

NIWeek WORLDWIDE GRAPHICAL SYSTEM DESIGN CONFERENCE

The NIWeek business track sessions are specifically designed to focus on the business issues around test system development, test engineering, and their integration into product development. Learn and discuss industry best practices to better manage your automated testing and how to make a larger impact in your organization.

The Evolution and Change of Alcatel-Lucent Wireless Test Engineering

Learn how Alcatel-Lucent successfully navigated a significant business slowdown and increased pressure from global competitors by implementing standard hardware and software platforms for all new testers. Despite a 75 percent reduction in force and an increasingly global manufacturing process, Alcatel-Lucent achieved a 5X reduction in annual capital expenses and reduced the time required to bring a new tester on-line by 60 percent.

[Presented by David Huddleston, Test Manager Software, Alcatel-Lucent and James Mosher, Test Manager Hardware, Alcatel-Lucent](#)

[Wednesday, August 4](#) 10:30 a.m. [Room 3](#)

Understanding the True Cost of Test

The cost of test is more than the capital-equipment cost of the test system. Look at how development, deployment, and operational costs are combined to create the true cost of test. Also discuss how best to

manage and reduce these costs.

[Presented by Matthew Friedman, Senior Product Manager, National Instruments](#)

[Wednesday, August 4](#) 1:00 p.m. [Room 3](#)

The Business of Obsolescence Planning

Individual measurement products and technologies may have shorter life cycles than the application they are in. Life cycle mismatches can be managed through a variety of sustainment strategies. Gain insight into the business side of these strategies and how to select the approach that will minimize the life cycle costs to your business.

[Presented by Mike Santori, Fellow, National Instruments](#)

[Wednesday, August 4](#) 2:15 p.m. [Room 3](#)

Building Strategic Supplier Relationships

Gain an understanding of why National Instruments and our suppliers place

such a strategic importance on the nature of our relationship. Learn about our philosophy in maintaining strong supplier relationships, identify examples of our philosophy in practice, and provide supplier success stories.

[Presented by Scott Christman, Director Global Supply Chain, National Instruments](#)

[Wednesday, August 4](#) 3:30 p.m. [Room 3](#)

Building Consensus for Change in Your Organization

Building consensus for change in an organization can be challenging. Learn how to get started with a plan and handle common hurdles. Discuss the fundamental pieces that must be present during planning, and learn how to gain alignment within your organization to achieve lasting success.

[Presented by Jay Grassel, Regional Sales Manager, National Instruments](#)

[Wednesday, August 4](#) 4:45 p.m. [Room 3](#)