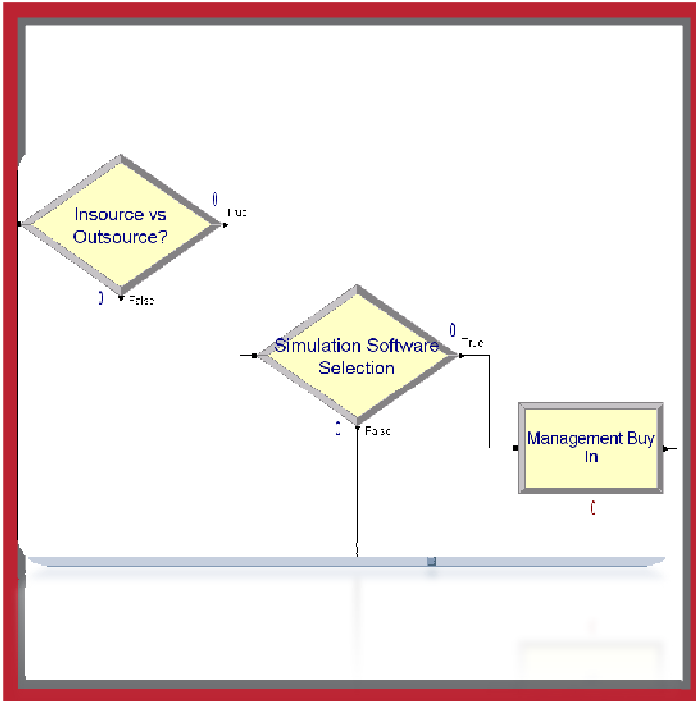


LISTEN.
THINK.
SOLVE.®



Practical Advice for Organizations New to Simulation.

Carley Jurishica
Arena Simulation

Agenda Sample

1. Introductions

2. What makes a good project?

3. Who are the simulation project players?

4. Getting internal buy in

5. What challenges to expect?

Introductions

- Who has executed a simulation project?
- Who used simulation tools in school?
- Who is a first time WSC attendee?

What is Discrete Event Simulation?

- **Discrete Event Simulation,**
 - *Modeling events that occur over **time**, with **variability** and **system interactions** to provide highly accurate predictions of system performance and capabilities under virtually any set of conditions.*

What Simulation does for your company?

- Understand how complex systems work
- Answer critical “What if..?” questions
- Visualize operations
- Insurance policy for major decisions
- Completely risk-free environment





Agenda Sample

1. Introductions

2. What makes a good project?

Key Characteristics of Simulation Projects

- Highly Variable
- System Interactions
- Complexity
- Capacity Constraints
- Need Management Buy-In

If a major investment is pending and your system is highly complex and you can't quite visualize how scenarios will impact the overall system – TIME TO CONSIDER SIMULATION!

Agenda Sample

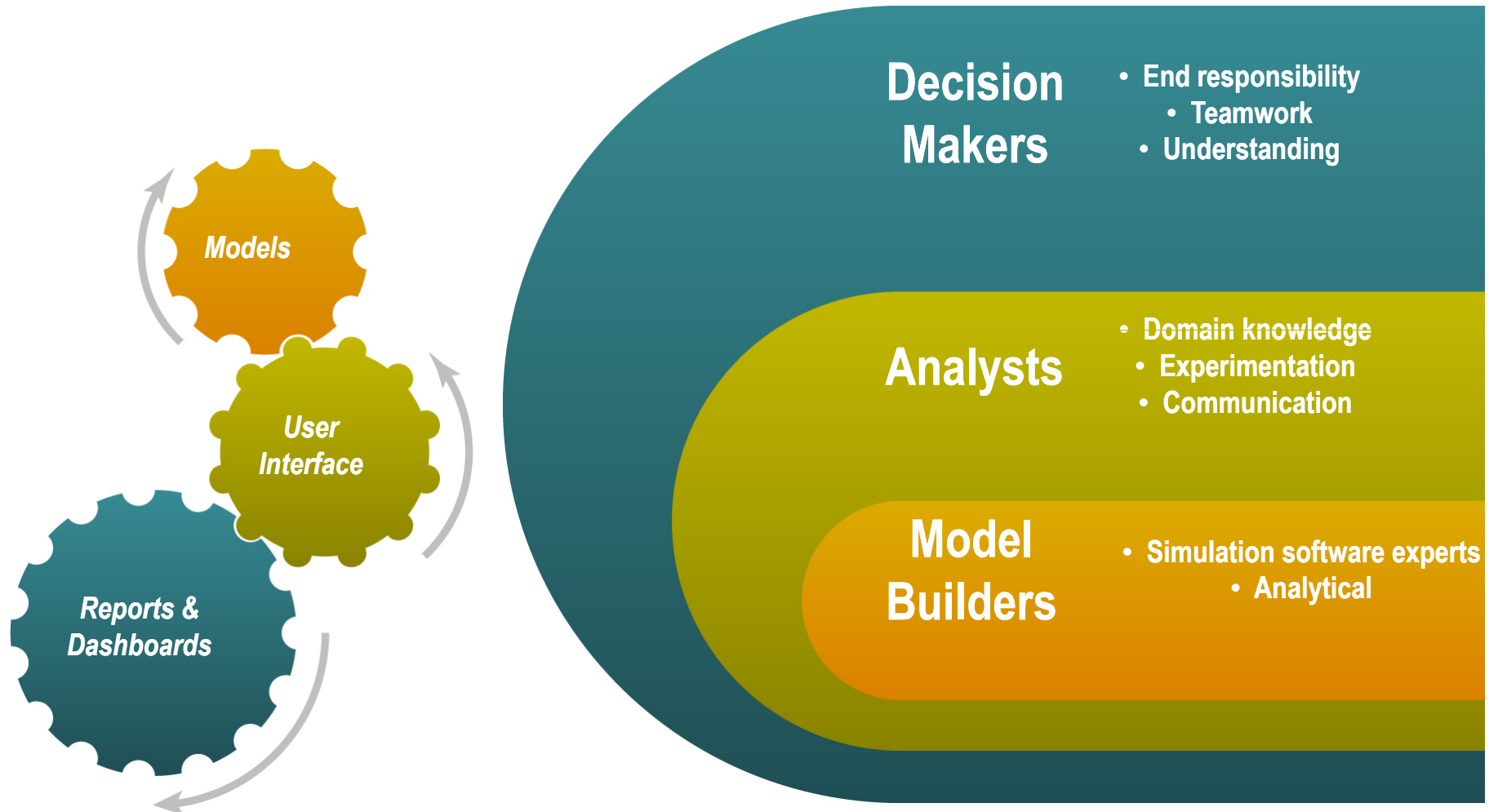
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Simulation User Community

Simulation Projects are Teamwork!



Who Should Build Your Model?

Simulation Services Decision Tree

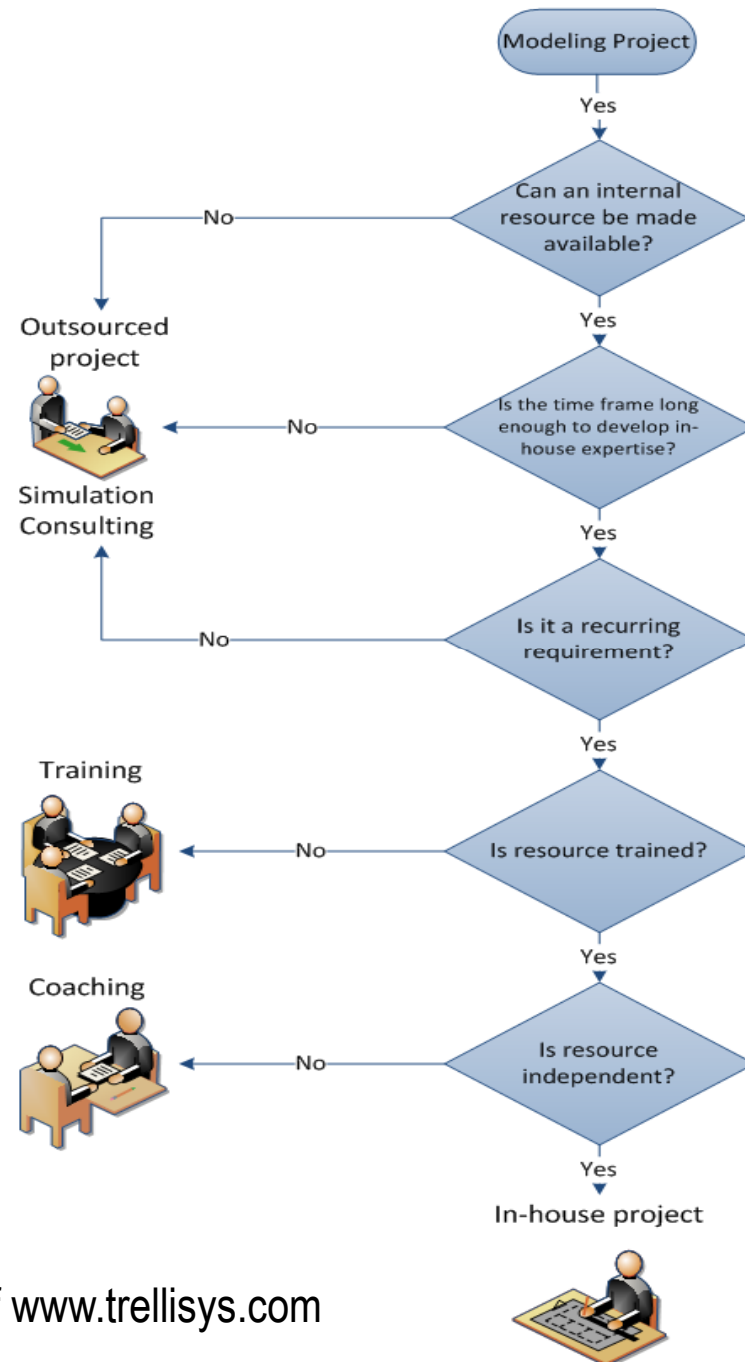


diagram courtesy of www.trellisys.com

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Getting internal buy-in

What is the ROI of a simulation project?

- Can be difficult to establish
- Simulation is insurance
- Don't know savings until after the project
- Simulation return is typically 10-20 times ROI

The simulation model results might suggest that you should invest in additional equipment in order to meet your goals. You might spend \$100,000 on capital improvements in order to increase throughput, leading to increased revenue of \$1,000,000.

The simulation project might result in capital expenditure avoidance. Here your savings is pretty straightforward; your simulation project resulted in \$500,000 capital avoidance.

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Common Challenges and Pitfalls

- Lack of Management Support
- Model-development Time and Efforts are Underestimated
- The Wrong Problems are Addressed

Conclusion

Simulation is a powerful technology that will provide your organization with a competitive advantage. However, keep the following in mind as you move forward with any initiative...

- Project - identify a problem that is appropriate for simulation
- Tool - select a robust yet easy enough to learn software
- Team – clearly identify the roles of the simulation project team

LISTEN.
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Questions?

Thank you.

cjjurishica@ra.rockwell.com

312.952.6869

