

# Simulation saves money and unpleasant surprises

*Computer simulation of logistic flows and complex business processes gives decision makers more confidence when planning large-scale investments or optimising existing processes. In the past, this kind of service was mainly used by a select few big multinationals. Today, even smaller businesses are ready to invest in process simulation. VDI, the association of German engineers, has worked out that the return on a simulation project is six times higher than the actual investment.*

SimPlan AG was founded in 1992 by three partners: Sven Spieckermann, Roman Wortmann and Dirk Wortmann. Initially an IT consulting office, the company has focused on dynamic simulation technologies since 1995 working for blue-chip automotive clients, such as BMW, Audi, VW and Opel.

Asked about the most prestigious reference projects, Dirk Wortmann mentions virtual test runs for the Audi A4 series and a customer orientated distribution process developed for BMW. "Currently, we are working

Dynamic simulation gives decision makers more confidence when planning complex business processes and logistic chains

on a new supply chain simulation process as part of Audi's eBusiness programme," reveals the managing partner. In order to serve its key accounts better, SimPlan is now in the

process of setting up branch offices in the immediate neighbourhood of all German car manufacturers. Earlier this year, SimPlan offices started operation in Holzgerlingen near

Stuttgart and Witten near Ford and Opel plants.

More recently, SimPlan was also awarded contracts by a number of mid-sized businesses from industries as diverse as building, metal processing, furniture, distribution, transport and logistics. Planners, engineers, manufacturers, operators and end-users alike have come to realise that it pays to invest in virtual test runs prior to giving the go-ahead to complex investment projects.

SimPlan offers a professional service that spans all aspects of dynamic

simulation system would be best for their individual needs and train their employees to use it. Moreover, we develop three-dimensional animations to support our clients' marketing and sales activities."

Looking ahead, SimPlan intends to expand its scope of services even further to unleash the power of simulation in such demanding areas as IT based manufacturing and strategic corporate consulting. "We will move from factory simulation to the digital factory," says Dirk Wortmann. ■

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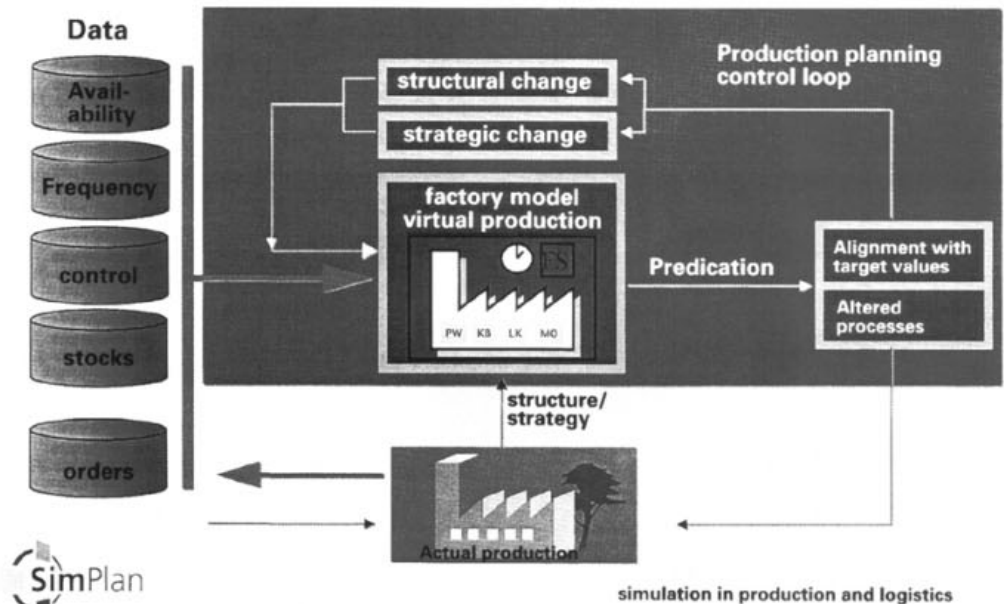
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## Workflow simulation



simulation in production and logistics

