

## BUSINESS & TECHNICAL REQUIREMENTS

A forum to discuss how to balance market trends, business opportunities, and technical requirements in your market.

# AGENCY INNOVATION

We are rapidly seeing our customers seek opportunities to fund innovative solutions via grant applications.

These opportunities represent an opportunity to fund innovation, keep existing customers engaged with McCain product portfolio and seek strategic partnerships with other technology companies.

Knowing is half the battle.

Stay engaged. Regularly as agency leaders and/or preferred engineering consultants about upcoming grant activity.

Get our Product Management team engaged early.



# MARKET OPPORTUNITY

## REMOTE PREEMPTION & PRIORITY

### Problem statements:

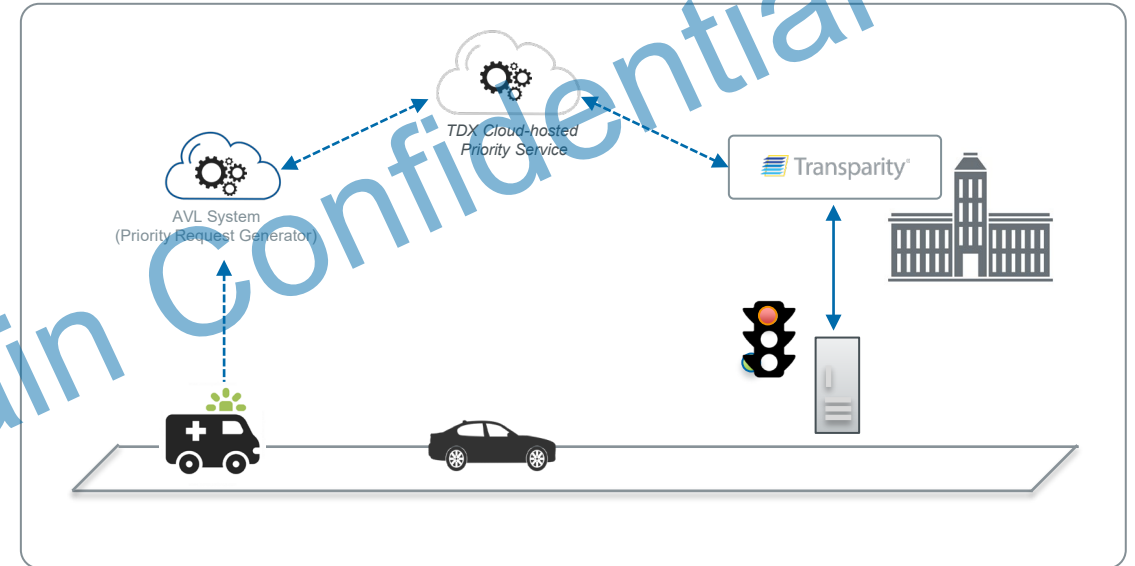
- Emergencies responders aren't meeting response times, due to lack of and/or failing preemption system.
- Line of sight technologies do not provide enough notice to clear queues.
- Established technologies require installation and maintenance of onboard, roadside, and often central software.
- Established technologies are expensive
  - Approx. \$15,000 per intersection (installation)
  - \$9,000,000 for 600 intersections

### Solution:

- Process existing AVL data and generate signal preemption/priority requests
- Execute the priority requests via central system and existing communication infrastructure

### Benefits:

- Significantly less expensive and faster deployment
- Single source of operational commands



### Requirements:

- Interoperable AVL System
- Priority Request Generation
- Processing of Priority Request
- Execution of Priority Strategy Command
- Interoperable Controller Software
- Reporting & Analytics

# PRODUCT DEVELOPMENT PROCESS

## PLANNING

### Idea Generation

- Brain storming and planning
- Identification of potential Intellectual Property

### Idea Screening

- Company Strategy
- **Portfolio Fit**
- Fit in the Market

## ANALYSIS

### Concept Development and Testing

- Product Concept Statement
- Collaborative engagement with customer to test perceived value
- Architecture, R&D, Prototyping

### Market Strategy / Business Analysis

- Detailed analysis of exiting products on the market
- **Go-to-Market Strategy**

### Requirements Analysis

- Detailed project definition
- Document use cases & business requirements
- Product features

### Feasibility Analysis

- Time, Resources, Tasks, Project Cost

## DESIGN

### Product Design & Prototyping

- Requirements elicitation
- Software Architecture
- Prioritization

## IMPLEMENTATION

### Development & Coding

- Development branch
- Release Candidate

## TESTING & INTEGRATION

### Testing

- Verification and Validation
- Automation and End-user testing

### Go-to-Market Strategy Execution

- Early Access Customers
- Production Release and Versioning
- Marketing

## MAINTENANCE & SUPPORT

- Production Support
- Documentation
- Training

# PRODUCT DEVELOPMENT PROCESS

## MARKET ASSEMENT & PRIORITIZATION

### Data driven decision making

- Identify the market size of the development effort
- Identify our position with prospective customers
- Document the requirements
- Feasibility analysis
- Compare results with similar efforts
- Prioritize
- Roadmap & Release Schedule

### Omni eX Controller Software

- Shall follow the same transparent and detailed process in 2023

Agency Name (State DOT, County DOT, Local Agency)	State	Approx # Int	Controller Software (Product)	Central Software (Product)	McCain Rep	Agency Relationship Status (Strong, Moderate, Weak)	
Agency Name	State	#	Product Name or Version	Product Name	Distributor / Sales Rep.	MODERATE WEAK	STRONG
Elk Grove	CA	175		ATMS.now	Roger Koehler / Jeff Pearson	STRONG	
Oakland	CA	450		ATMS.now	Roger Koehler / Jeff Pearson	MODERATE	
Carson City	NV	80		ATMS.now	Roger Koehler / Jeff Pearson	STRONG	
Carlsbad	CA	175		ATMS.now	Aron McEvoy	WEAK	
Lancaster	CA			ATMS.now	Aron McEvoy	WEAK	
Victorville	CA			ATMS.now	Aron McEvoy	WEAK	
F.A.S.T. / Clark County / Las Vegas	NV	1450	v.64 (75%) / v.76 (25%)	ATMS.now		MODERATE	
New York State	NY	6300	v.64 (85%) / v.76 (15%)	ATMS.now	Steve Atkins	MODERATE / STRONG	
Danbury	CT	80	v.76	ATMS.now	Steve Atkins	MODERATE	
Bridgeport	CT	385	v.76	ATMS.now	Steve Atkins	MODERATE	
South Carolina DOT	SC	4400		ATMS.now	Jason Bonham	MODERATE / STRONG	
Ankeney	IA	30	v.76	ATMS.now	Tony Juettner	WEAK	
Counsel Bluffs	IA	50	v.76	ATMS.now	Tony Juettner	WEAK	
Jacksonville	FL	1400	v.85	ATMS.now	Jason Bonham	MODERATE / STRONG	
Houston	TX	2500	v.80 / leaning D4	ATMS.now	Travis Bryant	MODERATE	
Bexar County	TX	60	v.76	ATMS.now	Travis Bryant	MODERATE	
Galveston	TX	120	v.76	ATMS.now	Travis Bryant	MODERATE	
Virginia Beach	VA	380		ATMS.now	Jason Bonham	MODERATE	
Lynchburg	VA	110		ATMS.now	Jason Bonham	STRONG	
LA DOT	LA						
ADA County	IA	457		ATMS.now	Tony Wheeler	MODERATE	
Billings	MT	115		ATMS.now	Tony Wheeler	WEAK	
Lakewood	WA	65		ATMS.now	Tony Wheeler	WEAK	
Clark County	WA	66		ATMS.now	Tony Wheeler	WEAK	
Melbourne	FL	70	v.85	ATMS.now	Jason Bonham	MODERATE	