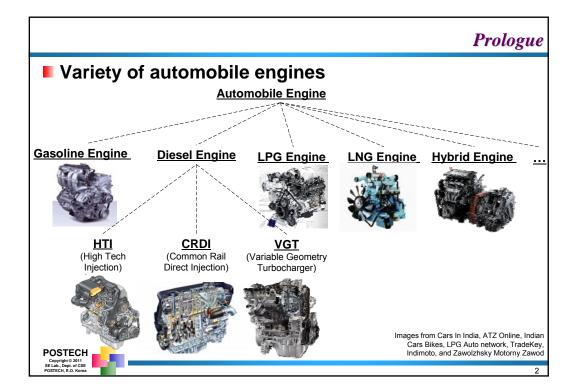
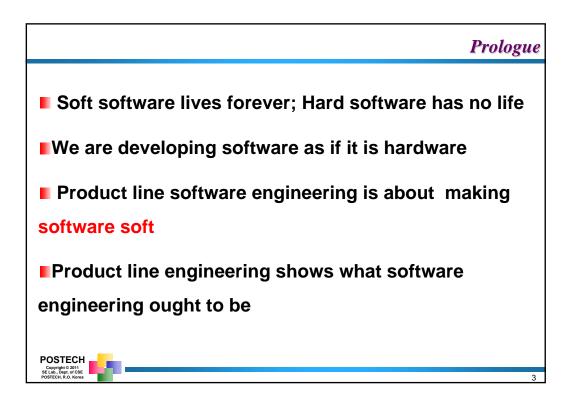


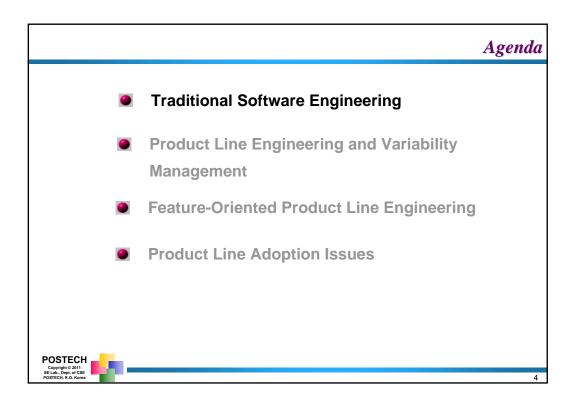
Abo	out me
 At the University of Michigan (ISDOS Project) Requirements engineering (PSL/PSA, Meta System) Meta modeling (Meta System, System Encyclopedia Manager) At Bellcore and Bell Labs Experienced software reuse issues in industry At SEI Developed FODA, a commonality/variability analysis method AT POSTECH Extended FODA and created a successor (FORM) Developing a CASE environment (ASADAL) 	
	1

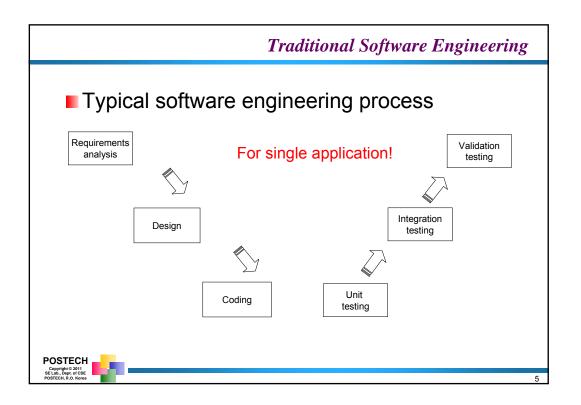




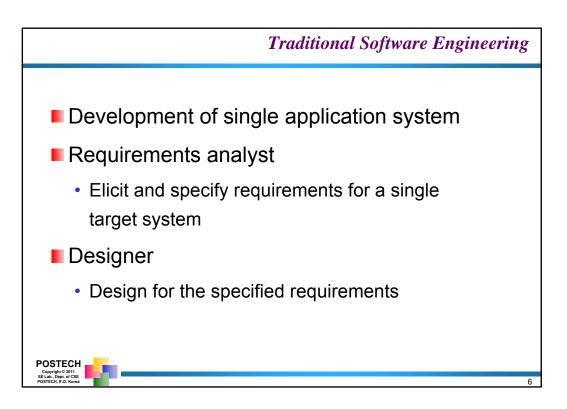


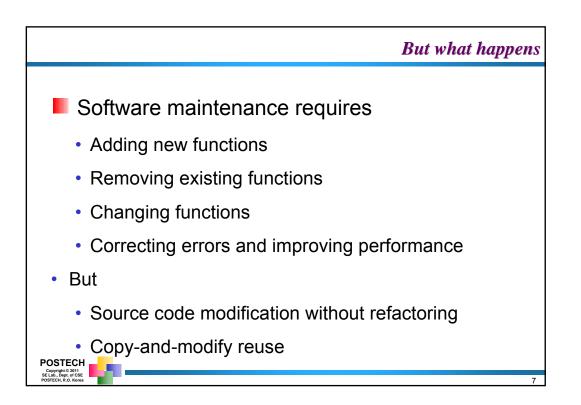




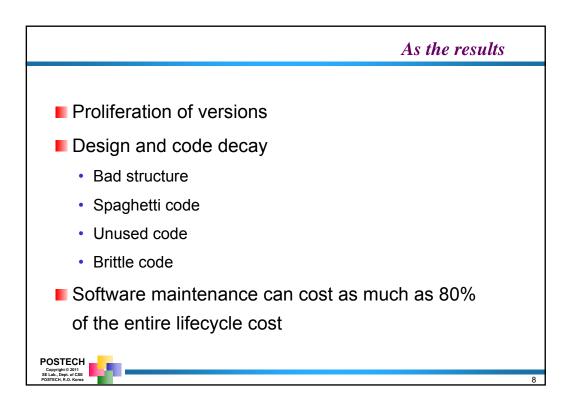


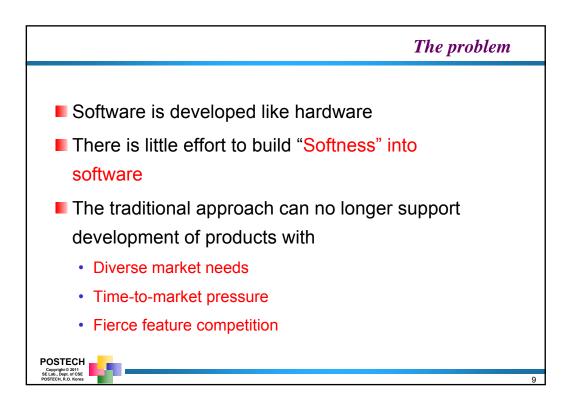




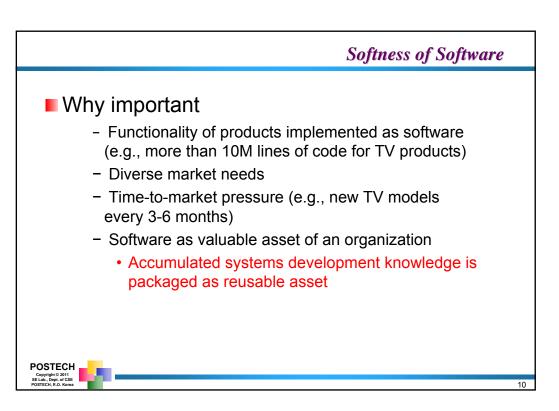


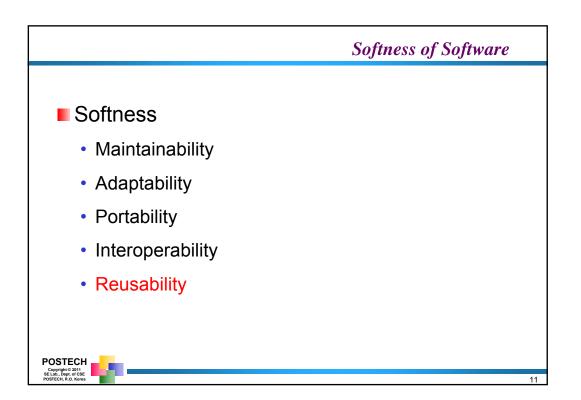




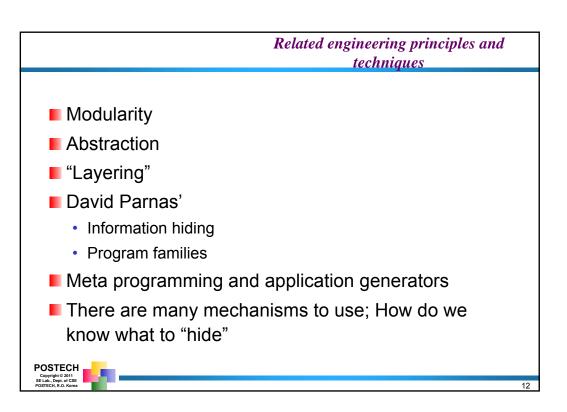


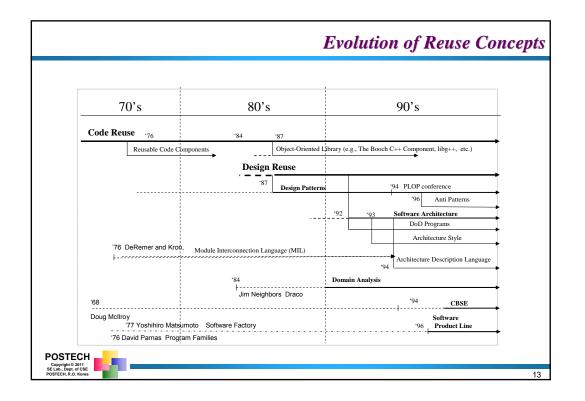




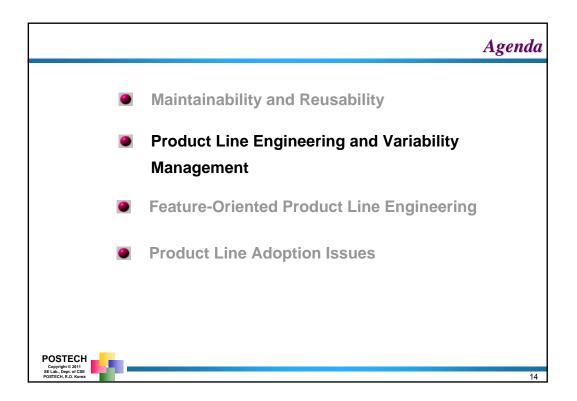


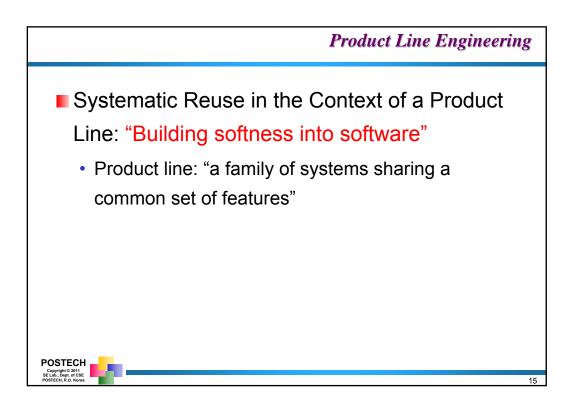




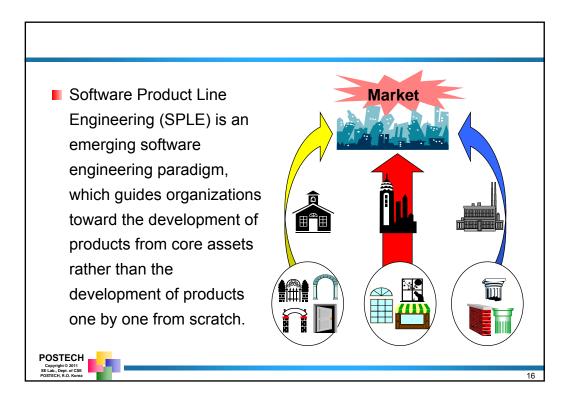


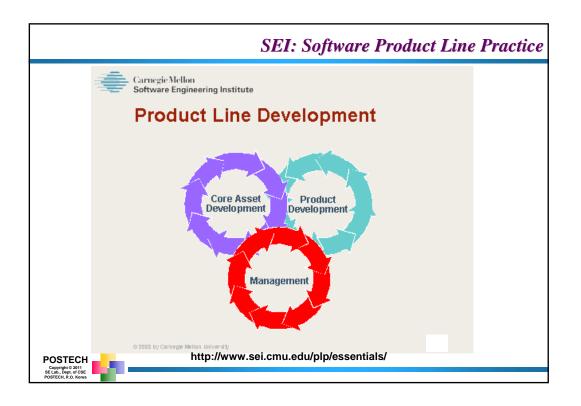




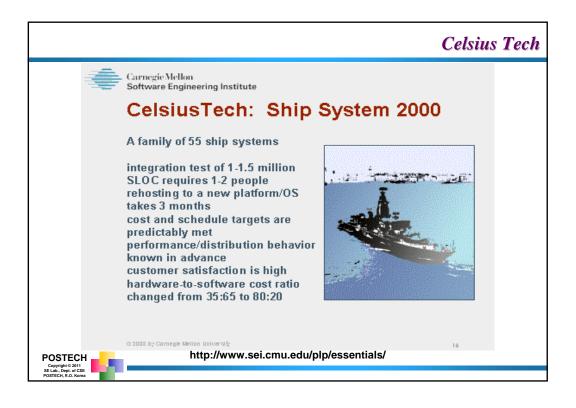


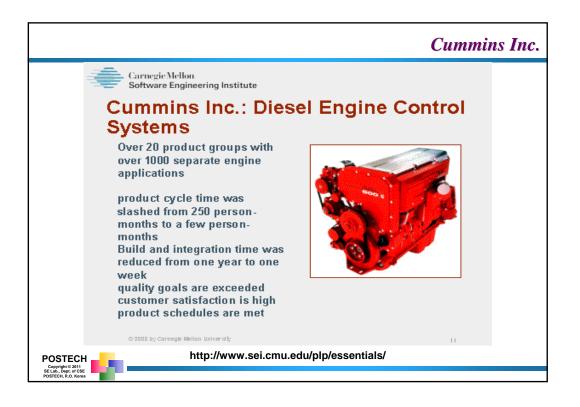




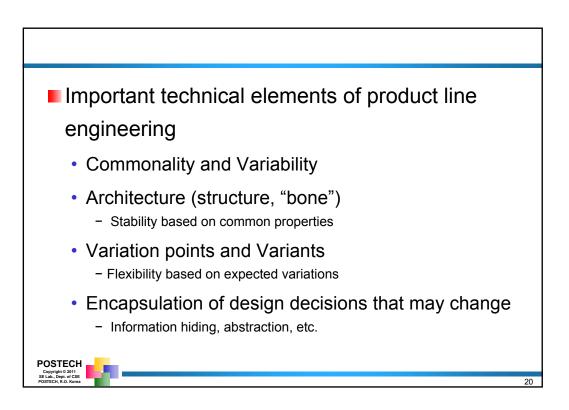


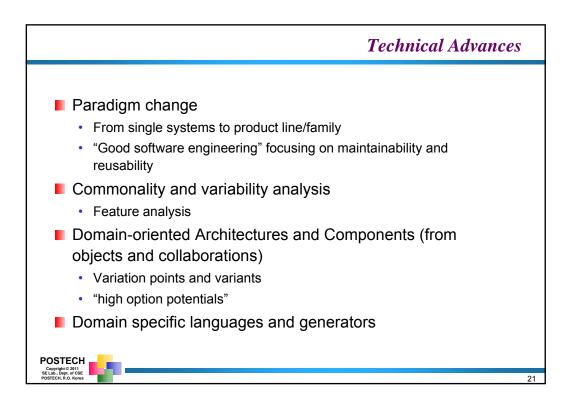




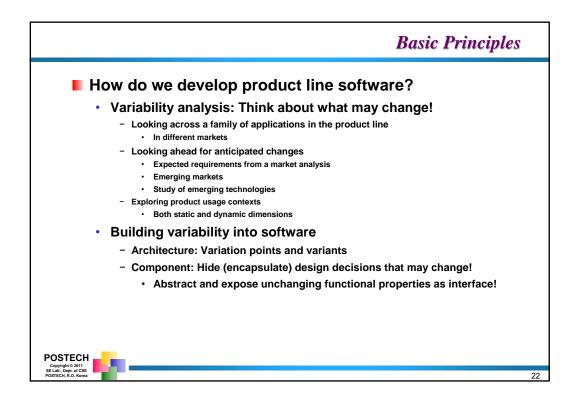


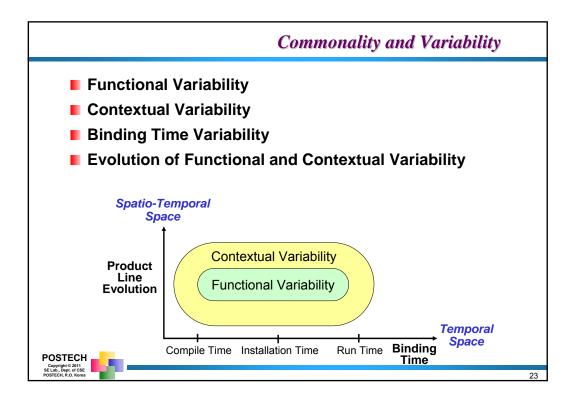




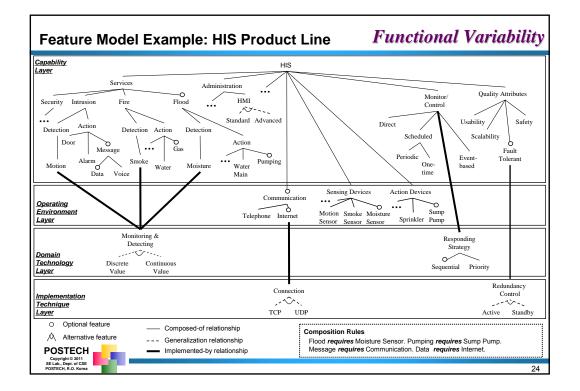


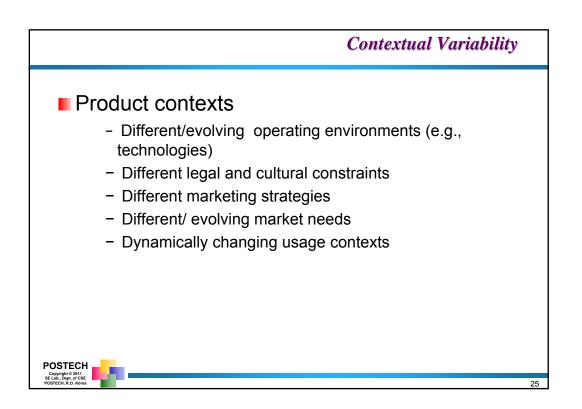




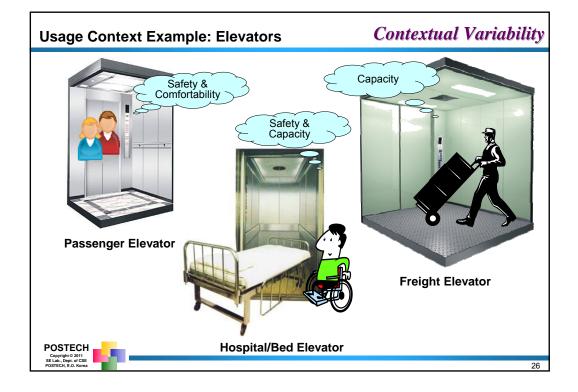


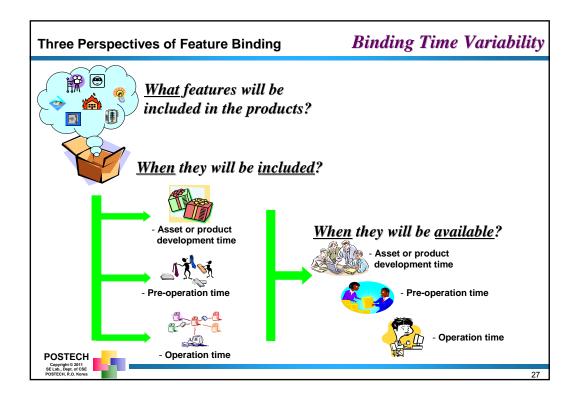




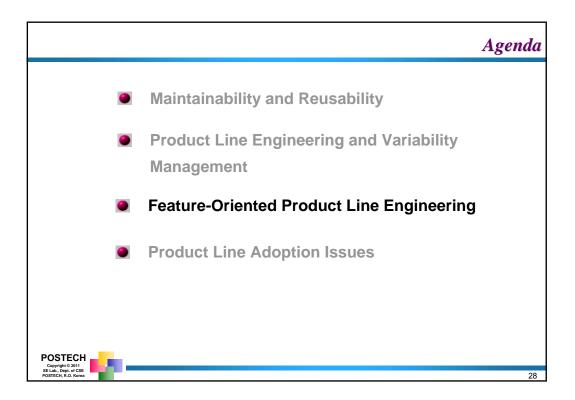


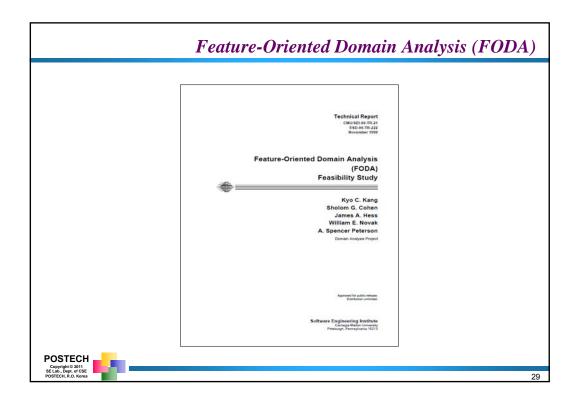




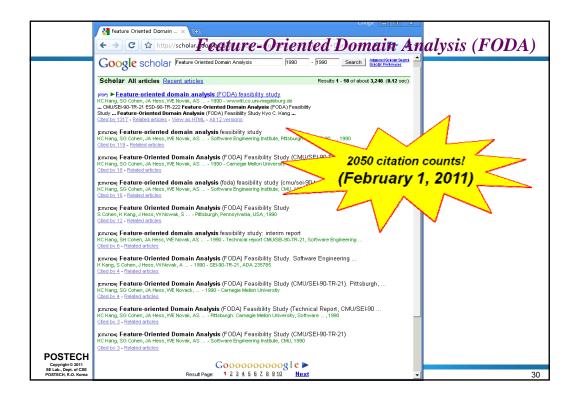


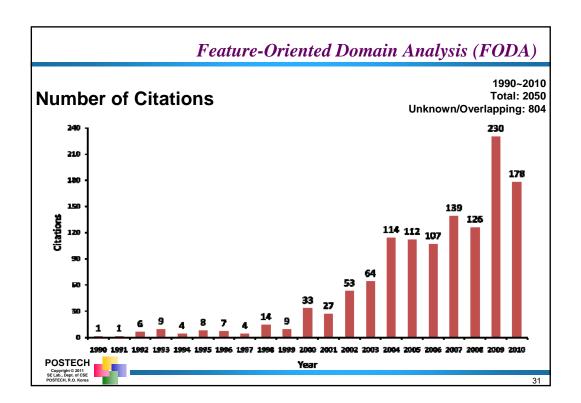




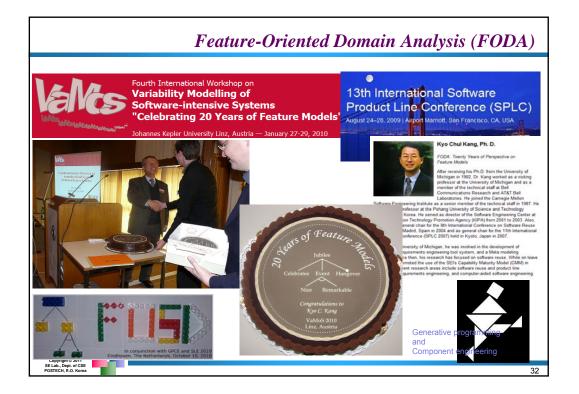


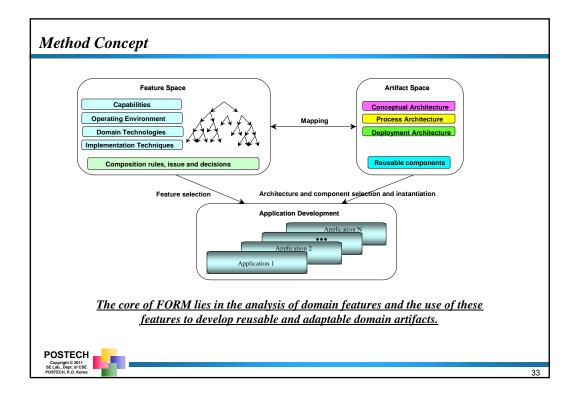




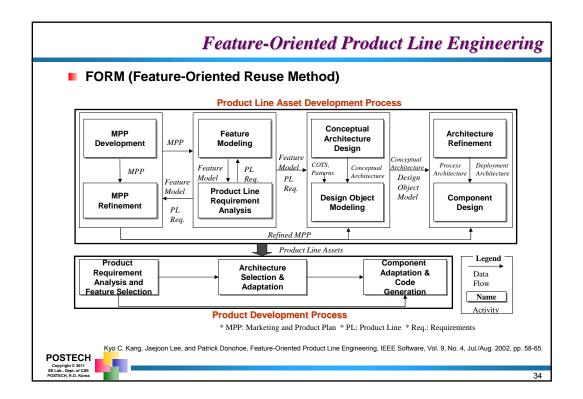


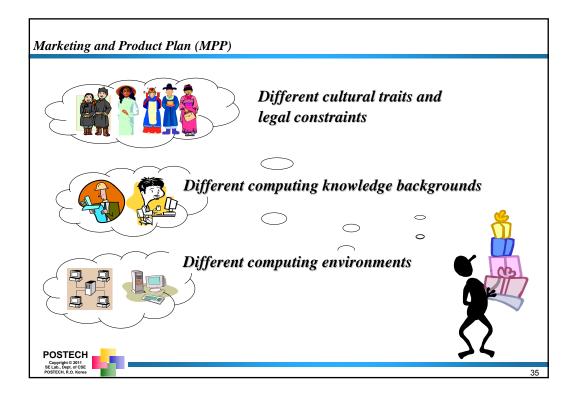














Marketing Plan

A <u>marketing plan</u> includes a market analysis with an assessment of the market, and a marketing strategy with a plan for realizing the business opportunities with products that meets the needs.

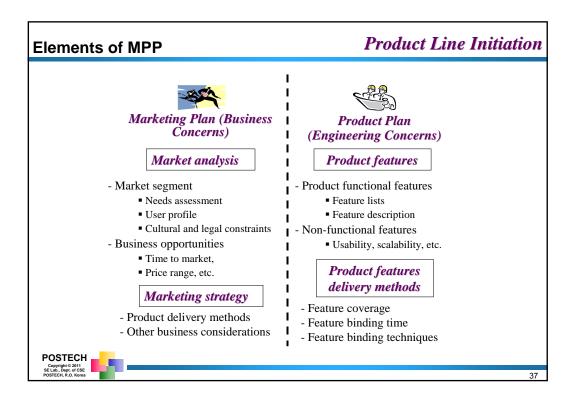
The market analysis includes:

- need assessment
- customer profiles
 - end-user skill levels
 - cultural and legal constraints
- business opportunities
 - price range
 - time to market

The marketing strategy may initially include:

- an outline of product delivery methods : how the products will be delivered to customers

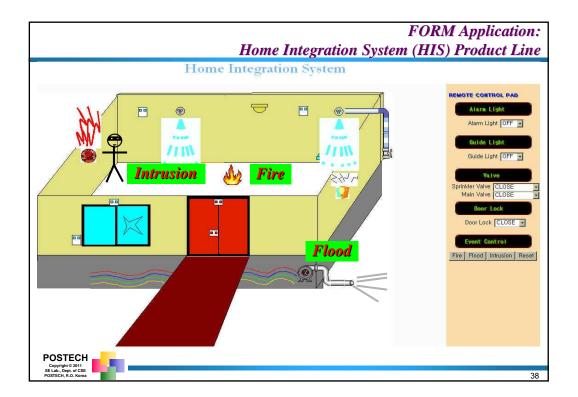
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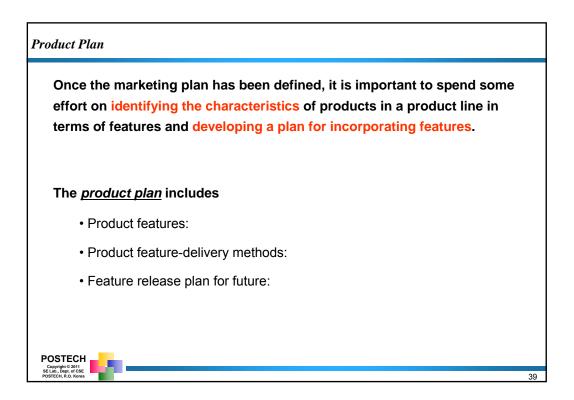


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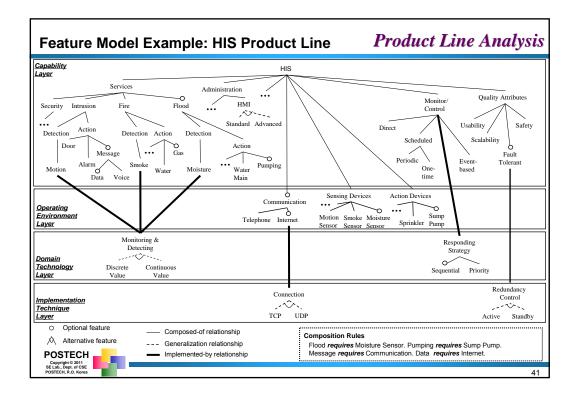




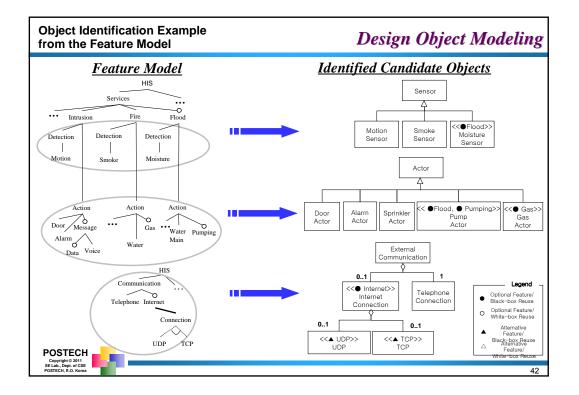
MPP for HIS PL

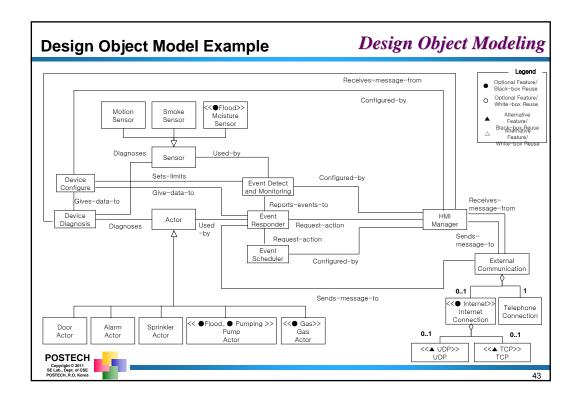
Product Line Initiation

	Marketing and Product Plan for HIS PL				
	Market Segments	Office building: High-End (HE) product	Household: Low-End (LE) product		
	User/Maintainer Profile	Dedicated engineers with computer science backgrounds.	No computer knowledge is assumed.		
	Legal Constraints	Emergency control services must conform to codes of each country.	Emergency control services must conform to codes of each country.		
	Feature Delivery Method	Feature selection from a predefined set of features (Feature Selection Method)	Prepackaged Method		
	Product Features	Fire, Intrusion, Flood, Security, and other customer specific features	Fire, Intrusion, Flood		
	Quality Attributes	Safety, Reliability, Scalability	Safety, Reliability, Scalability, Usability		
	Product Feature Binding Time	Product Delivery Time	Product Build Time		
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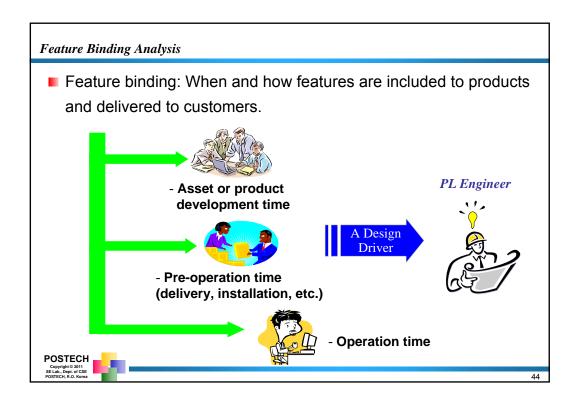


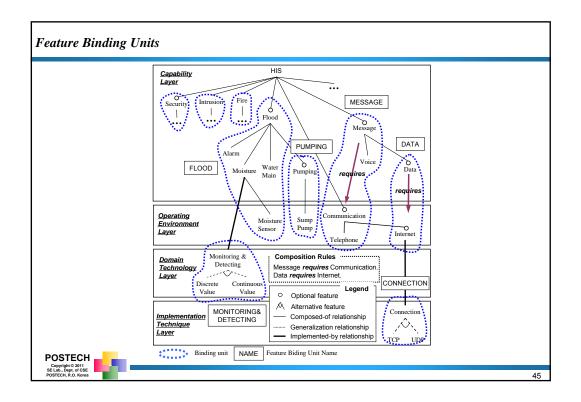




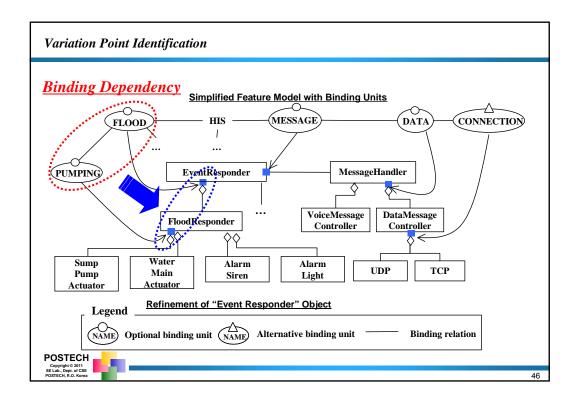


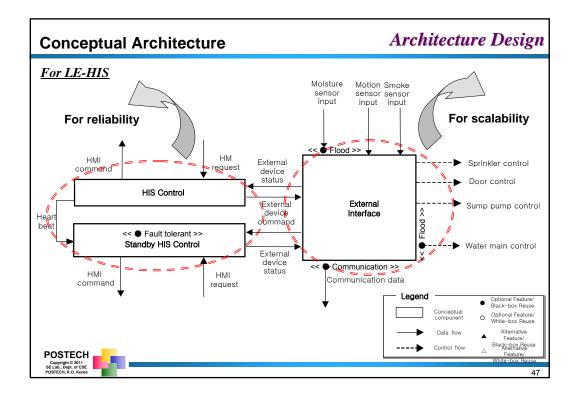




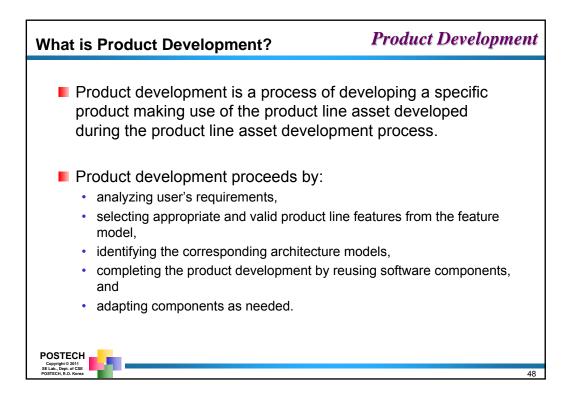


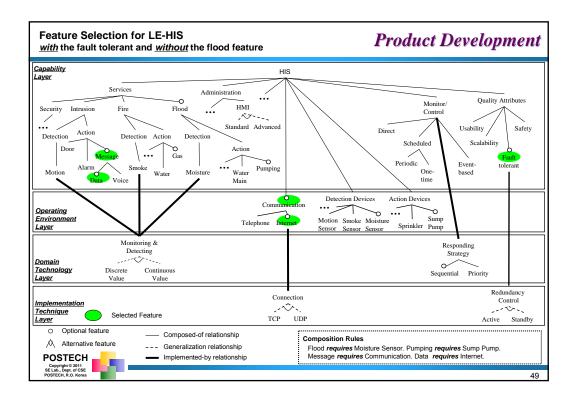




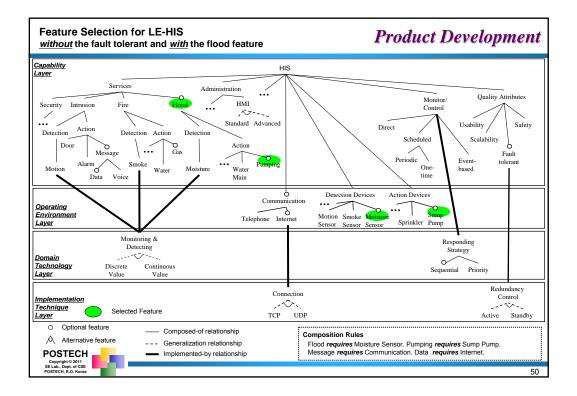


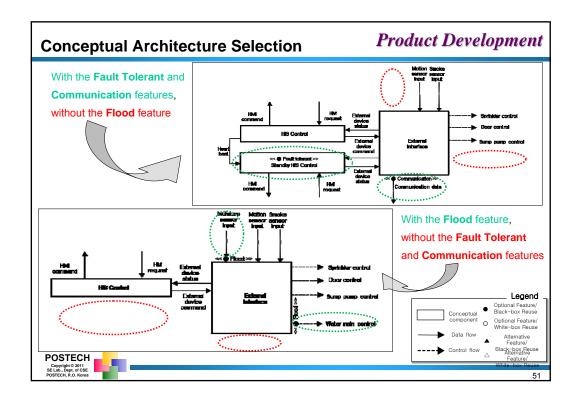




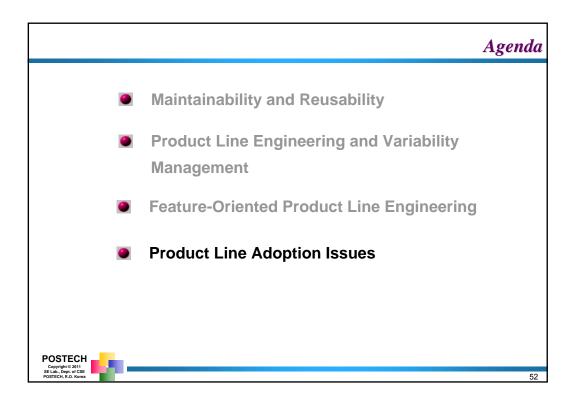






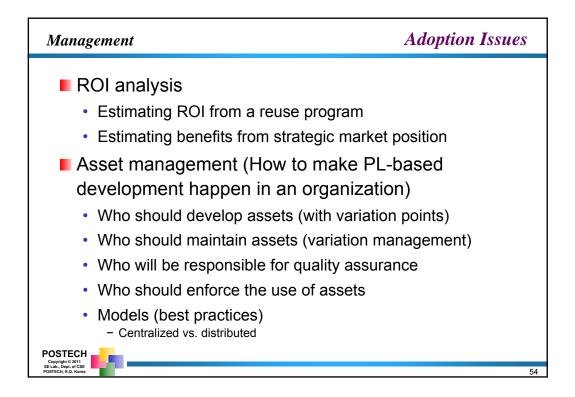






Process	Adoption Issues
etc. - Relationship between reuse, qua	ess model for reuse adoption
 Process models Proactive vs. reactive vs. ex - Best practices PL process vs. agile method 	
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Variability Management	Adoption Issues
Discovery and Modeling	
Functions	
 Non-functional attributes 	
 Usage and operating contexts 	
Configuration	
Decision model	
Rationales	
 Goals and Issues 	
Management	
Centralized	
Distributed	
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