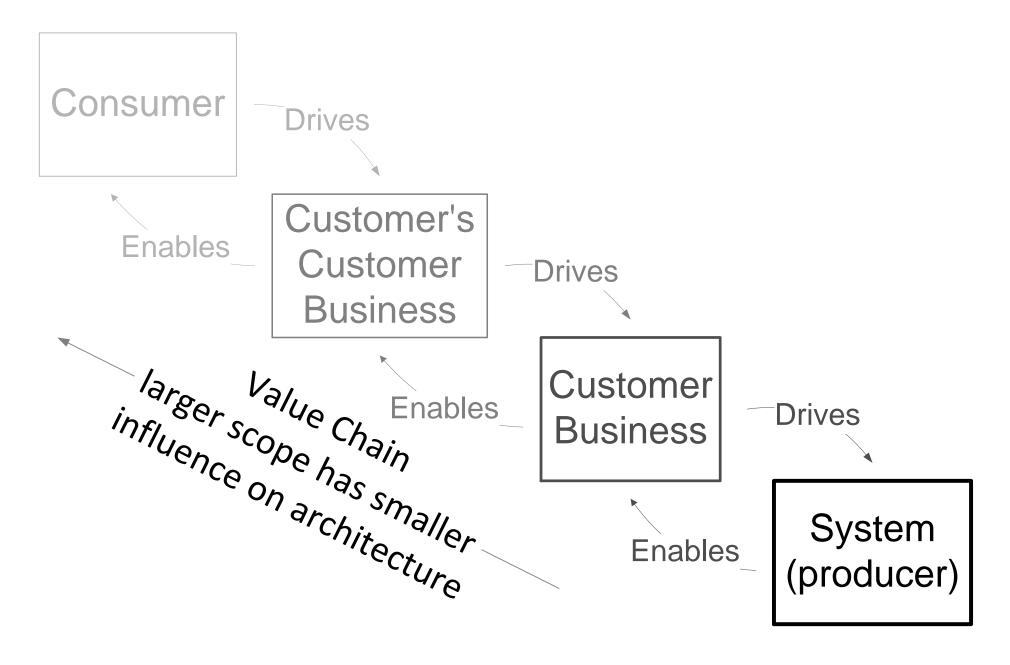


#### Integrating CAFCR

What does Customer need in Product and Why? **Product** How Customer Customer **Product** What What How Functional Realization Customer Conceptual **A**pplication objectives objective context intention understanding driven constraint/knowledge opportunities based awareness



#### CAFCR can be applied recursively





#### CAFCR+ model; Life Cycle View

Customer objectives

Application

**F**unctional

Conceptual

Realization

operations maintenance upgrades

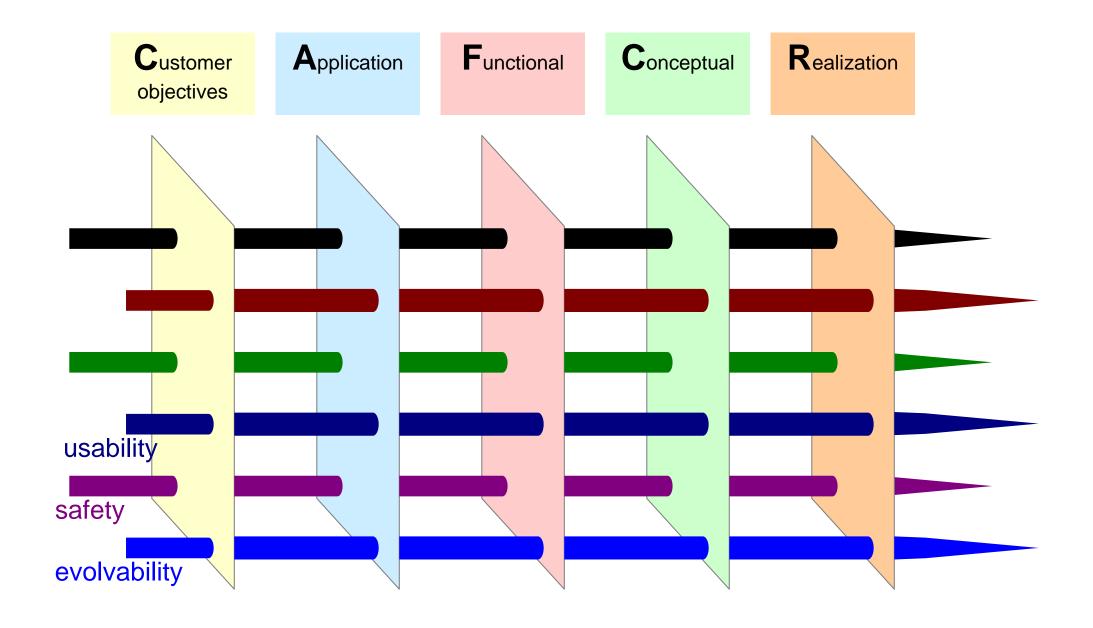
Life cycle

development manufacturing installation

sales, service, logistics, production, R&D



#### Quality needles as generic integrating concepts





#### Security as example through all views

Customer objectives

**A**pplication

**F**unctional

Conceptual

Realization



trusted

selection classification people information authentication

badges
passwords
locks / walls
guards
administrators

functions for administration authentication intrusion detection logging quantification

cryptography firewall security zones authentication registry logging

specific algorithms interfaces libraries servers storage protocols

desired characteristics, specifications & mechanisms



social contacts open passwords blackmail burglary fraud

unworkable procedures

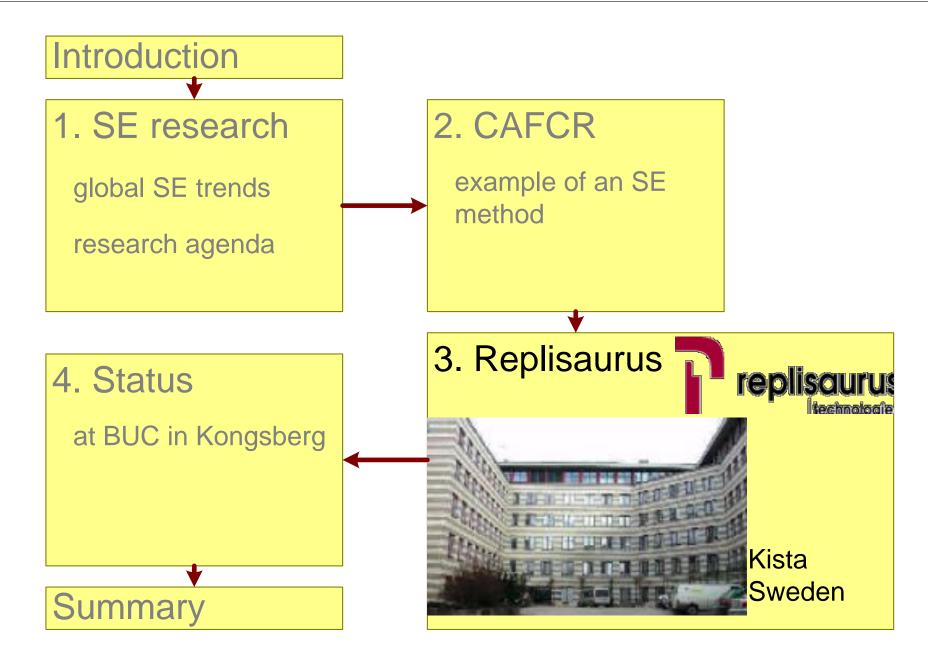
missing functionality wrong quantification holes between concepts

bugs
buffer overflow
non encrypted
storage
poor exception
handling

threats

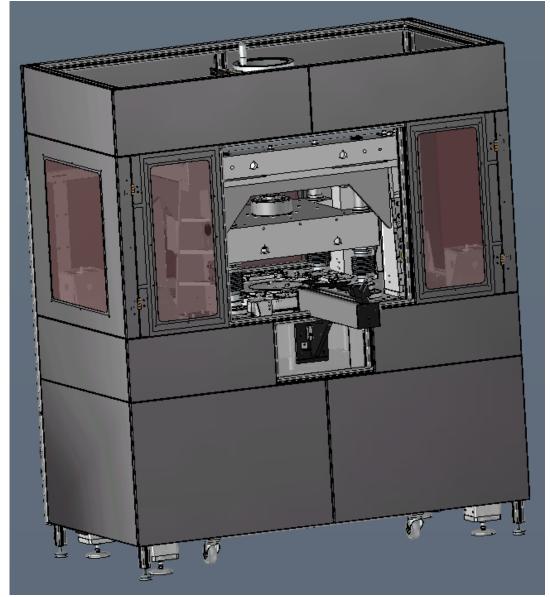


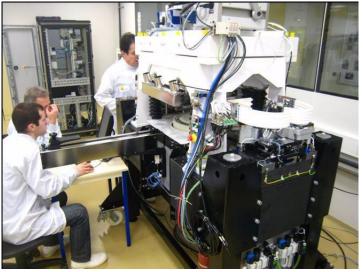
#### Start-Up Company Replisaurus in Kista (Sweden)



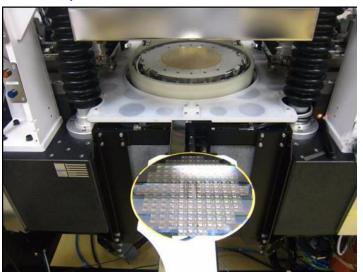


## The Copper Printer



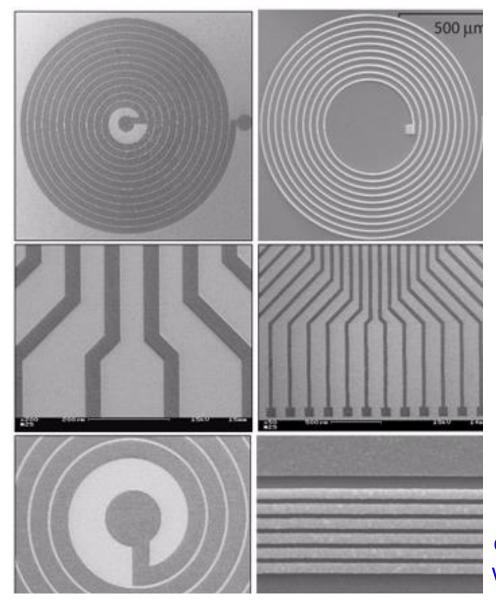


courtesy Replisaurus www.replisaurus.com





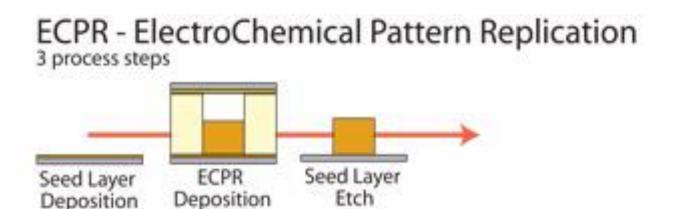
## Example of printed copper structures

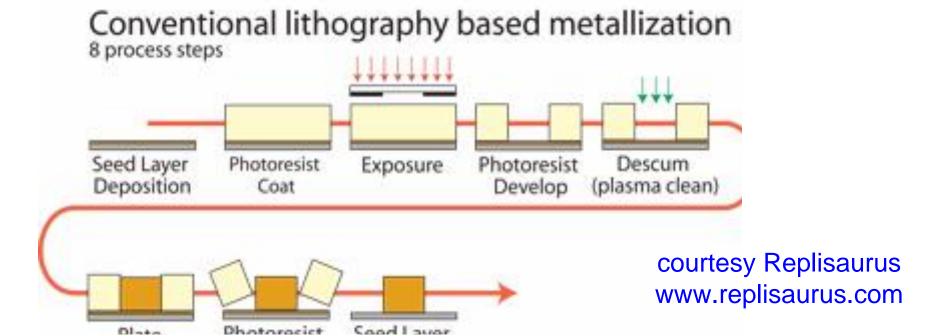


courtesy Replisaurus www.replisaurus.com



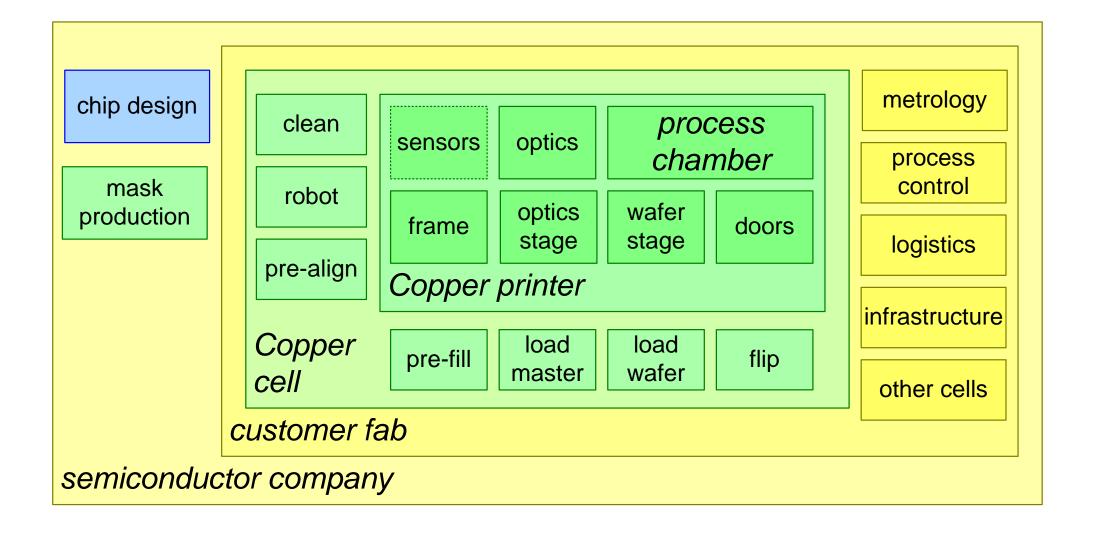
#### ECPR technology replaces 6 process steps by 1 step





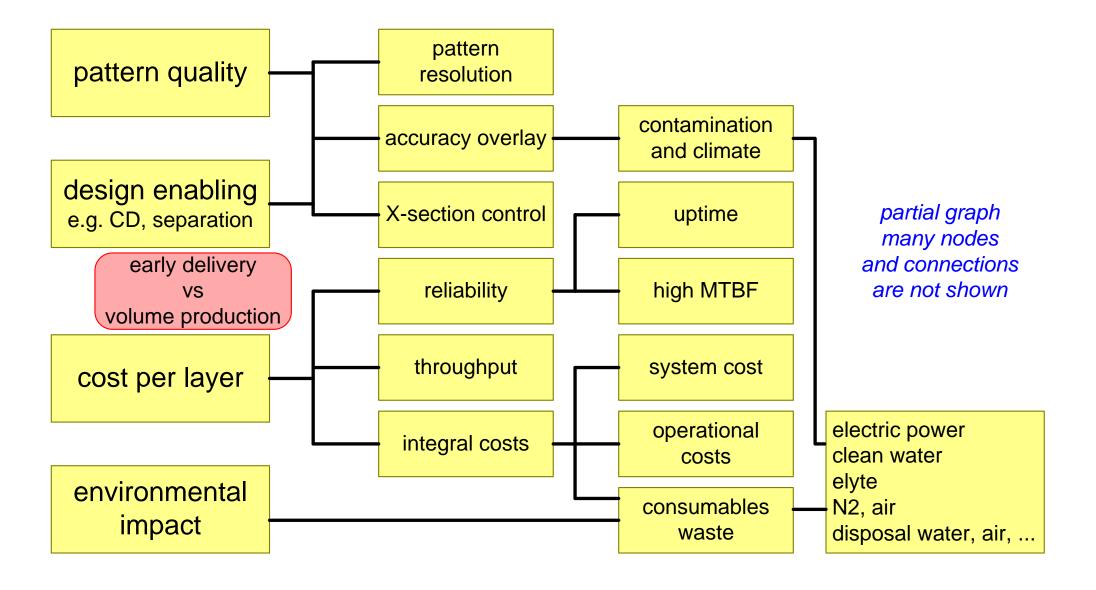


#### Overview of the different scopes





#### Customer key driver graph





#### Process flow at fab level, from inspection until testing

	throughput in minutes	wafer	FOUP	
wafer	1. inspection			
seed wafer	2. seed sputter	1	25	
Cu wafer	3. Cu print	2	50	target spec
wafer	4. seed etch	1	20	
spin coated polymer	dual layer only			
wafer	5. coat/develop dielectrics	34	50	75100??
wafer	6. exposure or CMP for polymer vias	12	30	
	7. E-test			

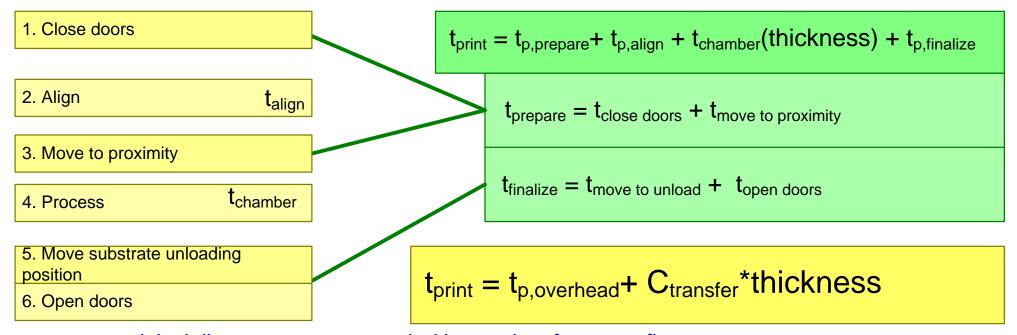


#### Work flow in the Copper Printer

- 0. Loading Master&substrate
- 1. Close doors
- 2. Align
- 3. Move to proximity
- 4. Process incl. rinse&dry
- 5. Move substrate unloading position
- 6. Open doors
- 7. Unloading Master&substrate



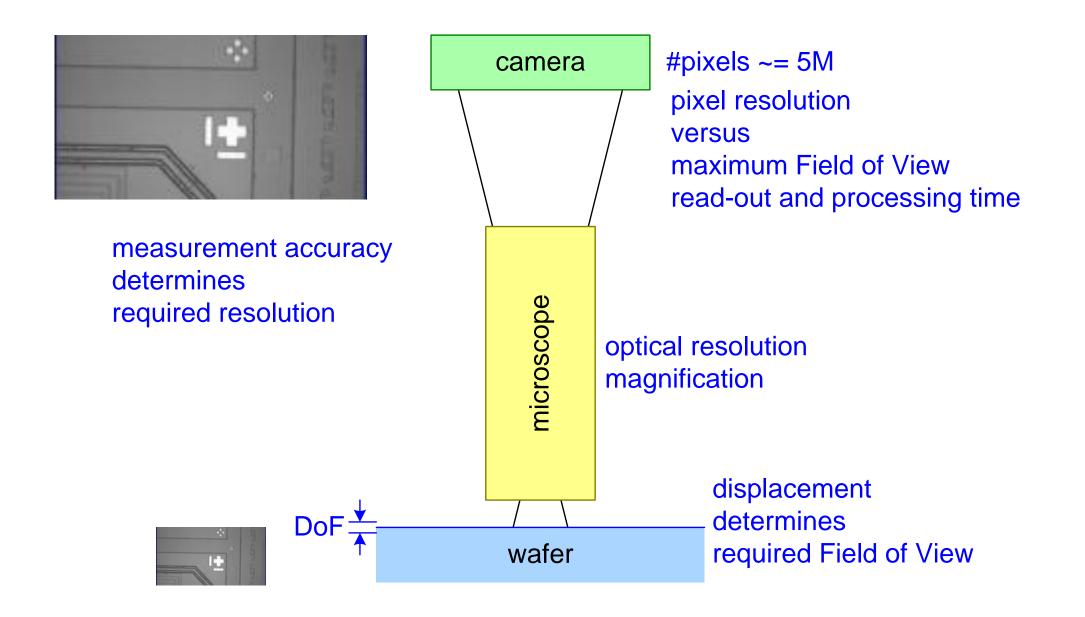
#### Formula of printer throughput time



note: original diagram was annotated with actual performance figures for confidentiality reasons these numbers have been removed

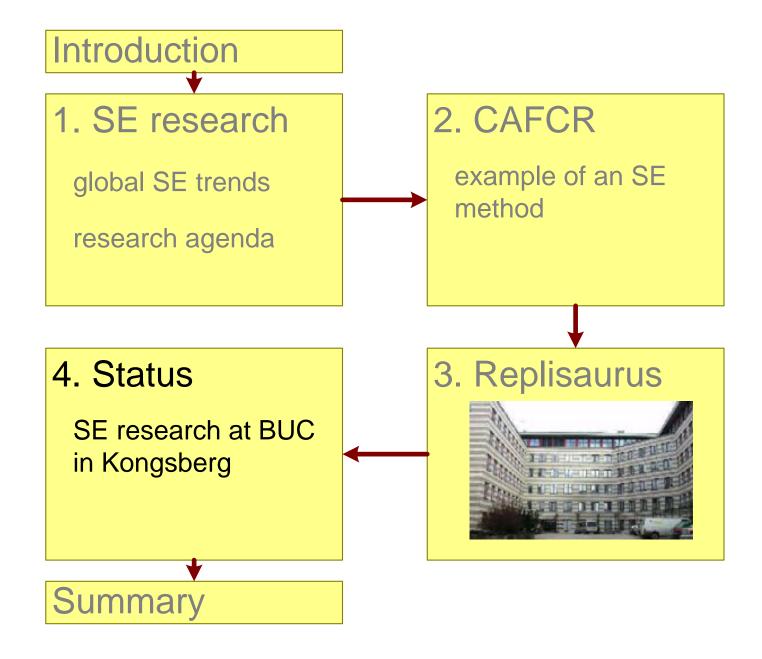


#### Optical path to measure marker position



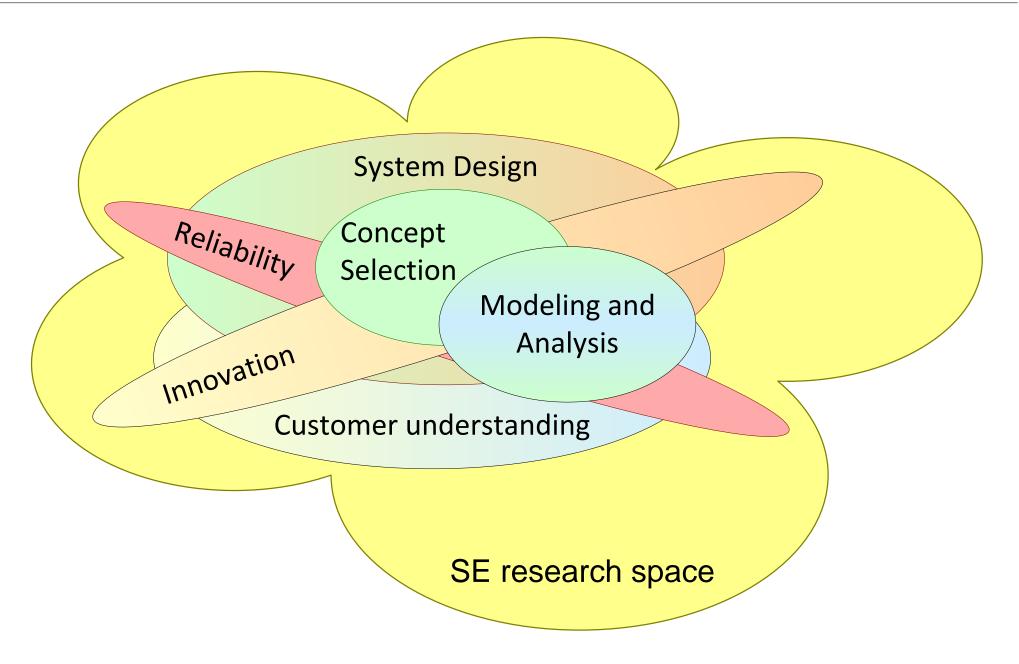


#### Research Status as Buskerud University College



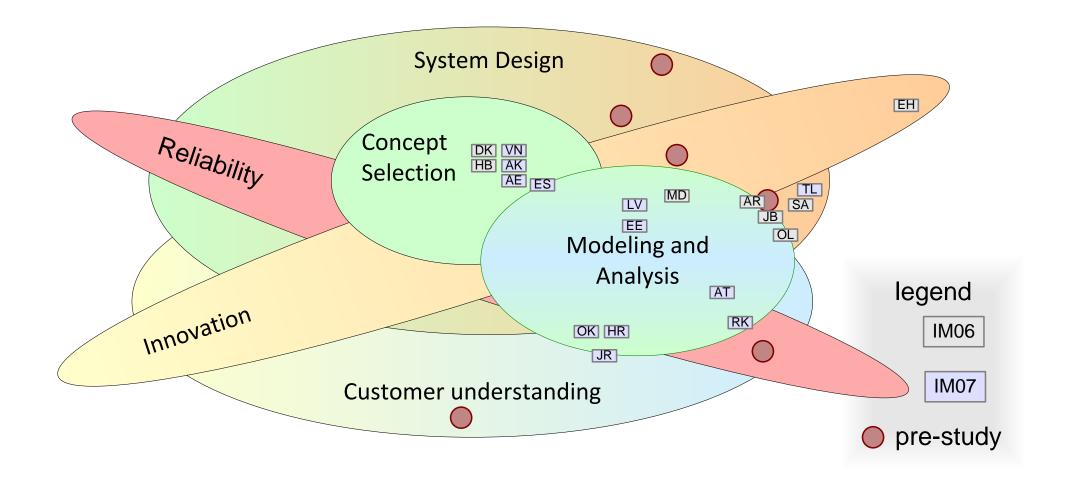


#### Alternate Research Agenda Visualization



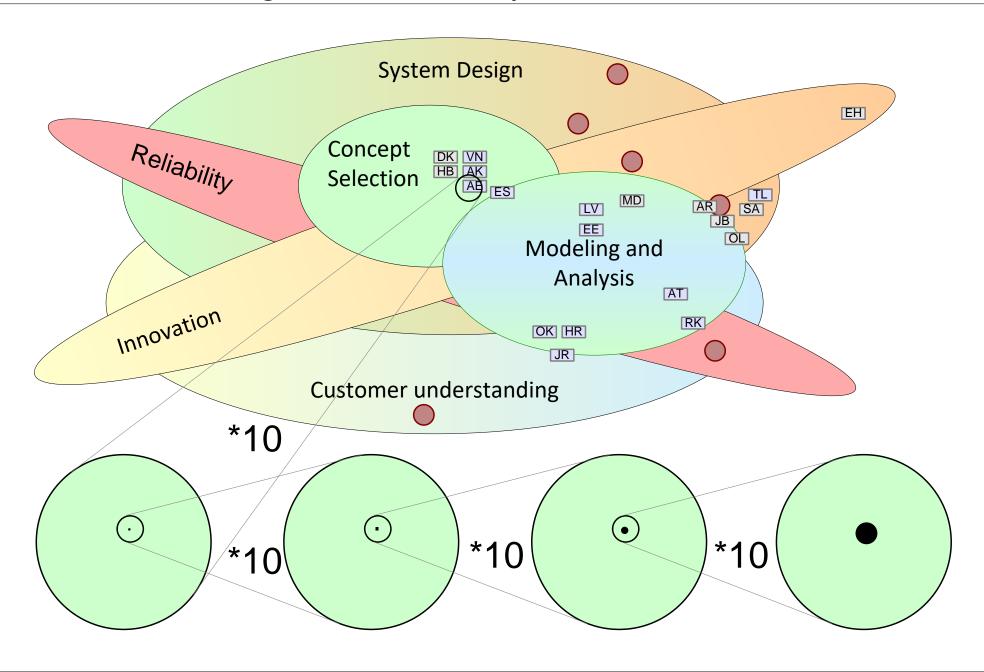


#### Actual Projects 2008-2010





#### Small Dots in Huge Research Space





#### Summary

Introduction faster multi-view more complex 1. SE research 2. CAFCR goals-means more integration iteration example of an SE global SE trends method recursion modeling&analysis research agenda robustness industry as laboratory innovation 4. Status 3. Replisaurus at BUC in Kongsberg Cu printer: small dots understand in huge design in research space fab context Summary

