



CONNECTING WORLDWIDE  
BUSINESS & TECHNOLOGY

**NAFEMS 2020 Webinar Series:  
Business Challenges Section  
The Changing Role of Simulation Brings New  
Business Challenges**

**Date:** Tuesday, June 28th, 2016

**Time:** 11:00am EDT

The use of simulation has realized 10-15% annual growth for nearly 30 years, until 2008. This cumulative growth now means that simulation is a significant portion of the Engineering Software Market and a driver for future growth. This has resulted in increased focus and investment in simulation by major PLM software vendors.

This growth is coupled with increasing awareness by end user companies that simulation is the key enabler to increased competitiveness, therefore the changing role of simulation is more about its role in business than the changes in technology. The Business Drivers bring an opportunity for unprecedented significant growth in the usage of simulation as well as new set of business challenges associated with this increased demand. This webinar will introduce and explore some of the key business challenges associated with the changing role of simulation.

[Click here](#) to register for this webinar.

**Until next time,**

**Joe Walsh**  
CEO  
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