



Webinar

**Business Challenges:
Communication**

Date: Tuesday, August 23rd

**Time: 11am EDT (New York) /
4pm BST (London)**

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webinar.**

Overcoming Communication Barriers - A. Karl, Rolls-Royce

The rise of computing power makes simulation and modeling of real system behavior and design decisions possible. However, in recent years the world of simulation and modelling has become more and more specialized. The tools and methods developed by software vendors become more sophisticated and hence require more expert knowledge. In addition, the simulation and modeling community is moving to multi-disciplinary simulations coupling multiple areas of expertise in integrated systems models.

Typical issues we have seen with the above trends are a lack of understanding between the various parties involved in the simulation and modeling activity. In addition, there is also the communication barrier between the various silos of the simulation and modeling community. A common understanding is missing and the real benefit of simulation and

modeling cannot be realized.

The presentation will try to address some of these issues. The introduction of Systems Engineering is a way of overcoming some of the communication barriers between the various areas by using simple and graphical tools to relay the information between the teams. Using the idea of Systems Engineering also drives the development of the appropriate multi-disciplinary simulation and modeling systems via a top down approach and link to business requirements. Using these principles, the communication barriers can be overcome and simulation and modeling can become a true business asset.

Communication with Non-Technical Executives - F. Popielas, SMS_Thinktank™

OEMs and suppliers need to remain competitive. To accomplish this, a systems modeling and simulation approach to product development should be adopted to address the increasingly complex products being developed to satisfy customer demands. Challenges for this product development include, existing “traditional” company cultures that need to be addressed, establishing a proper foundational infrastructure, ensure a collaborative engineering environment and providing the proper resources, to name just some. The decision makers are looking for a better understanding on how the adoption of system modeling and simulation but must be convinced of the project’s benefits. This requires technical experts able to present the benefits to the executives in a “language” that the decision makers understand. Some of these will be highlighted in this short presentation.

Until next time,

Joe Walsh
CEO
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