

# Role of Systems Architecting in Innovation

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## Abstract

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draft  
version: 0

logo  
TBD

# The Embedded Systems Domain



chip



GSM



MRI scanner



cardio X-ray system



television

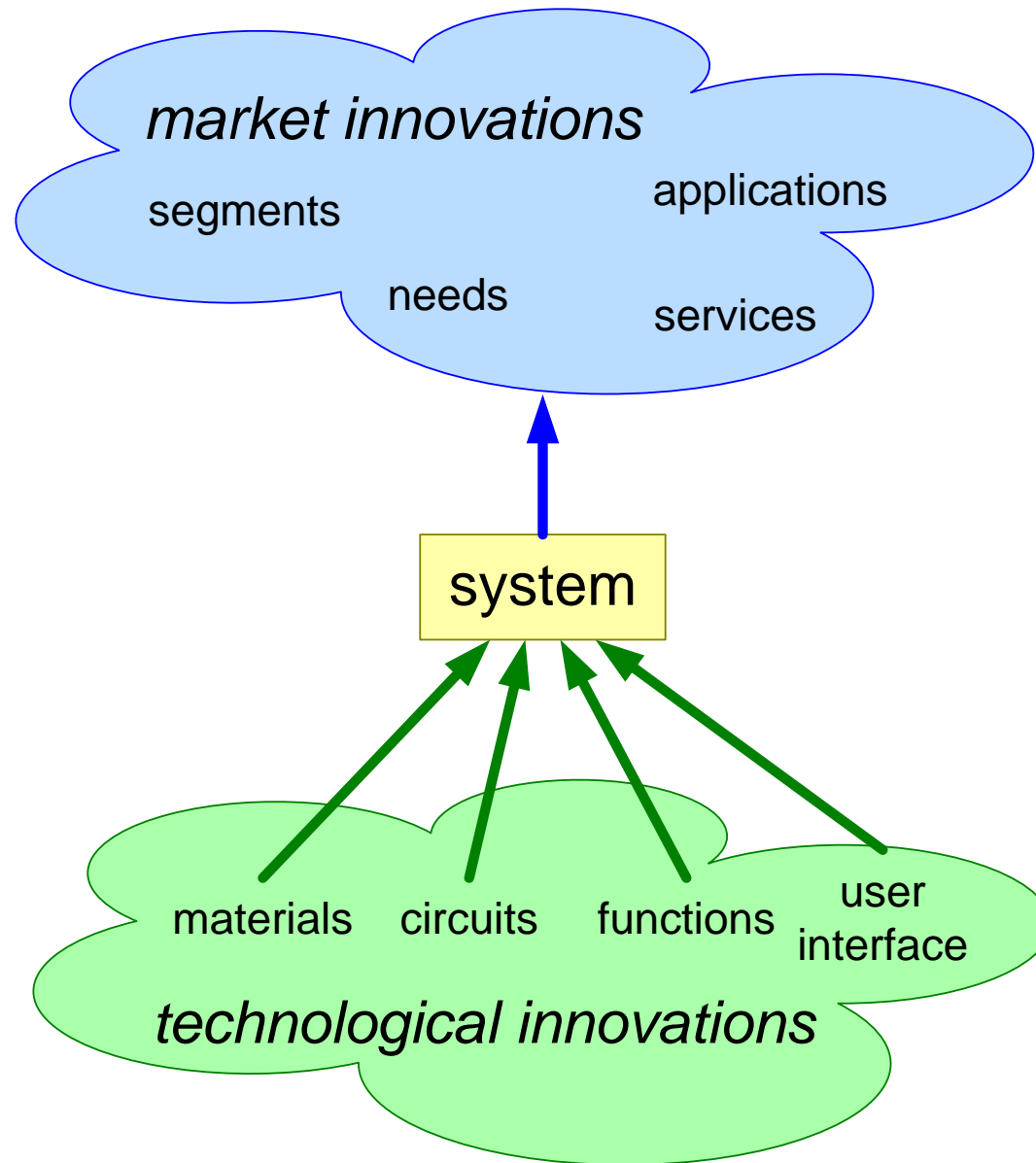


printer

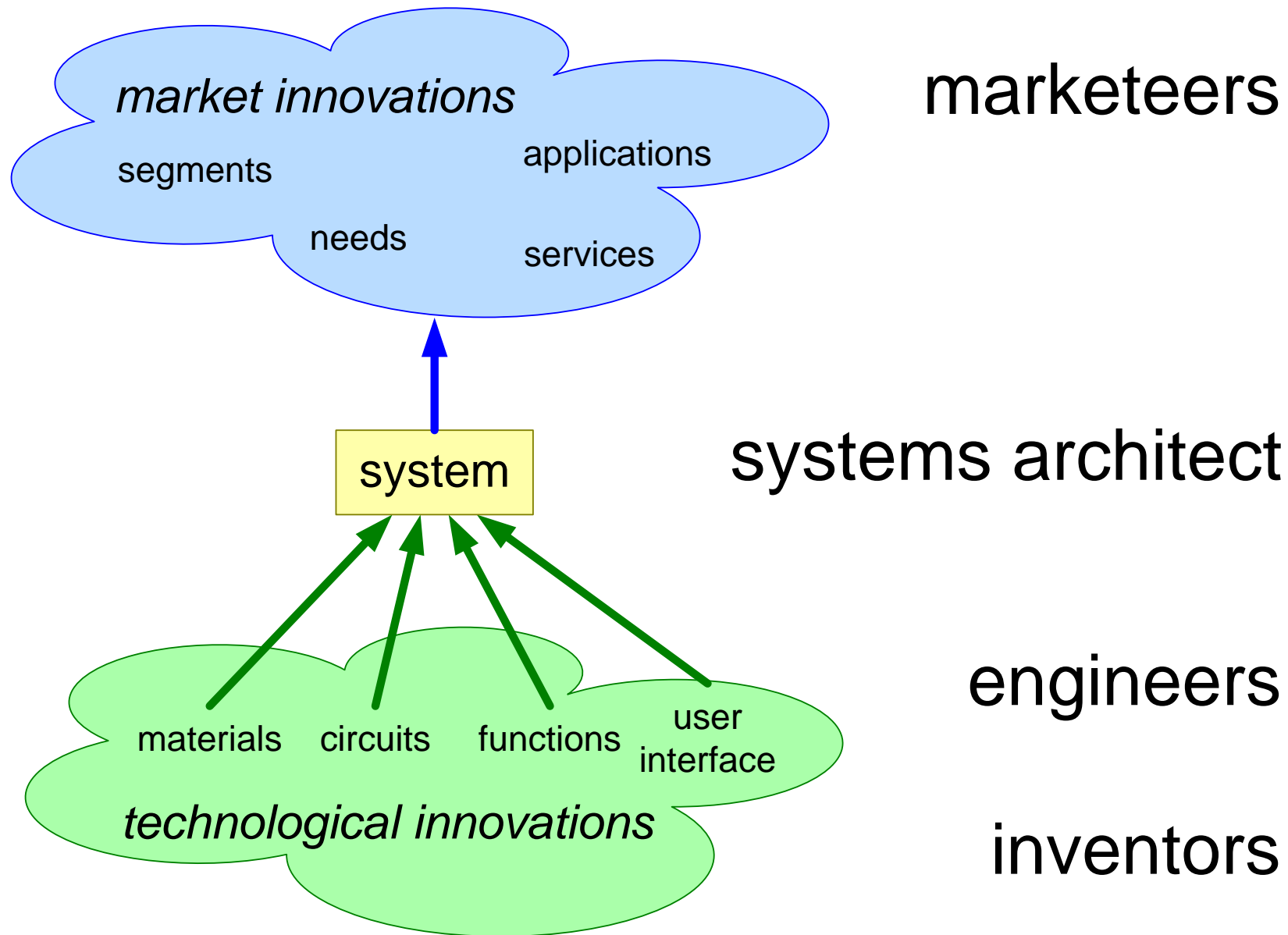


waferstepper

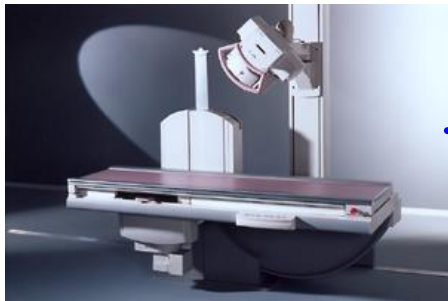
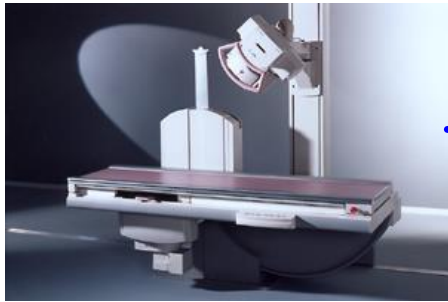
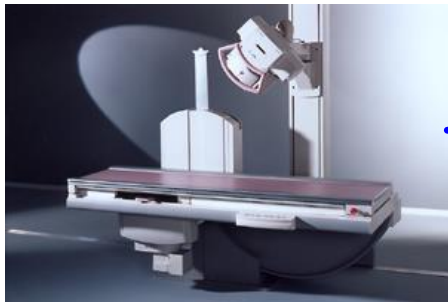
# Successful Innovation = Technological + Market



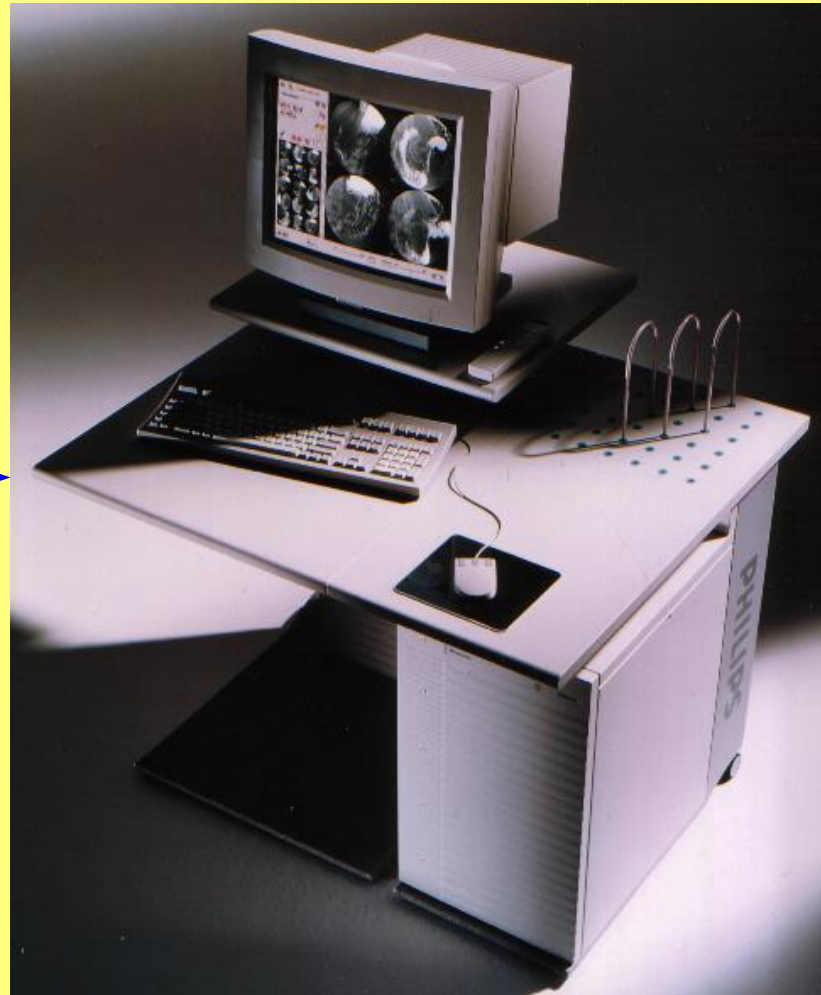
# System Architect links technology and market



# Example: Easyvision serving three URF examination rooms



URF-systems

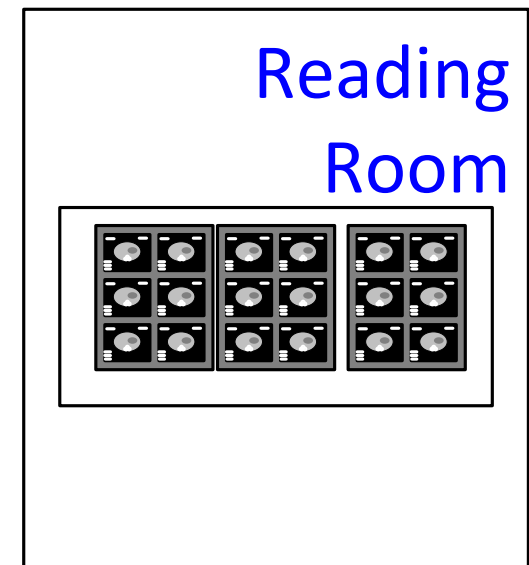
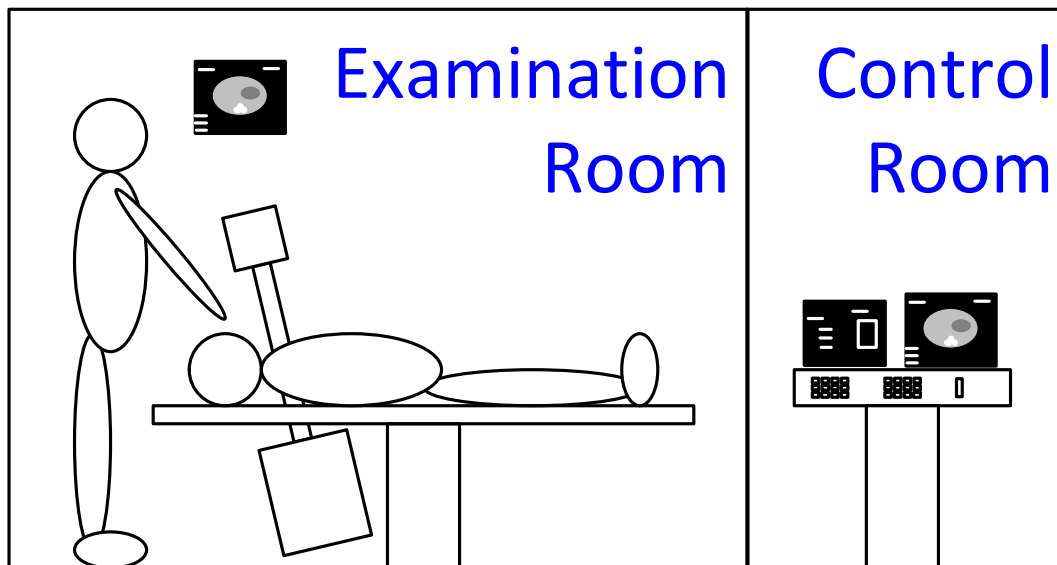
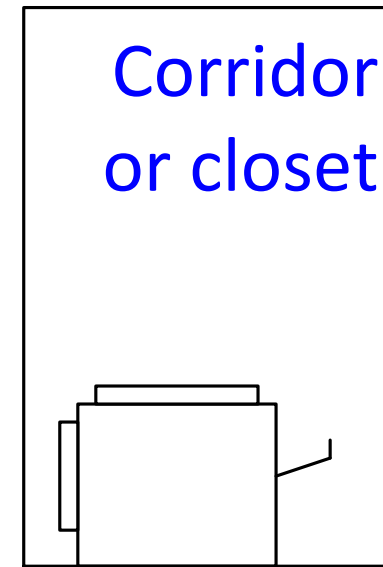
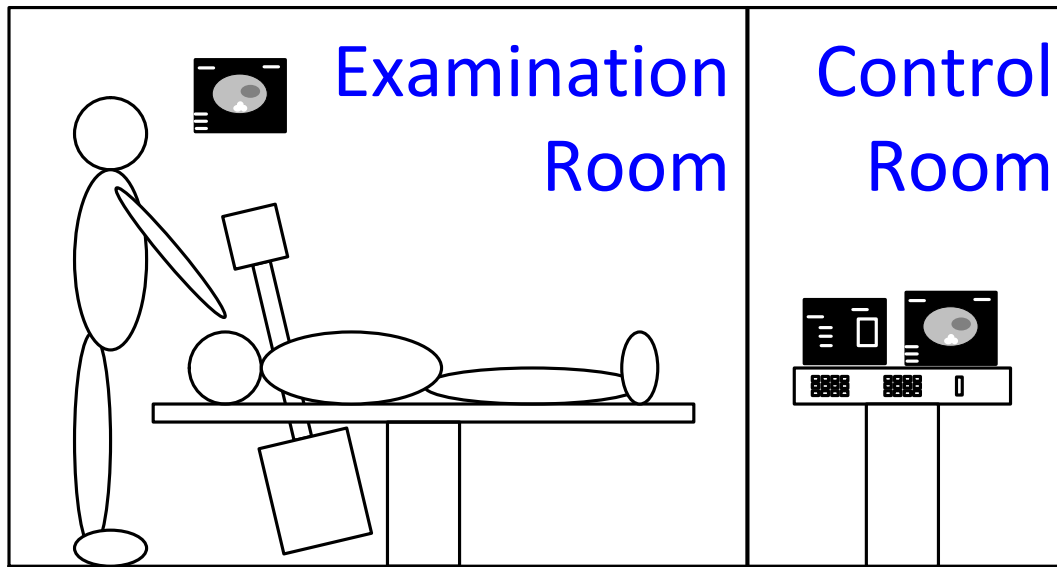


EasyVision: Medical Imaging Workstation

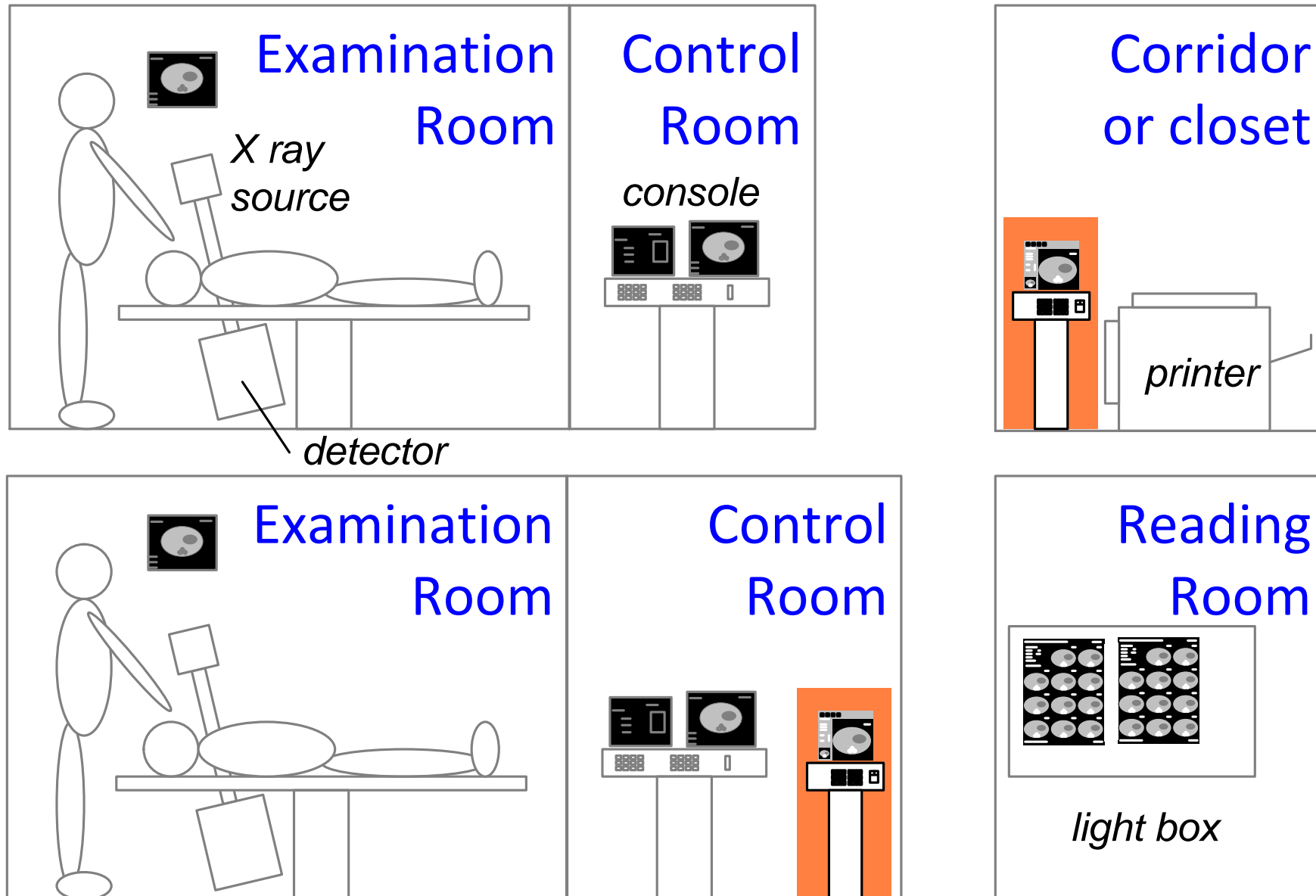


typical clinical  
image (intestines)

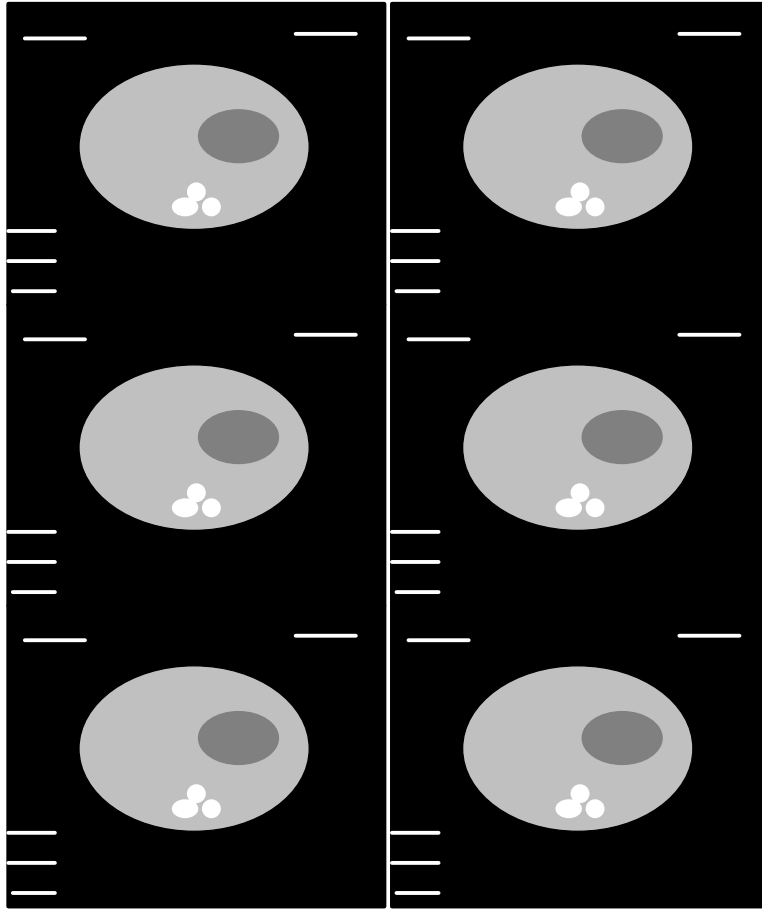
# X-ray rooms from examination to reading around 1990



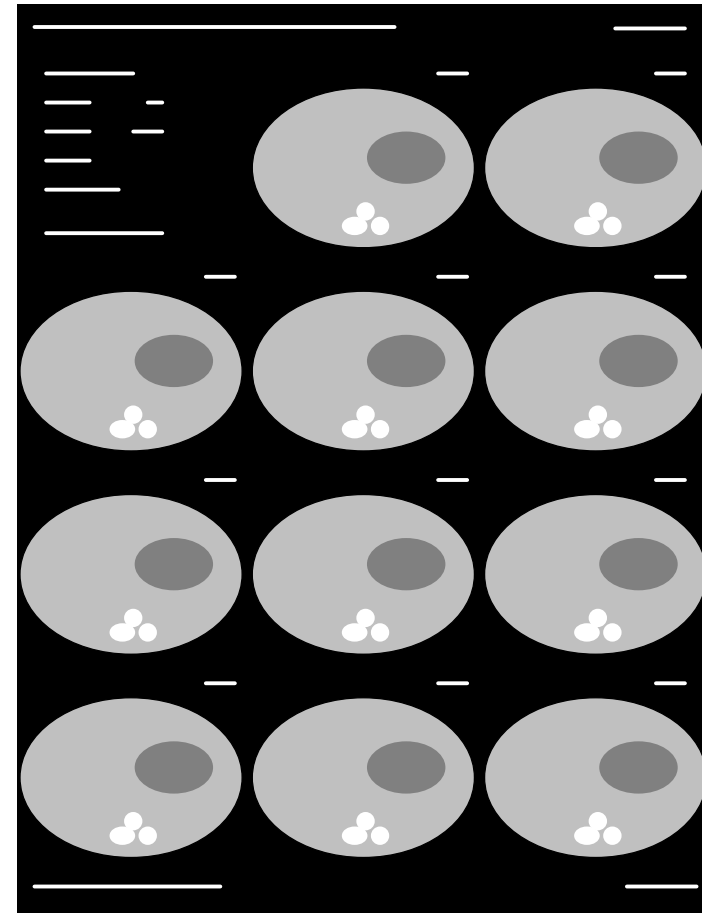
# Product Innovation: Easyvision applied as printserver



# Market innovation: optimized film



old: screen copy

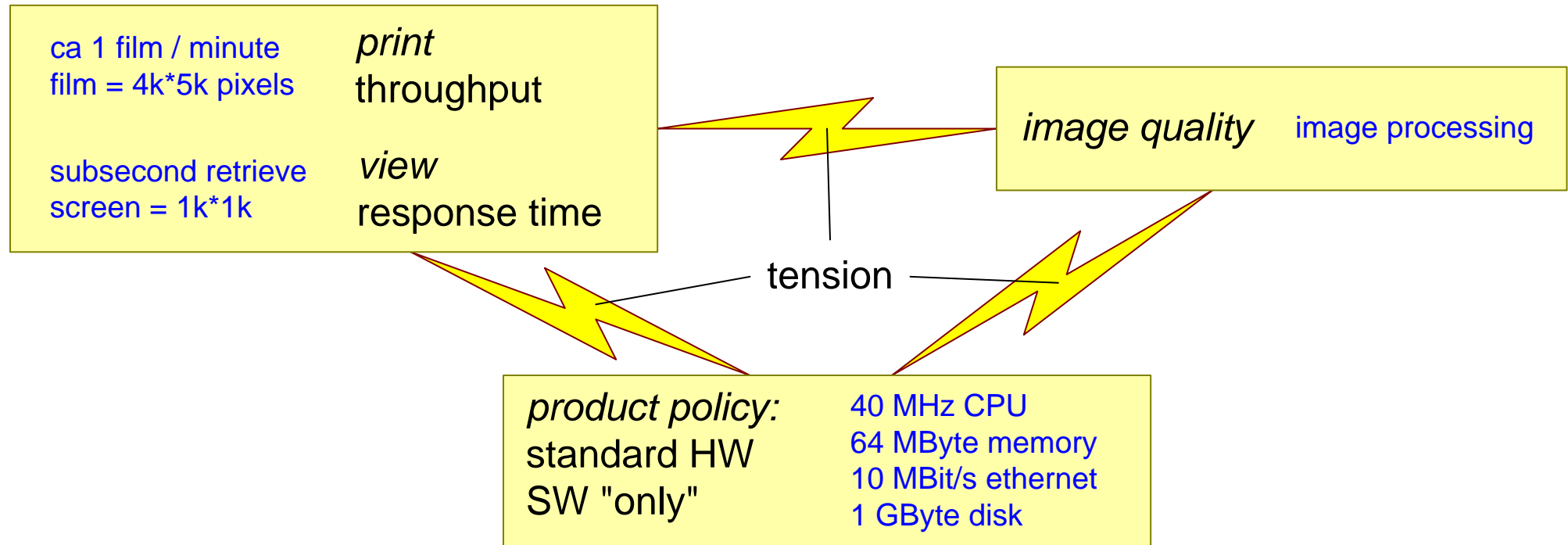


new: SW formatting

20 to 50% less film needed

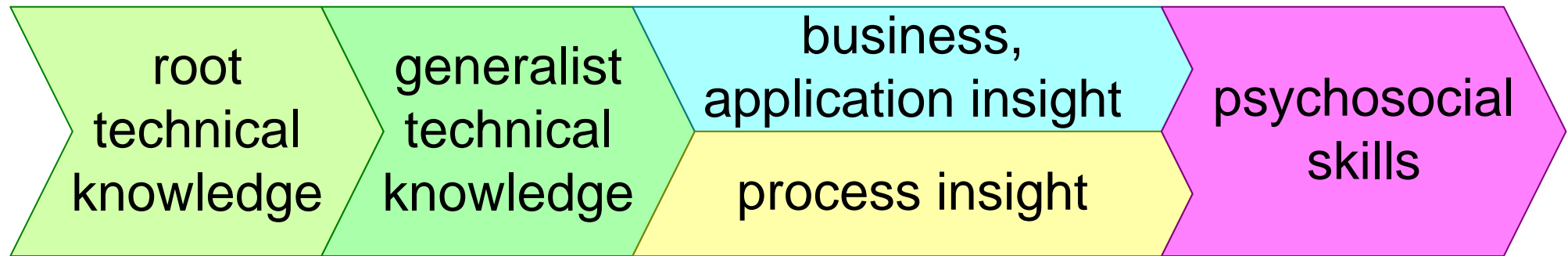


# Technology innovation challenges

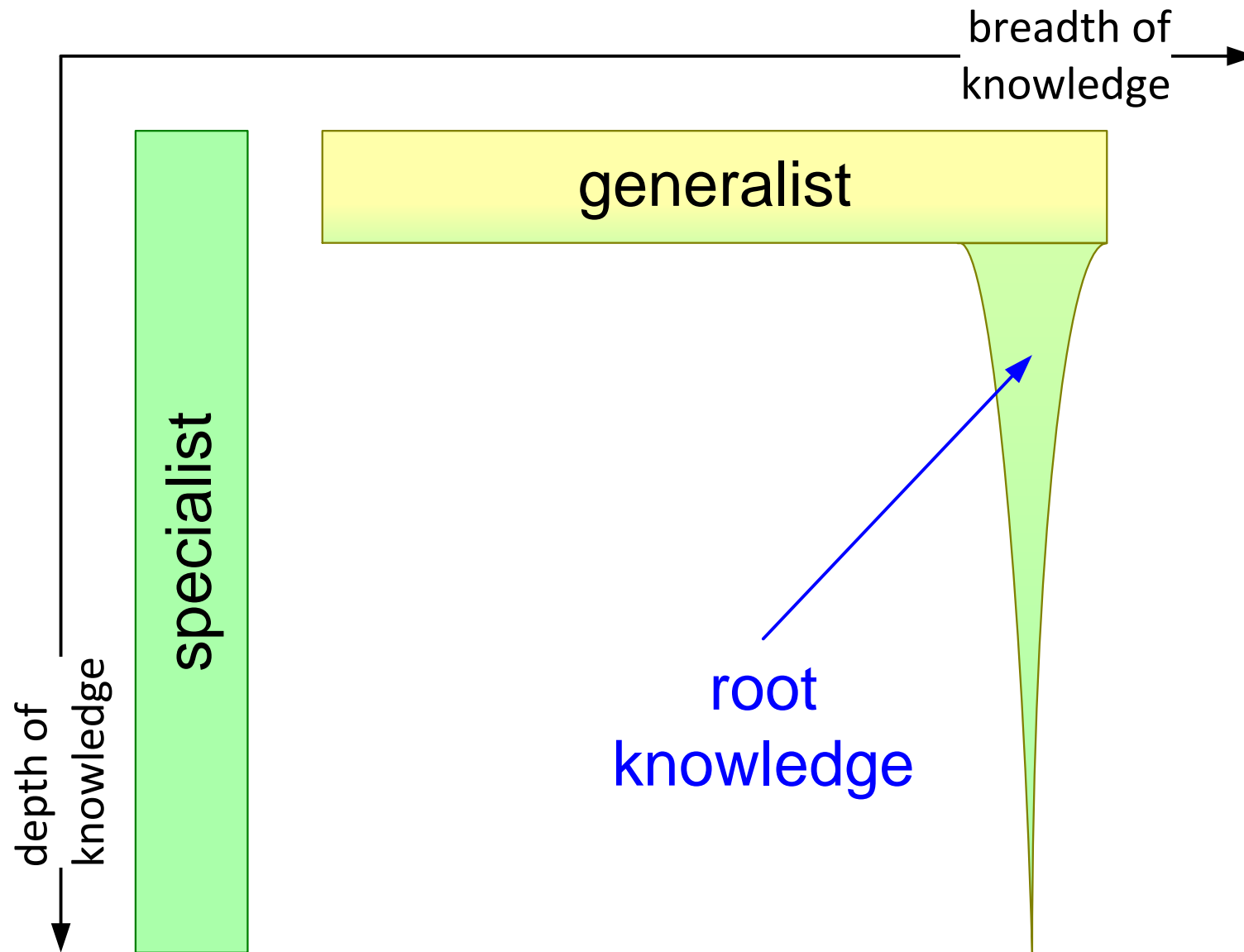


# Typical Growth of a System Architect

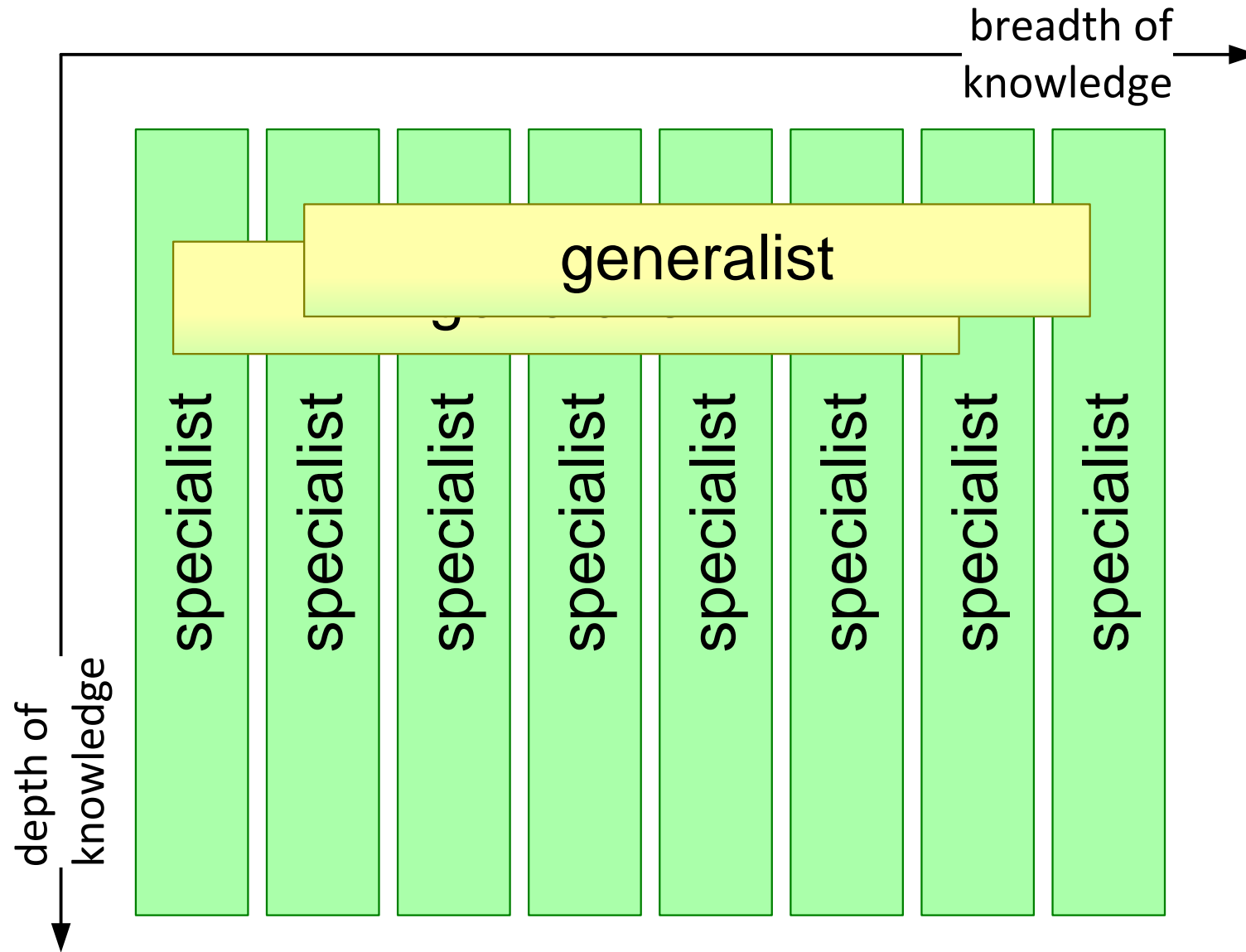
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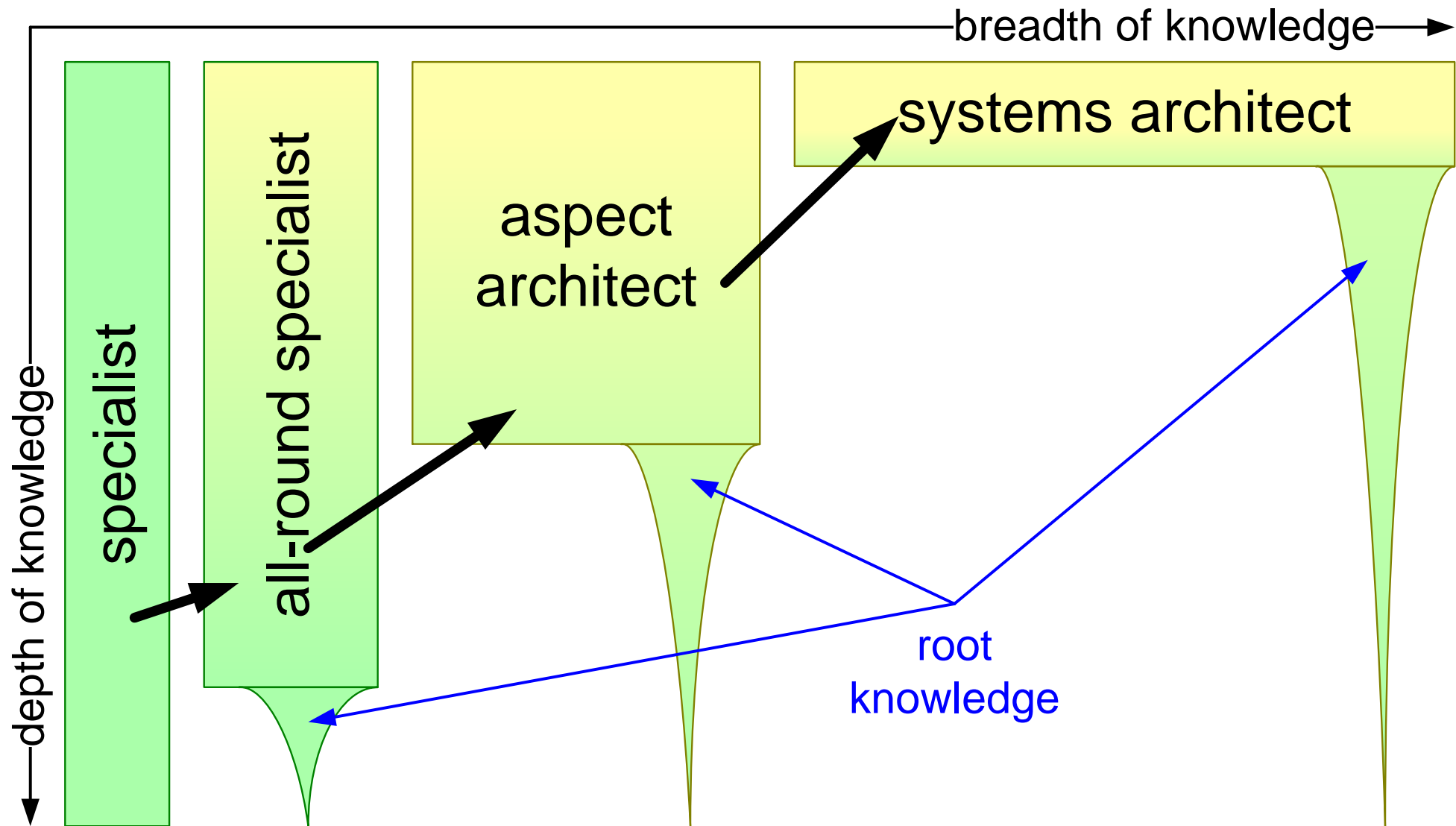
# Generalist versus Specialist



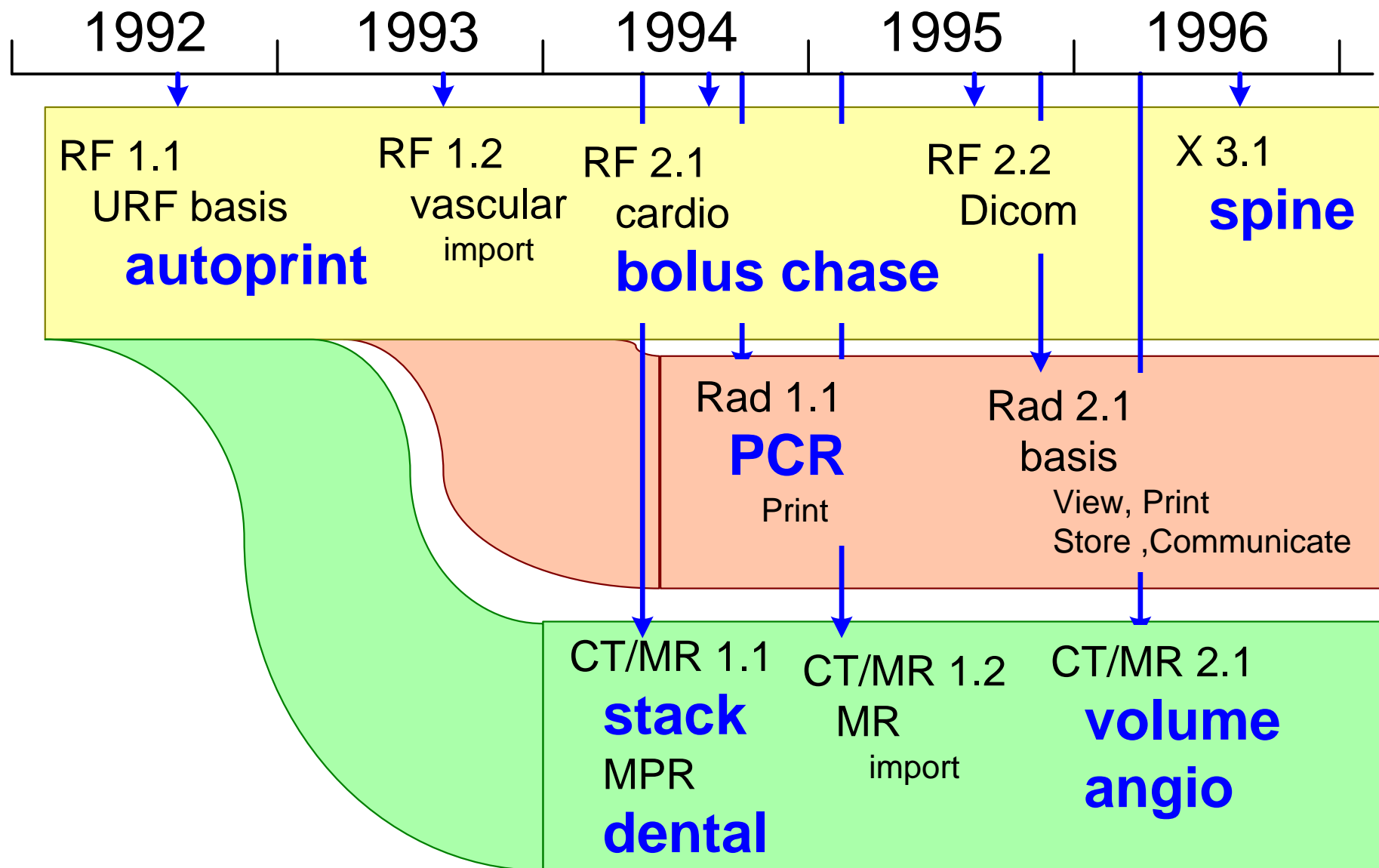
# Generalists and Specialists are Complementary



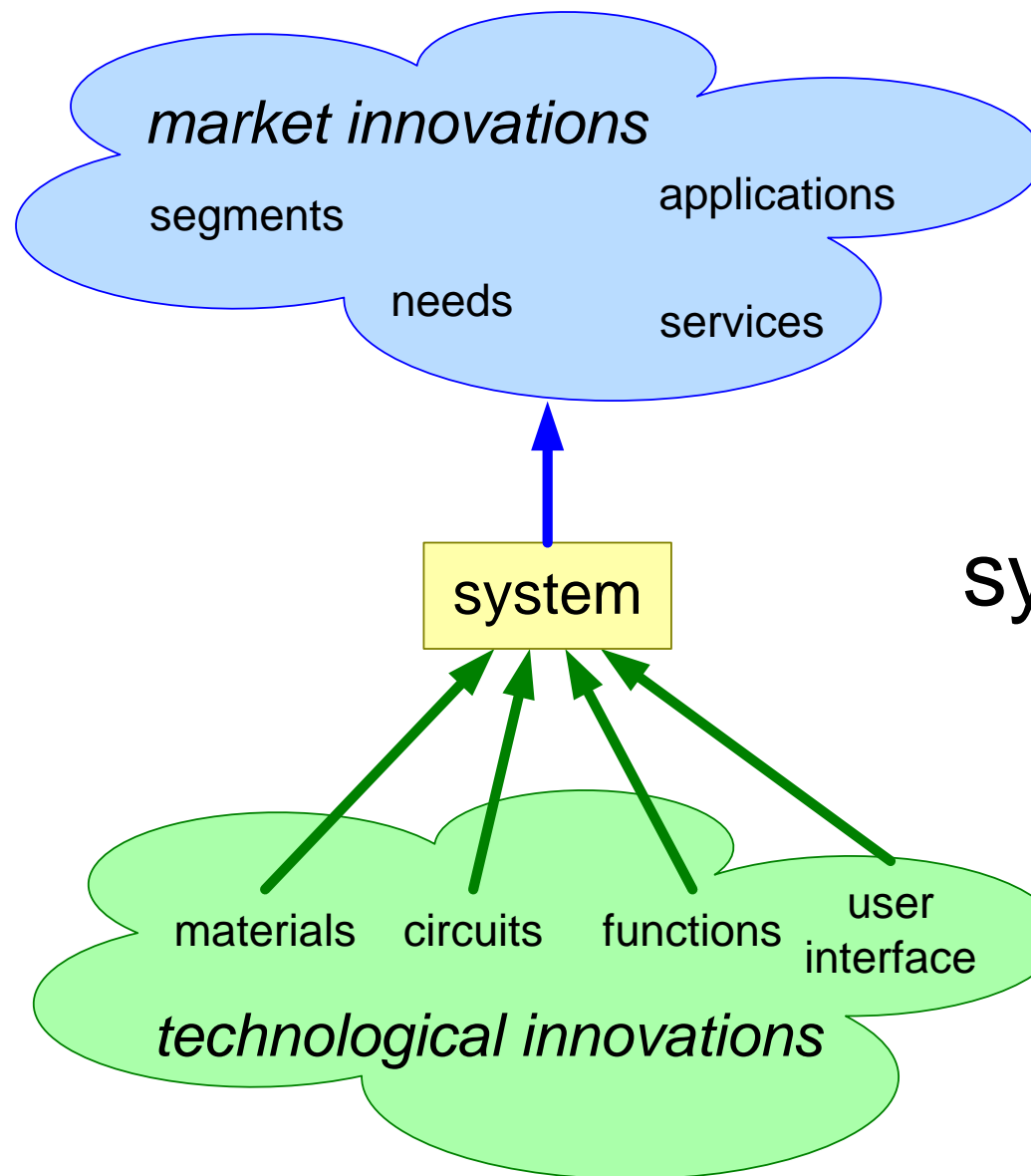
# Spectrum from Specialist to System Architect



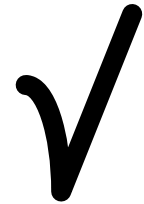
# More innovations in Medical Imaging



# Key success factor 1: innovation by all parties



marketeers



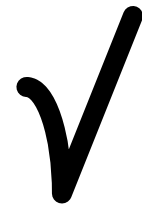
system architect



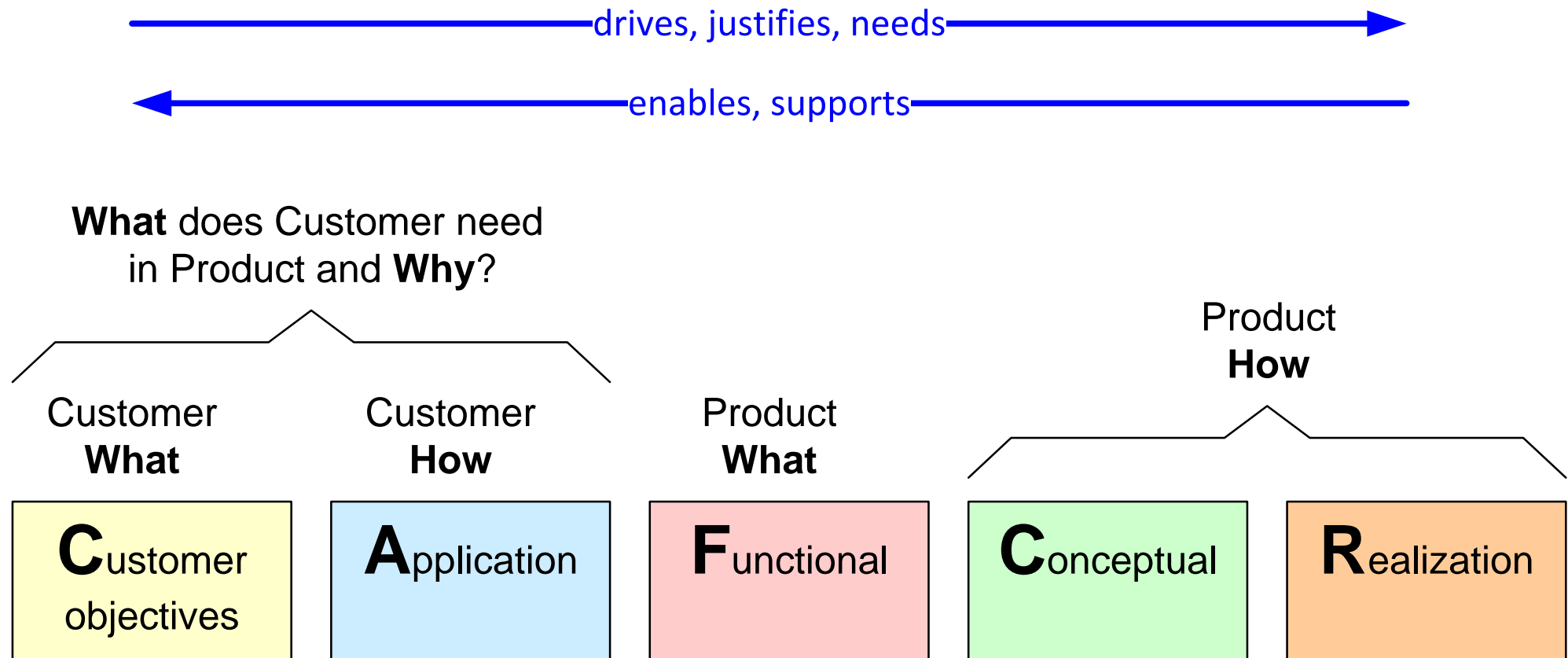
engineers



inventors

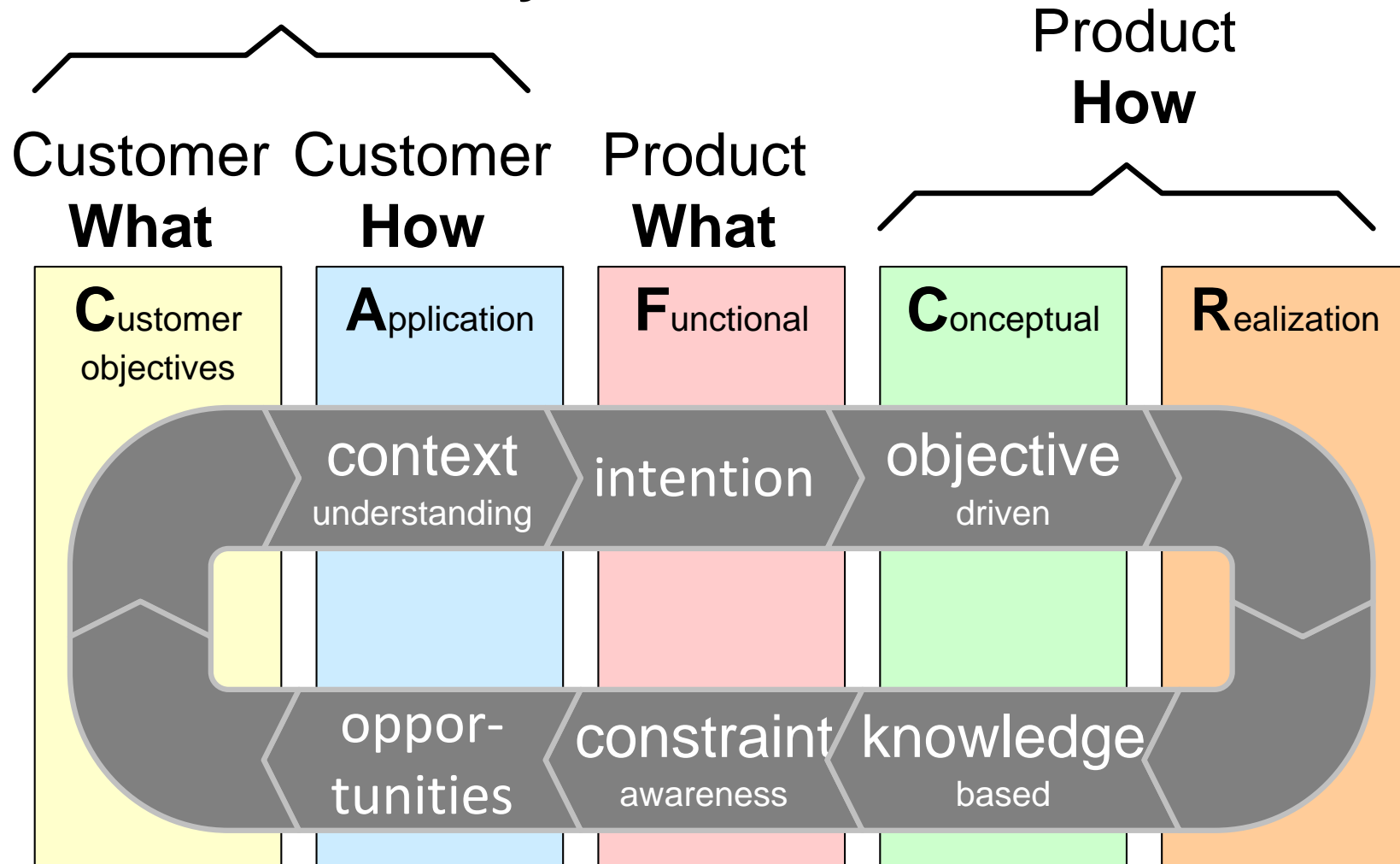


# The "CAFCR" model

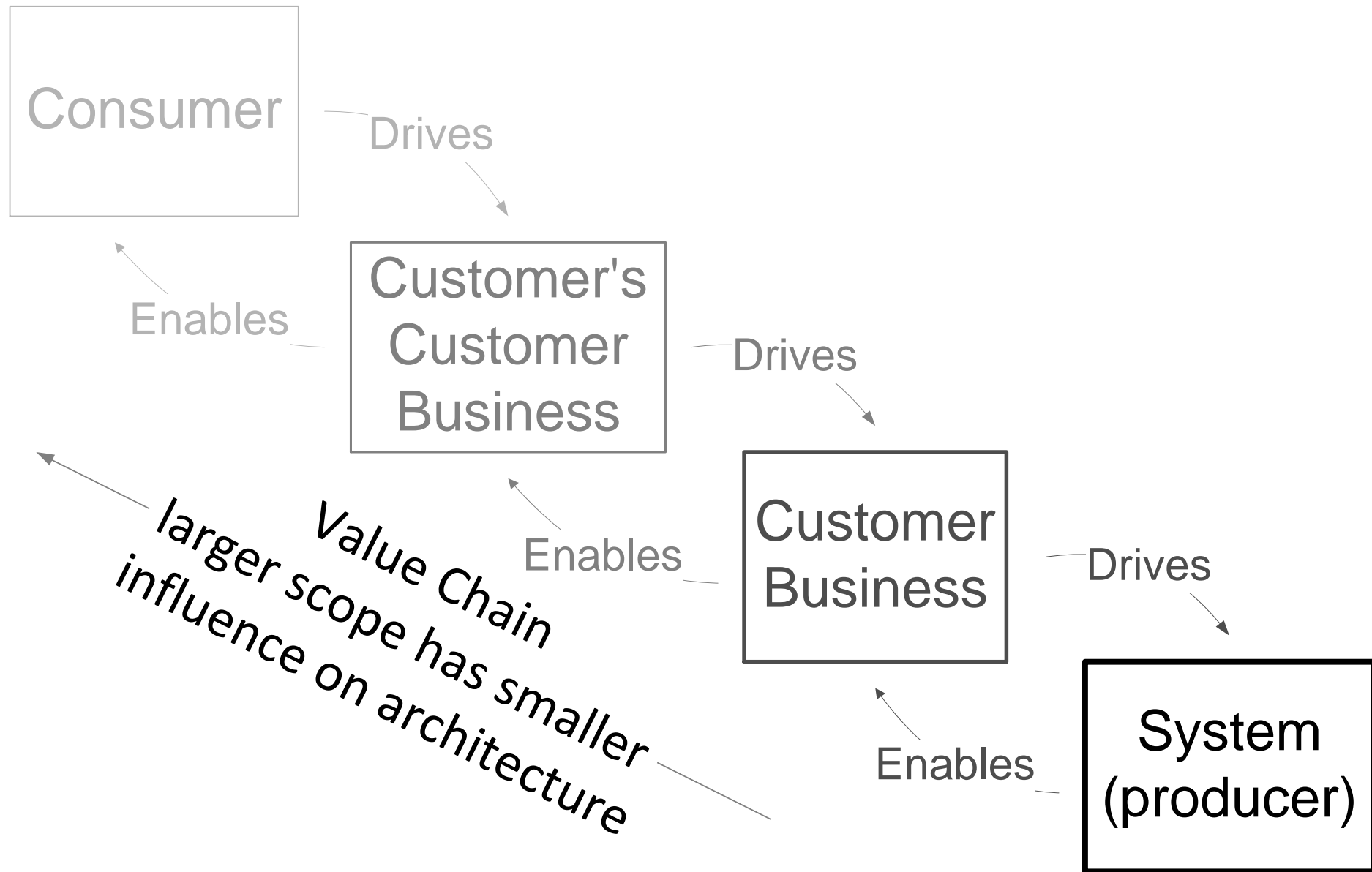




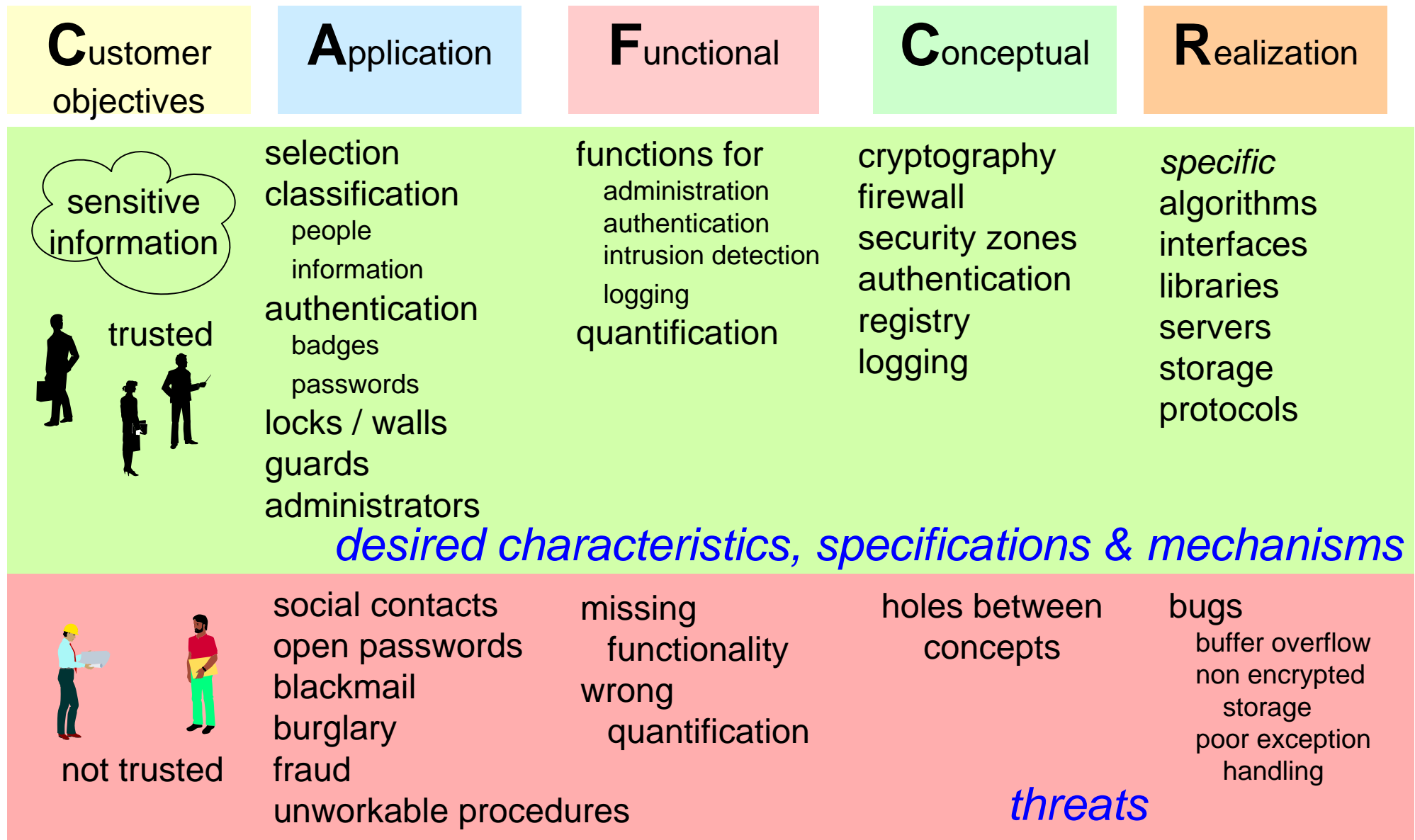
**What** does Customer need  
in Product and **Why?**



# CAFCR can be applied recursively

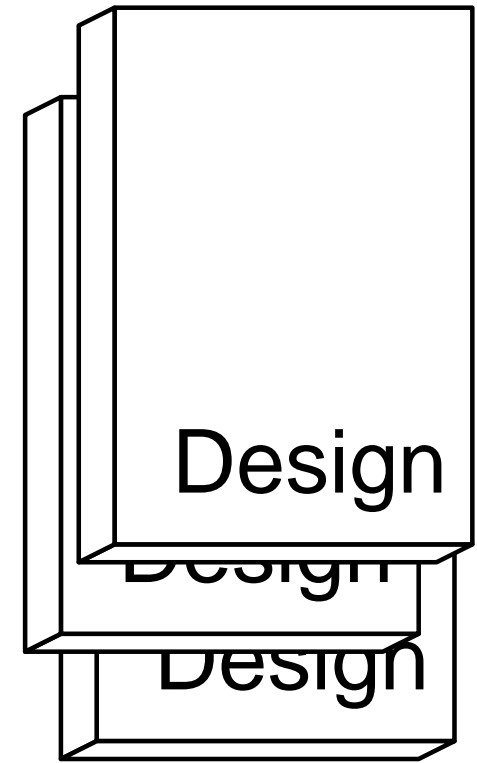
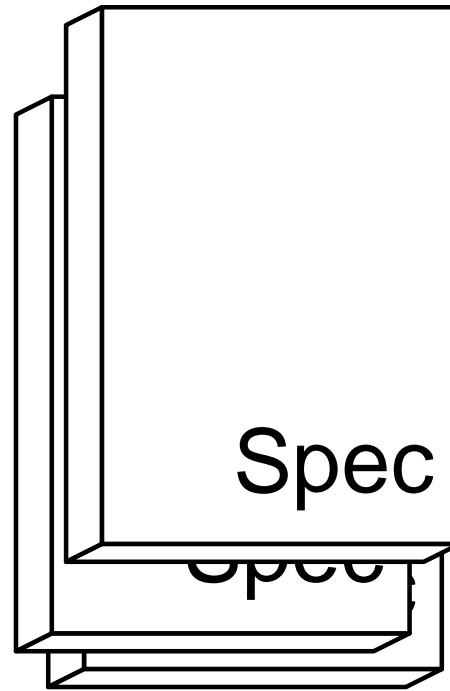
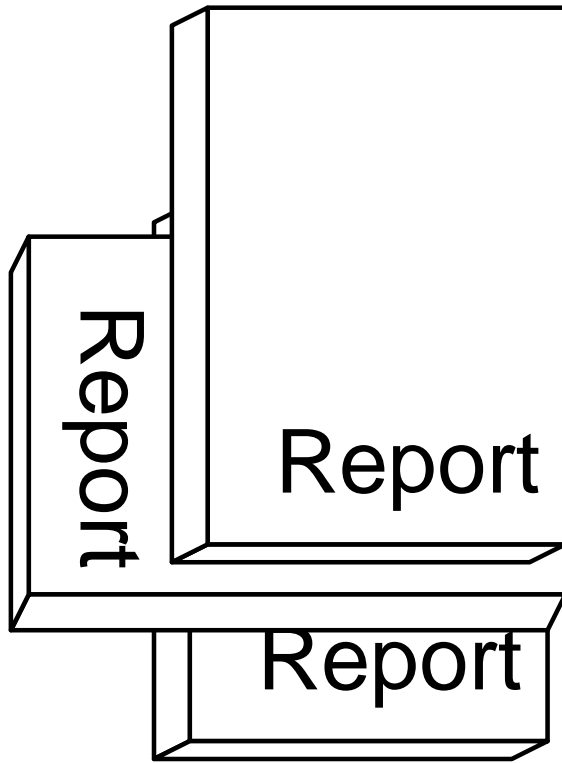


# CAFCR applied on Security

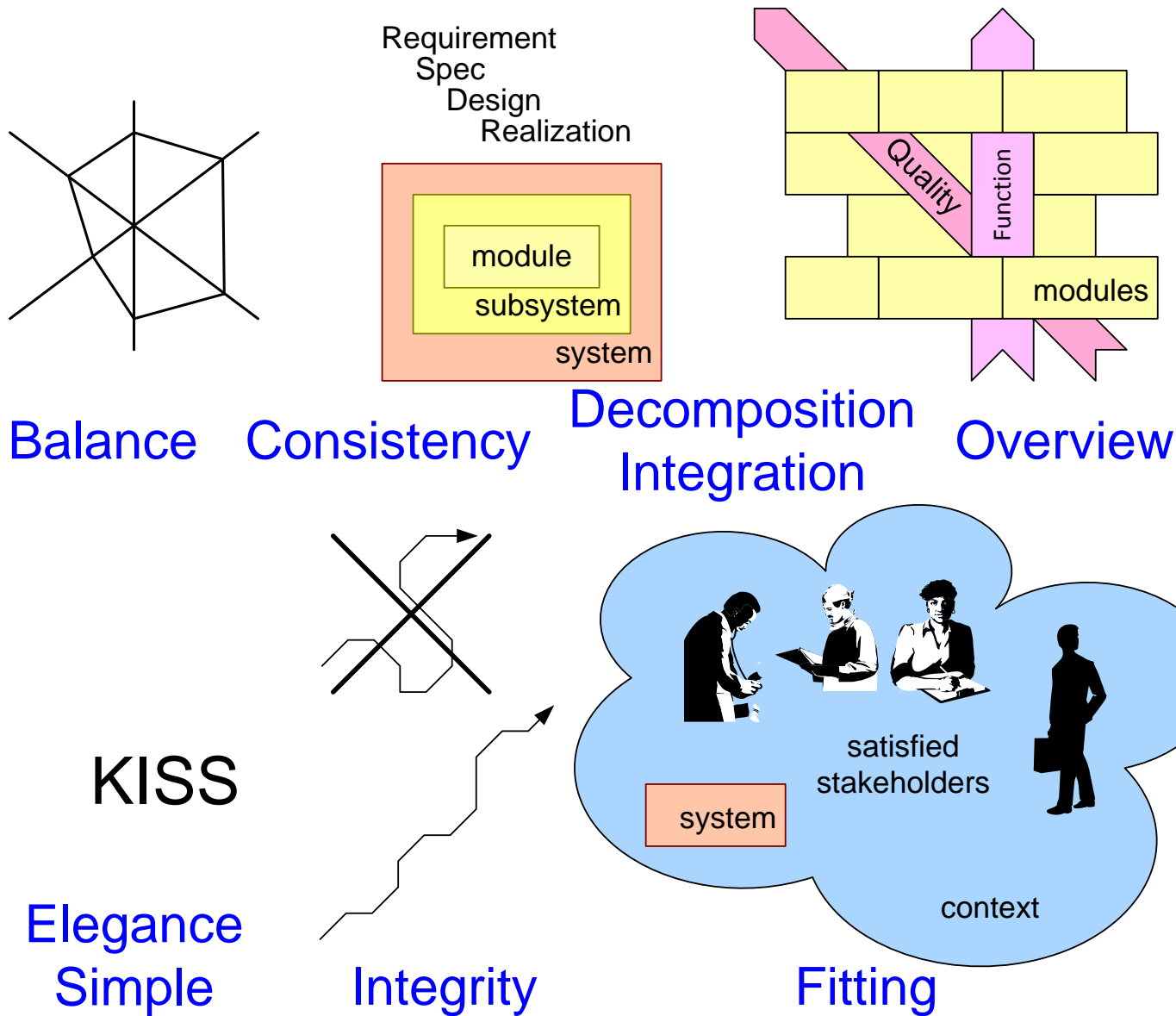


# Deliverables of the System Architect

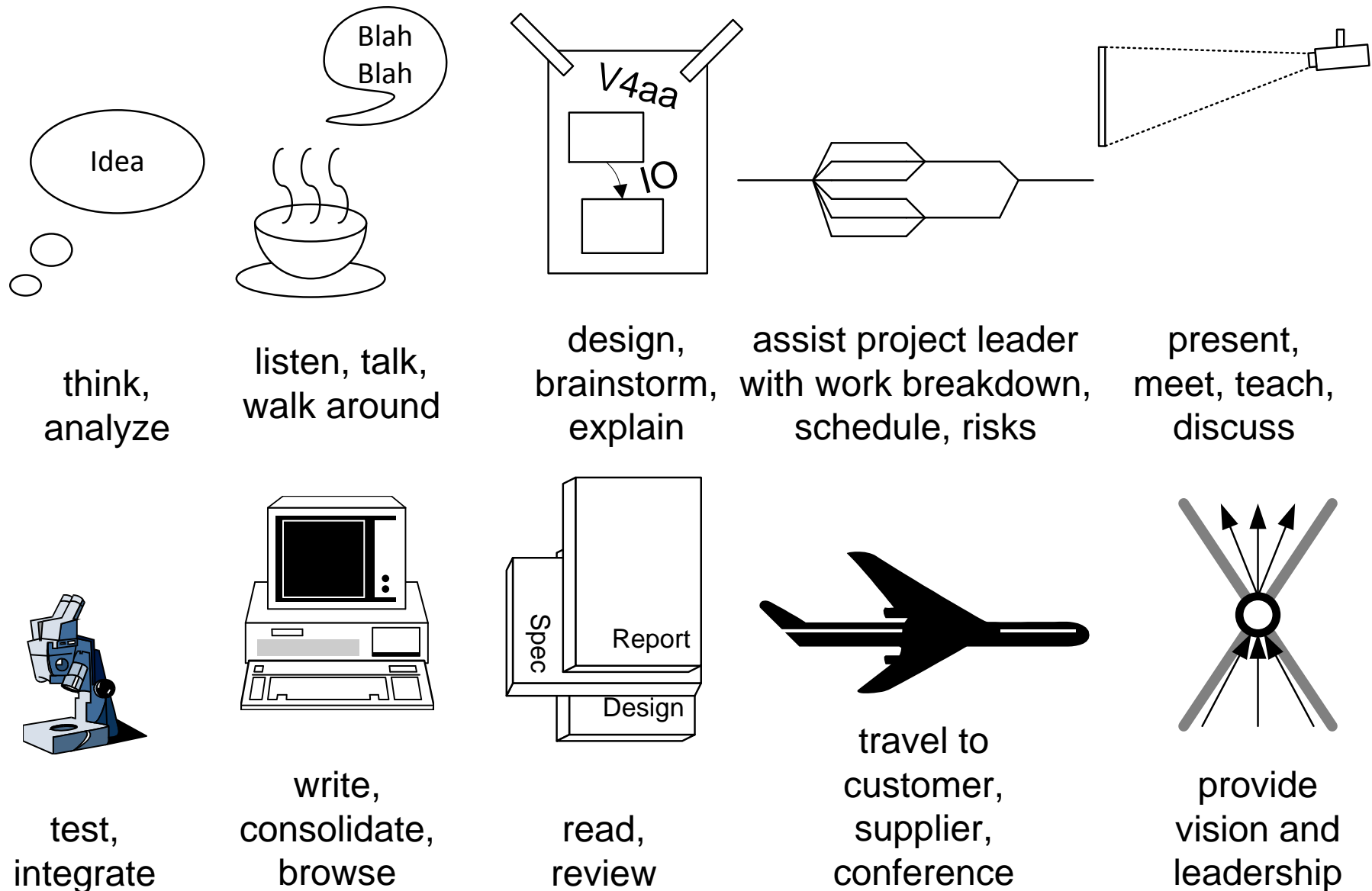
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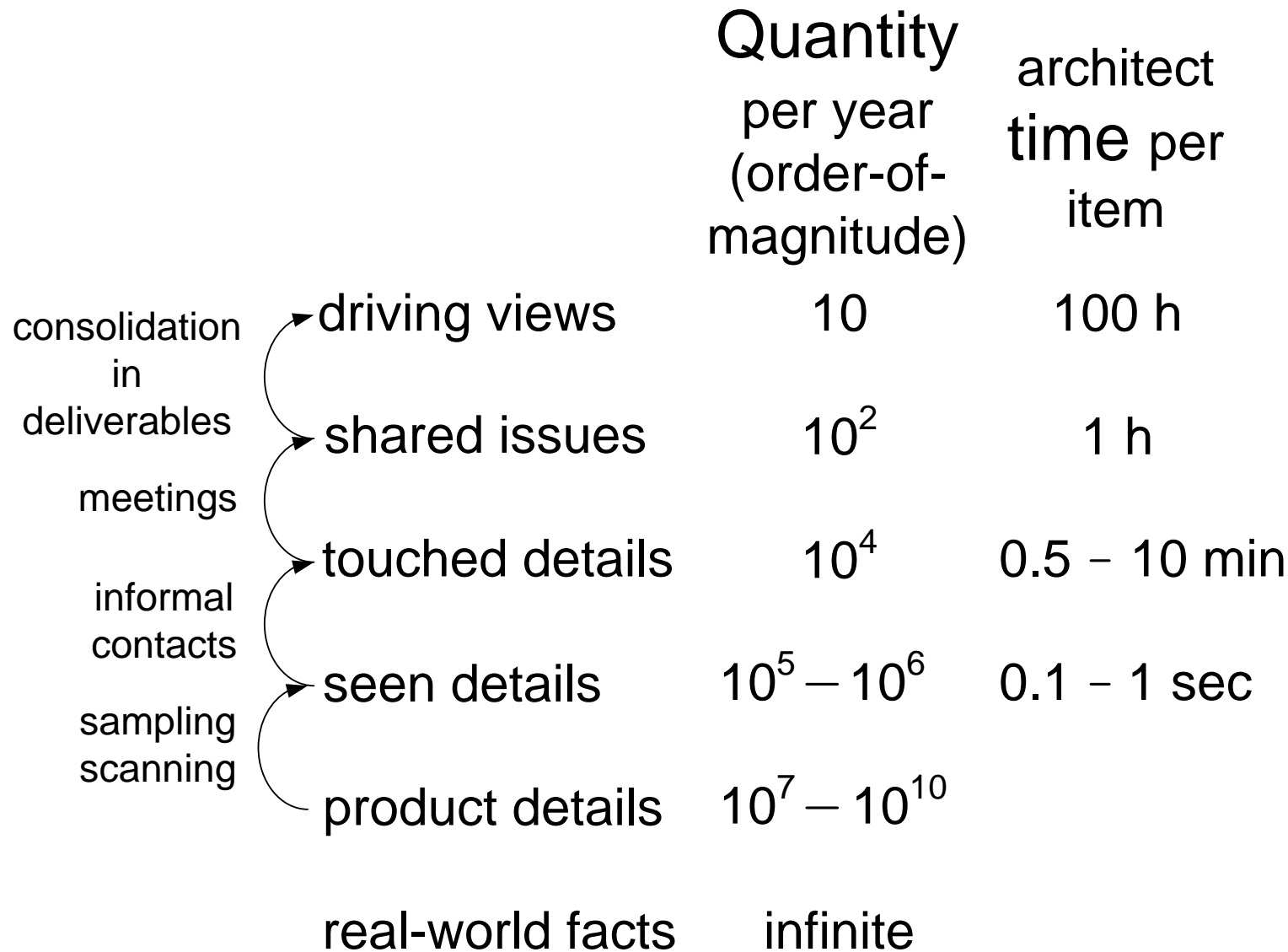
# Responsibilities of the System Architect



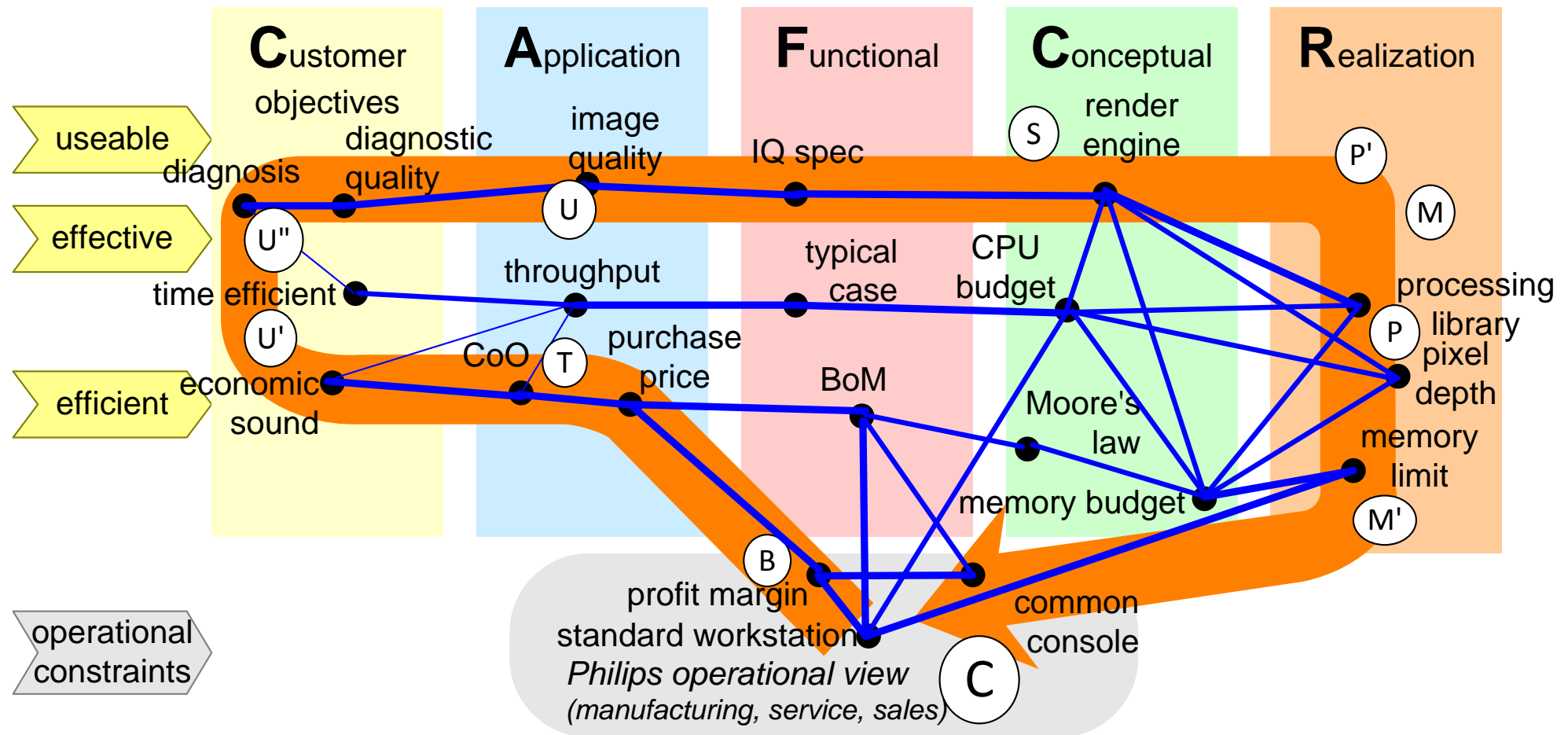
# What does the System Architect **do**?



# From Detail to Overview



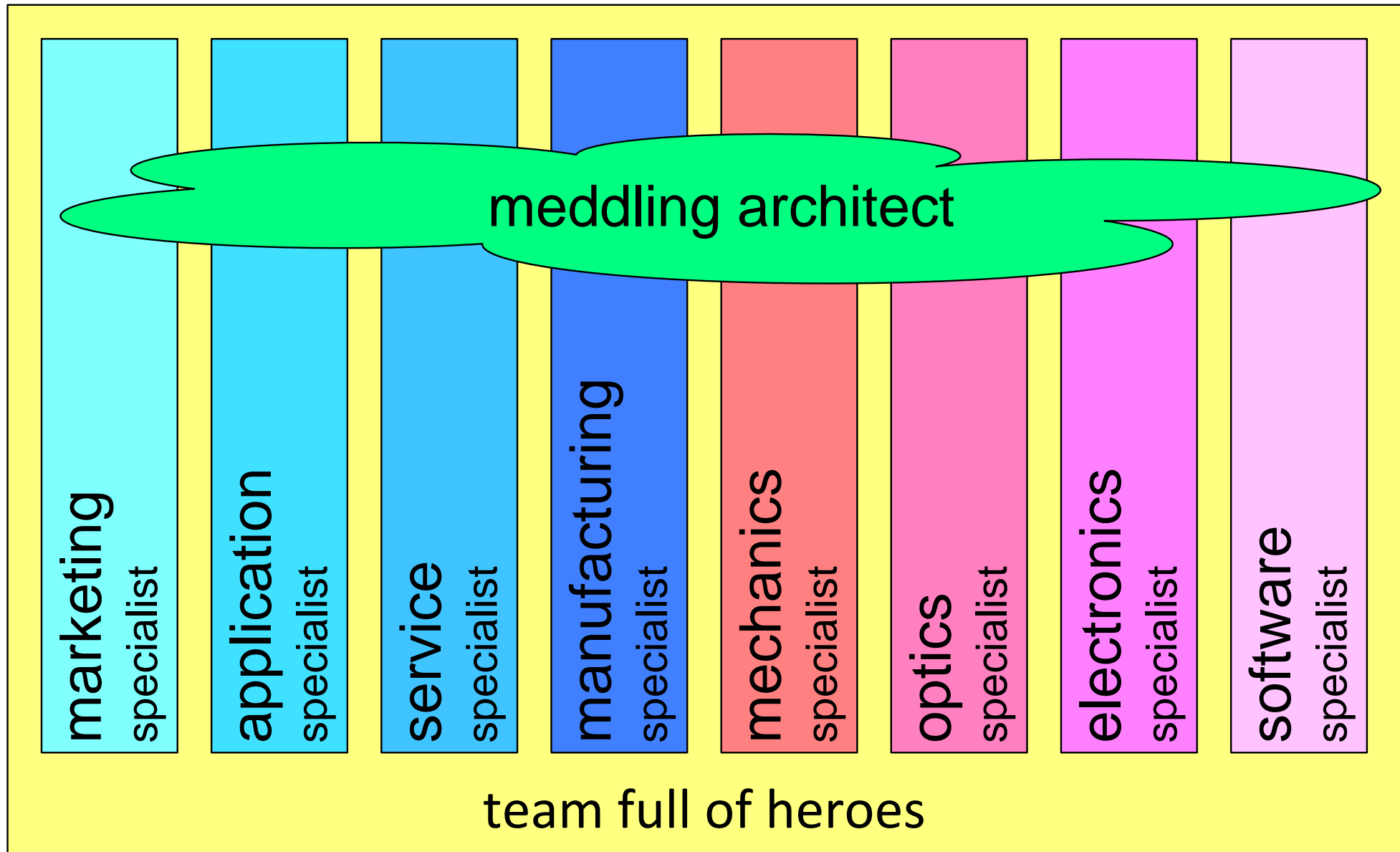
# Key Success Factor 2: highly iterative



cost revisited in context of clinical needs and realization constraints; note: original threads are significantly simplified



# Key Success Factor 3: Architect as Integrator



# Innovation Challenges in Embedded Systems

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