

Press Release



INCOSE UK Launches a New Book:

'Don't Panic! The Absolute Beginner's Guide to Model-Based Systems Engineering'

INCOSE UK have been looking to develop their offering in terms of technical products. Two of our members – Prof. Jon Holt and Simon Perry - have co-authored the first book in the '*Don't Panic!*' series which is titled '*The Absolute Beginner's Guide to Model-Based Systems Engineering*'.

The book is aimed at systems engineers, managers, board members, students and anyone who is seriously interested in using modelling to enhance and improve their existing Systems Engineering activities.

Prof. Jon Holt explains "As practitioners of Model-Based Systems Engineering (MBSE) one of the biggest problems that faces us, the authors, is attempting to get over that initial hurdle of engaging with the Systems Engineering and wider communities without them running for the hills in abstract fear at the mention of MBSE, so this book is our response to this problem".

Simon Perry then goes on to explain "The aim of this book is to provide an honest, straightforward and simple introduction to the world of MBSE that almost anyone can understand."

The INCOSE UK President, Ivan Mactaggart, stated "The INCOSE UK Council were delighted to work with Jon and Simon when they proposed this project. There is a lot of confusion about Systems Engineering and the various approaches, such as MBSE, so being able to offer a book that can demystify one of these approaches is a very good step forward."

You can order your copy of the book from our online store at www.incoseonline.org.uk.

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Information for Editors

The Authors

Jon Holt

Jon Holt is an internationally-recognised expert in the field of Model-Based Systems Engineering (MBSE). He is an international award-winning author and public speaker and has authored 12 books on MBSE and its applications. Since 2014 he has been a Director and consultant for Scarecrow Consultants, who are 'outstanding in the field of MBSE'.

Jon is also a Professor of Systems Engineering at Cranfield University, where he is involved with teaching of and research into MBSE. He is a Fellow of both the IET and the BCS and is a Chartered Engineer and Chartered IT Professional. He is currently the Technical Director of INCOSE UK where he is responsible for all technical activities and, in 2015, was identified as one of the 25 most-influential systems engineers in the last 25 years by INCOSE.

Jon is also actively involved in the promotion of Science Technology Engineering and Mathematics (STEM) where he uses magic, mind-reading and occasional escapology to promote Systems Engineering at Science Festivals, the IET Pythagorean Cabaret, radio shows and other STEM events. He has recently authored the children's STEM book 'Think Engineer' which is published by INCOSE UK.

Jon lives in Swansea, UK, with his family and a number of cats.

Simon Perry

Simon Perry holds Bachelor of Science degrees from both the University of Leeds and the Open University. Since gaining his degree in Mathematics in 1986 he has spent 30 years working in all aspects of software and systems engineering. Since 2014 he has been a Director and consultant for Scarecrow Consultants, who are 'outstanding in the field of MBSE'.

Simon works in industry, government and academia and has applied his work across many disciplines in a wide range of industries including defence, the nuclear industry, timber engineering, finance, train manufacture and automotive. He is a Member of the IET and INCOSE and leads the Patterns work stream of INCOSE UK's MBSE Working Group.

Simon often speaks at systems engineering conferences and is the author of six books on systems engineering and related topics. Such public-speaking events, writing of books and the delivery and facilitation of courses and workshops, have given Simon great experience in communicating technical concepts to non-domain experts and to non-technical audiences.

Simon lives in Wolverhampton, UK, with his wife and two cats.

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INCOSE UK

The UK Chapter of the International Council on Systems Engineering (INCOSE), with over 1,000 individual and 37 corporate members, exists primarily to serve UK-specific needs and is a key chapter within INCOSE. It has strong links with other UK institutions and it plays a prominent role in both the domestic and the international scenes. It holds one conference and one training day each year, has active regional, working and special interest groups and publishes a variety of guides and other products tailored for UK members.

Despite its focus on UK-specific needs, the UK Chapter attracts members from territories around the globe.

The 'flavour' of Systems Engineering most prevalent in the UK has developed into an open and inclusive practice that facilitates the application of systems thinking and Systems Engineering principles in domains outside of the traditional domains of defence and aerospace. In recent years, the membership of INCOSE UK has widened significantly from its roots, expanding to include domains such as transportation - particularly rail - energy, civil engineering, space, medicine, and security.

For more information, please visit www.incoseonline.org.uk.