IAR Unveils the TCO Calculator: A Breakthrough for Embedded Engineering

Controlling development time is crucial for cost management and ensuring timely delivery. IAR's TCO calculator reveals how commercial tools, despite their initial cost, can be more economically viable than freeware alternatives, particularly in keeping up with project schedules and minimizing overall product development expenses.

Uppsala, Sweden; November 28, 2023 – IAR, the world leader in software and services for embedded development, has launched an innovative tool to transform how companies and decision-makers evaluate development tool investments. The Total Cost of Ownership (TCO) calculator, freely accessible, is designed to highlight the key role of quality development tools in embedded engineering.

The TCO computation encompasses factors such as tool specifics, team size, project complexity, and organizational goals. This comprehensive approach facilitates informed decisions about tool selection and maintenance, which is crucial for managing TCO effectively in embedded software tools.

Free tools often carry hidden costs, which are manifested in increased system administration and integration time, lack of formal support leading to extensive troubleshooting, and additional training needs. Moreover, when these tools fall short in functionality, unexpected expenses can accumulate, further intensified by the lack of clear technical roadmaps and inconsistent community support.

"As a developer, I can attest to the significant impact of high-quality development tools," said Bill Lamie, Founder and CEO at PX5 RTOS and previously CEO/Co-Founder, of Express Logic/Microsoft Azure RTOS. "When it comes to making smart investments in efficient tech, IAR's Embedded Workbench is my clear top choice. While other tools have their place, IAR's excellence in ease of use, functionality, and safety support truly sets it apart, justifying the investment. For serious developers seeking to up their game, IAR is an undeniable leader," Bill Lamie concludes.

IAR's suite of commercial development solutions presents a compelling case for cost-saving through reduced administrative overhead, lower training and support expenses, and enhanced user productivity. By enabling personalized scenarios and simulations to compare IAR solutions with free tools, companies can gain valuable insights into cost efficiency and long-term economic benefits.

"Free tools may seem like a good idea, but they often result in higher long-term costs due to inefficiencies and the need for additional resources to compensate for their limitations, said Anders Holmberg, CTO at IAR. "It's counterintuitive for companies to invest heavily in engineering talent while economizing on tools. Premium commercial solutions, though initially costlier, represent a modest investment for the substantial productivity and innovation benefits they offer. The true cost is in the lost opportunities and inefficiencies from using inferior, free alternatives."

Discover how investing in the right tools can transform your project's efficiency and cost-effectiveness. Enhance your decision-making with valuable insights by accessing your free White Paper and the Total Cost of Ownership calculator at www.iar.com/tco.

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About IAR
At IAR, we provide world-leading software and services for embedded development, empowering companies globally to bring secure products that shape the future. Since its founding in 1983, our solutions have been instrumental in ensuring quality, security, reliability, and efficiency in the development of over one million embedded applications for a wide range of industries, including Automotive, Industrial Automation, IoT, MedTech, Military, and Public Safety sectors. With support for 15,000 devices from over 70 semiconductor partners, we are dedicated to fostering innovation and enabling our customers' success.

The company is headquartered in Uppsala, Sweden, with a global presence of sales and support offices strategically located across the world. IAR is an I.A.R. Systems Group AB subsidiary, listed on NASDAQ OMX Stockholm, Mid Cap (ticker symbol: IAR B). To learn more, visit us at www.iar.com.

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TCO

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