

Unlocking OEM Potential by Mastering Legacy Support

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2018 Austin: Changing times need Changing Strategies



Who wants change?

A cartoon illustration of a speaker in a purple suit standing at a blue podium with a microphone. He is pointing upwards with his right hand. A large speech bubble above him contains the text 'Who wants change?'. In front of him, a diverse group of people is shown from the chest up, with their right hands raised in the air, indicating a high level of interest or agreement.



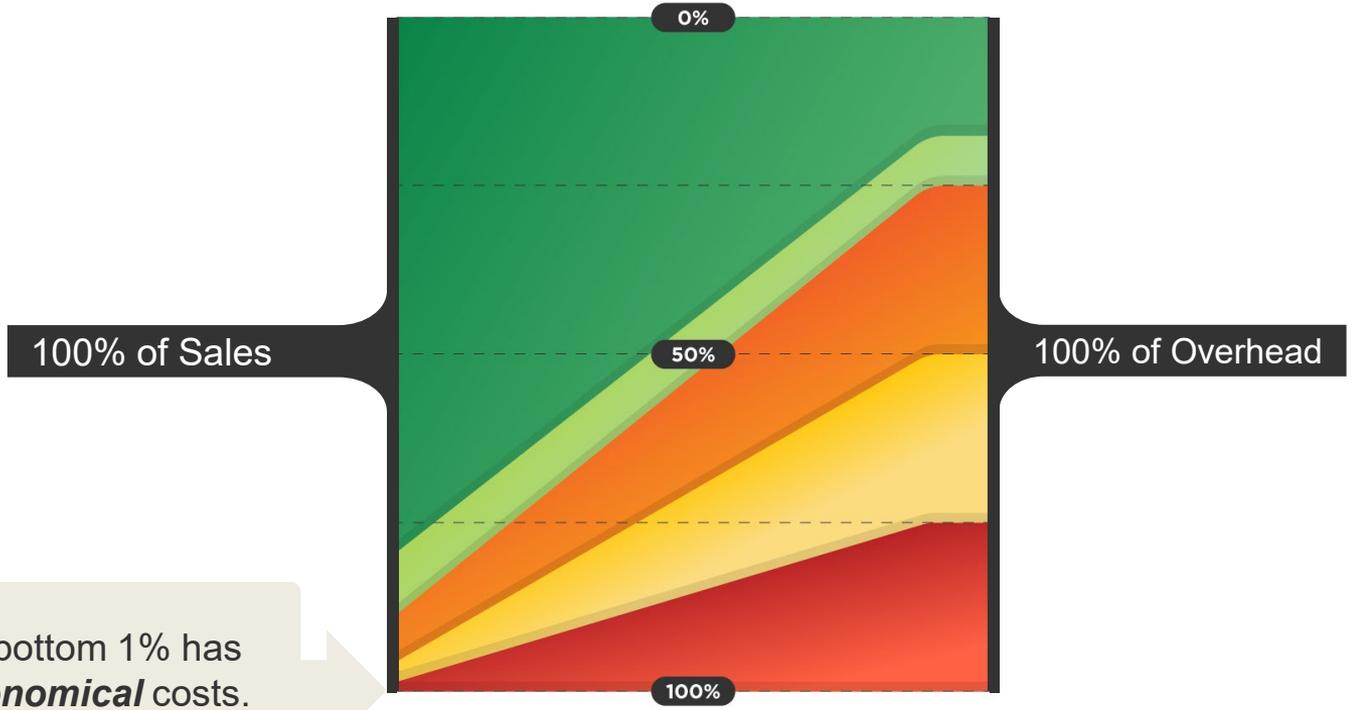
Who wants to change?

A cartoon illustration of the same speaker in a purple suit at the blue podium, pointing upwards. A speech bubble above him contains the text 'Who wants to change?'. In front of him, the same diverse group of people is shown from the chest up, but their hands are not raised, indicating a lack of interest or agreement.

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



Tier 2
Equipment
Manufacturers



Tier 3
Embedded
Manufacturers



OEM
Authorized



Tier 4
Component
Manufacturers



OEM
Authorized



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



✓ OEM Contacted

MAR 2013 = t0

✓ Agreement w/ OEM

t0 + 3 months

✓ Commence restart

+13 months

✓ FAU acceptance

+36 months

✓ Production Order

+45 months

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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