

Aims and Objectives

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BAWA, Bristol

Purpose

- The purpose of this workshop is to provide a **training session** in cost estimating conducted by professional estimating teams from academia, industry, tool vendors and consulting with the added benefit of **top-level critique** by senior government and industry executives.
- This program will be **instructive, entertaining, and suitable for a wide interest audience** (estimators as well as managers).

Workshop ethos

The workshop ethos will be;

- Presentations will be conducted in a **non-hostile atmosphere**.
- All observations will be **focused on the methodology and approach**, rather than the absolute cost accuracy.
- This is a **learning exercise** for the Teams and the audience.
- Team should seek ways to **demonstrate its innovation, experience, and presentation** skills.
- It is SCAF's preference that **younger members** of staff are used for the exercise, rather than 'veterans' of cost estimating, to provide a valuable opportunity for 'the next generation' to gain experience.

Background

- All new **upmarket luxury cars**, regardless of the brand, have technical features to attract their potential customers. Such technical features (remote temperature control, automatic route memory etc.) are unique for one brand and not available on others.
- A company specialising in software development is planning to **develop a third-party application** that will interface with the main technical features (potentially the top five), enabling them to be easily accessed/controlled using a single device.
- The app will need to work on all major brands of automotive platform. The autonomous driving market will be a key focus for this company in next five to ten years; provision should be made in the development phase to enable the company to tap into this market.

The Challenge (Problem)

- The challenge is to gather cost and size data, and then generate the cost for development of a third-party application to be used on OS, Android and Windows platforms for major automotive platforms in UK.

The Challenge (Problem)

- Each team will present its solution including;
 - The sources of data,
 - approaches to data gathering,
 - Any ground rules or assumptions made,
 - normalisation techniques,
 - analysis of the size and capability of the Apps,
 - consider the cost drivers for an automobile App,
 - establish if a cost estimating relationship can be determined for automobile Apps.

The Challenge (Problem)

- The objective is not so much to prepare accurate and realistic estimates, but to describe the approach to this task and how the task has been conducted. It is reminded that the Team members should not disclose proprietary information.
- They may use and display public domain models or even invent some models for the purpose of the exercise. If so, the Team will indicate it in order to avoid the audience from being misled.
- There is no pass or fail and certainly no “right answer.” We strive to keep the estimating spirit alive and to present a good cross-section demonstration of how world-class estimators approach the issue of analyzing data and producing risk adjusted models.

General Estimating Assumptions

1. The application developed should be able to be used in **all upmarket luxury brands** in UK.
2. The application should be able to **connect to the car** using third party access.
3. User should be **able to download these applications** to their mobile devices regardless of OS, Android and windows.
4. Top **five applications proposed** are listed below, however, it is recommended to do some market research on the most appropriate applications:
 - a) Remote temperature control;
 - b) Tracking applications;
 - c) Pairing with the Calendar appointments with the central command of the car and automatically planning the route;
 - d) Remote locking and unlocking of the car using mobiles devices;
 - e) Live weather and traffic feed directly fed to the infotainment systems using the mobile applications.

General Estimating Assumptions

5. Any estimates should be based at 2017 economics,
6. 5 years life,
7. The teams will need to supply their own insight into automobile apps,
8. Technology forecasting, augmenting assumptions, and innovative estimating are encouraged
9. Reference data that could be used to help size and cost the app is included at Annex A, but data could also be taken from other sources if required.

Format and Schedule

- The results of this case study will be in MS Office (PowerPoint and Excel) format, presented in **25 minutes** by one or more team presenters with **5 minutes for questions and answers** from the Senior Review Panel and audience

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