

## Project Management

The planning work done in the early developmental stages of a new technology or product more often than not determines the ultimate success of the effort. It is here that many decisions are made that later cannot be reversed without significant cost implications.

At SEC, we combine our technology management capabilities with our technical expertise to manage all aspects of a project simultaneously. Our ability to understand the intimate relationship between the business and technical aspects of a project, and the conflicting objectives that they often have, enables us to offer a substantial benefit to our clients.

### In managing a project we apply

- proven management practices for planning, executing and tracking technical and budget progress,
- advanced systems dynamics techniques to understand the dynamic nature of the organization and/or market in order to plan and test management policies and strategies before actually putting them into practice.

With these tools we are able to set up relevant business systems models to evaluate the long-term impact of certain decisions on the well being of our clients' company.

An example of the application of systems dynamics to business practice is detailed

in "Evolving the Product Development Process," by Marco Serra. For a copy of the complete Masters thesis, submitted to the System Design and Management course at the Massachusetts Institute of Technology, please email us.

**Please contact us if you are interested in learning more about SEC.**

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