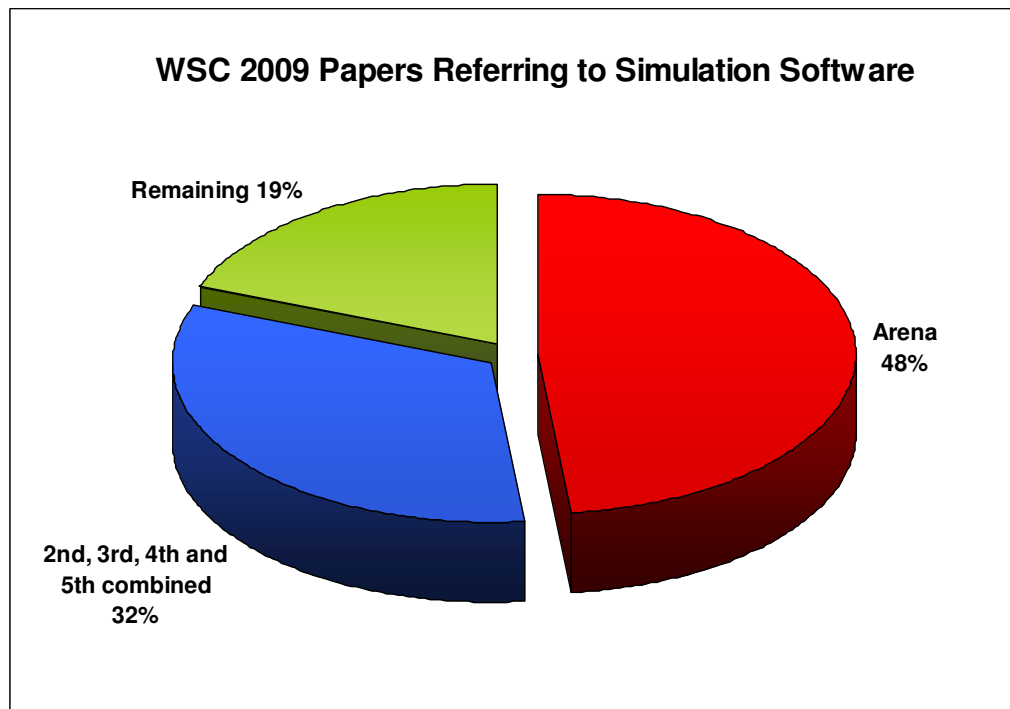


Arena Comparison Statement

How do you compare apples to oranges? Pickup trucks to compact sedans? One simulation software product to another? By what measure do you judge the value of one simulation tool against another? A search of the Internet will show you a range of products all claiming to do the same thing...make your work easier, improve your productivity, save you money. But how can you decide what really sets one product apart from all the rest?

Empirical evidence.

Look at the evidence shown in the pages of the proceedings of the world's leading conference on discrete-event simulation—the Winter Simulation Conference (www.wintersim.org). If you were to search for the number of papers that mention the various simulation packages, here's what you'd find:



Arena was used for projects more than the 2nd, 3rd, 4th and 5th next packages combined!

Those numbers are quite revealing. If the other high-end packages were as good as Arena, wouldn't you expect *roughly* the same number of simulation professionals to submit technical papers referencing each of these packages at the world's leading simulation venue? The numbers aren't even close!

Furthermore, year after year Arena leads the pack and is gaining on the competition. The numbers speak for them self - in 2007, 40% of the papers mentioned Arena as their tool of choice and in 2008, 41% and in 2009, 48%!

It's hard to find reliable, feature-by-feature comparisons of all the simulation packages on the market. Yet when you look at the **empirical evidence**, it's easy to see what the world body of simulation users thinks about the various tools out there. Clearly, Arena is the undisputed tool of choice among serious users of business process simulation. It's not the least expensive package on the market, nor is it the most expensive; it's simply the best.