

## Customer Success

### *An interview with Jake Haddock, CTO of Alta Data Technologies*

Alta DT is a leading supplier of ARINC-429, MIL-STD-1533 plug-in cards and software for testing both military and civil avionics systems. Alta is the only COTS supplier currently to test 1553 card designs to SAE AS4111 protocol specifications. PCB Quality is paramount at Alta Data and the proof is in their AS9100 certified processes and five year warranty. It is no surprise that high fault coverage testing of PCBs is a priority for them with so much at stake in the Avionics industry. Mr. Haddock was kind enough to give us a short interview on his experience with Intellitech. *[Editors note: There is no relation to long time Intellitech's Kareen (Haddock) Lefoley]*

*What were some of your first impressions of Intellitech?*

Perhaps the biggest selling point for me was I could tell that the sales and engineering staff was genuinely enthusiastic and knowledgeable about how Intellitech could help Alta create a better product from conception through delivery to our customers. I like the fact that Intellitech has good overall long term vision for IEEE 1149.x test, not just reacting to what I need at the moment. Like us in our industry, they have been actively involved in setting the IEEE standards used for PCB test for seventeen years, way before most competitors even existed.

*Support is always a big customer care-about, how did Intellitech measure up?*

Support has been one of the best I've ever encountered from a vendor. From an Engineer's standpoint, being able to talk directly with someone sitting a cubicle away from the developers was a key element to productivity. The person I spoke with for support was with the company for twelve years. I know I don't have to call around to three different people to get a technical answer or wait days for an answer.

*What did Intellitech uniquely offer?*

The tools are very intuitive to use and provide concise information that Alta and our CM need to trouble-shoot design and manufacturing issues in a timely manner. There wasn't a comparable capability like the Schematic Logic Probe in any tool on the market at any price.

The small PCB version was a cost effective solution for our company without limiting the features of the software. Everyone has memory to test so, for instance, removing a memory test feature to make a product cheaper isn't a good approach. Intellitech's approach made sense to me; I pay less for testing a smaller number of connections than a user with forty 1149.1 devices on their PCB.

The open TCL/TK scripting language was also unique for JTAG/1149.1 tools. Our team does not spend time learning vendor-specific macro languages. The TCL scripts allow us to easily develop process flow control and custom tests specific to our industry that will expand the test coverage of our boards.

*How did Intellitech compare with others?*

I did evaluate some other tools, but with the extensive feature set, I was already sold half way through the three hour demo. We truly feel that Intellitech helps us deliver a better product to our customers. I am very excited about further integration into our design and manufacturing process.

*Did you receive a good return on your investment (ROI)?*

Within a few hours of use, the Eclipse software helped pin-point failures on some of our boards that otherwise would have taken days or weeks to figure out. That's a pretty good return in a short period of time.



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