

# Unlocking OEM Potential by Mastering Legacy Support

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Embedded Tech Trends, San Antonio, January 14, 2025

## 2018 Austin: Changing times need Changing Strategies

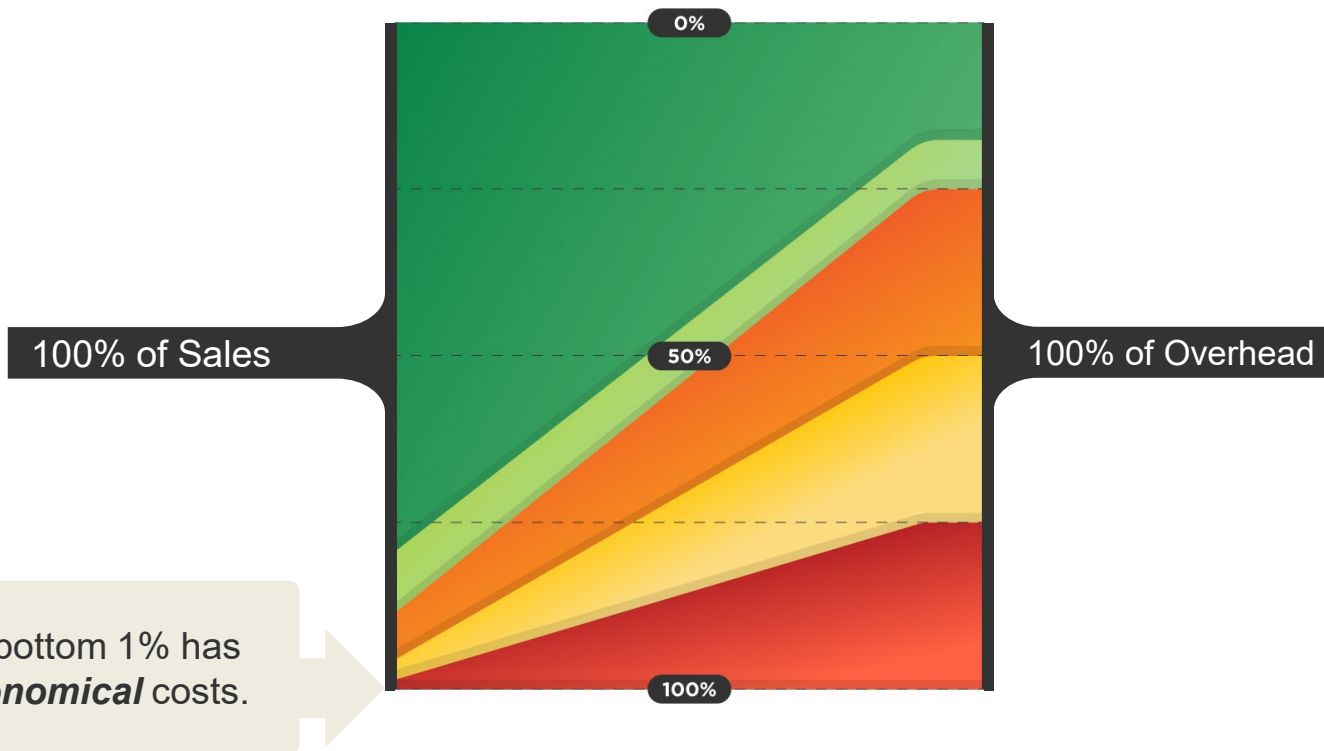


# 2019 San Diego: Reimagining Product Lifecycles





# 2020 Atlanta: Product Pruning to Increase Revenue AND Profitability

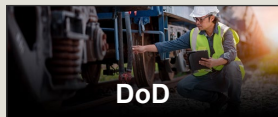


# 2024 Fort Lauderdale

How Legacy Equipment Manufacturers support national security, economic strength, and career satisfaction.

## Tier 1

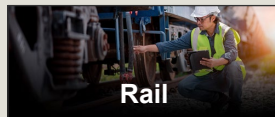
End-users



DoD



Aviation



Rail



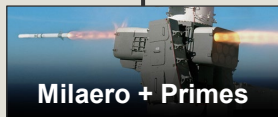
Factories



Hospitals

## Tier 2

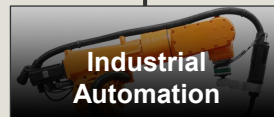
Equipment  
Manufacturers



Milaero + Primes



Trains + Equipment



Industrial  
Automation



Medical Devices

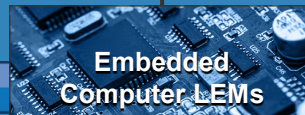
## Tier 3

Embedded  
Manufacturers



Embedded  
Computer OEMs

OEM  
Authorized



Embedded  
Computer LEMs

## Tier 4

Component  
Manufacturers



Electronics  
Components  
OEMs

OEM  
Authorized



Electronics  
Component LEMs

**LEM**  
LEGACY  
EQUIPMENT  
MANUFACTURER

# A Greater Understanding





# Business Challenges for OEMs



# Negative Case Studies



Destroy  
Long-term demand

Damage Brand

Neglect NPI

Exit the market

Overstock  
Components

Low  
Production Yields



# Positive Case Studies

## Video CCA for FLIR



✓ OEM Contacted

MAR 2013 = t0

✓ Agreement w/ OEM

t0 + 3 months

✓ Commence restart

+13 months

✓ FAU acceptance

+36 months

✓ Production Order

+45 months

## Signal Pro CCA for NSSMS



FEB 2020 = t0

t0 +2 months

+7 months

+19 months

+30 months

## Competitive Advantages of Working with LEMs



“I don’t hire  
smart people to  
tell them what  
to do...”



# Long-Term Benefits of Mastering Legacy Support



# Conclusion





# Questions



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