SimPlan Newsletter

June 2010

News from the world of simulation

SimPlan News

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SimPlan intern

Simulation Demand in China

SimPlan Establishes Chinese Subsidiary

At the beginning of June Germany's leading simulation service provider SimPlan launched its presence on the Chinese market with a new subsidiary in Shanghai. This was done in response to increased customer requests and initial orders from the ‚Middle Kingdom'.

China's fast-growing industry and logistics sectors are increasing the demands made on corporate processes. Manufacturing companies want to increase their output by two to three-figure percentages, often by developing and automating existing manufacturing plants. This increase not only affects the production output but also the product variety, which raises the process complexity and often requires fundamental remodelling.

Companies therefore face the following questions: At which points and to what extent do the production and logistics processes need to be changed, and where and in what form is there a demand for investment? Since 01/06/2010 SimPlan has helped its clients find answers to these questions from its new Shanghai location. The Chinese branch of the simulation service provider has already been working together successfully with local customers, in particular in the automotive industry.

Mr Yong Chen, who worked in the SimPlan Head Office in Maintal near Frankfurt for more than 5 years, has taken over the management of the new branch. The simulation expert who is himself from Shanghai not only commands the simulation business; in addition to his mother tongue Mandarin, he is also fluent in German and English. Chinese companies in the most varied sectors are benefitting from his project experience in Germany.

Mr Dirk Wortmann, Member of the SimPlan Board of Directors, is assisting Mr Chen with the development of the company. As Executive Director, he is responsible for the marketing and sales. It is SimPlan's ambitious goal to place the better part of the responsibility in the hands of the Chinese in the near future, with respect to both the management of the company and the operational business.

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SimPlan Group builds a bridge to Austrian customers

The CSIM company, which has been active in Austria for more than ten years, has been part of the SimPlan Group as its first Austrian subsidiary since October 2009. With this move the international growth of the simulation service provider, headquartered in Germany and already represented in Slovakia, is advanced further. The regional subsidiaries ensure a competent and trusting local customer service. This step not only improves the corporate identity but, first and foremost, provides considerable benefits for CSIM patrons.

CSIM founder Dipl.-Ing. (Graduate Engineer) Peter Rachinger has been working as a freelance consultant in the field of simulation since 1998; he has worked closely for many years with various companies and universities in Austria. Rachinger has successfully run simulation projects for a wide range of small and medium-sized companies, specifically in the fields of production and logistics. In the future, he will be able to guarantee his customers in Austria an even wider spectrum and faster implementation, underpinned by the access to the SimPlan resources and a wealth of experience.

For 17 years SimPlan has advised customers from all industries with regard to the optimisation of production and logistics processes using the tool of simulation; today we consider ourselves as a full service provider of simulation software, support and training as well as the implementation of simulation projects.

„The subsidiary in Austria has brought the SimPlan Group much closer to the customer and is now able to respond even better to the individual needs of its Austrian customers", Sales Manager Dr. Harry Kestenbaum is convinced. Peter Rachinger attaches particular importance to a personal and trusting co-operation with the customer; therefore he represents the values of the SimPlan Group perfectly.

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You can find the contact data of all subsidiaries at **www.SimPlan.de/Locations**.

Current Dates

28.-30.09.2010, Nuremberg Hall 4, booth 361

From September 28th to 30th you can meet our simulation experts to learn more about applications of simulation and how you can use it in your company.

Further Events

07th-08th October **14th ASIM Dedicated Conference on Simulation in Production and Logistics,** Karlsruhe/GERMANY

25th-28th October **CeMAT ASIA**, Shanghai/CHINA

All events of the SimPlan group can be found at **www.SimPlan.de/Dates**.
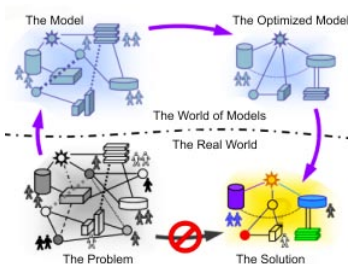
Pictures of our booth at the **LogiMAT 2010 in Stuttgart**
- the 9th International Trade Fair for Distribution, Materials Handling and Information Flow

Simulation tools

SimPlan expands software portfolio for production and logistics processes

As a manufacturer-independent provider of simulation software, SimPlan is expanding its portfolio with the products AnyLogic and Sim3D. In addition to the established, tried and tested systems of AutoMod, Plant Simulation, Enterprise Dynamics and Simul8, this provides the customer with two further programmes to choose from. In addition to the software, as always SimPlan offers training courses and consulting services for the new tools.

Currently AnyLogic is considered to be the only simulation tool that supports all customary approaches of simulation methodology. Agent-based, process-oriented (discrete-event) models as well as continuous and dynamic system models can be created and combined as you wish. The software by XJ Technologies facilitates the mapping of virtually all company-related areas of application, such as production, logistics, business processes and the supply chain.

With Sim3D the English manufacturer Emulate3D closes its workflow gap, from the project acquisition to the project implementation. With Demo3D, it is already possible to plan logistics systems in 3D and animate the material flows. In future, using Sim3D the plants can subsequently be analysed with regard to system performance, throughput times and bottlenecks. Then Emulate3D comes into play for the virtual commissioning of the PLC controllers. The individual programmes build on each other, ensuring continuity to avoid the duplication of work.

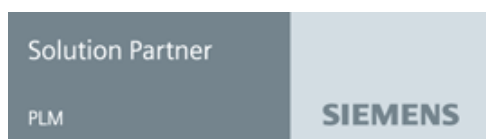As with Demo3D, models are assembled by means of parameterisable modules from catalogues. The standard catalogues contain modules for the areas of conveyor technology, warehouse technology, fork-lift trucks, robots, machine operators, building structures etc. Further, specific modular libraries can be developed if required. Further information about our software tools can you find at **www.SimPlan.de/Software**.

Software trainings

We offer different training courses in our several offices. If you are interested in a training at your company please ask for an individual offer.

Software training courses

- Plant Simulation
- Enterprise Dynamics
- SimView
- AutoMod
- Simul8
- Demo3D

Specific applications

- Project-specific model instruction
- Project-related training („training on the job")
- Modular kit instruction
- Individual training on questions relating to simulation

All training courses we offer are customised and based on your aims as well as the respective professional qualifications of the participants. Small groups (1-5 persons) guarantee faster learning.

www.SimPlan.de/Training.

Solution Partner

PLM   SIEMENS

Simulation in practice

Karl Schmidt Spedition safeguards customer projects using simulation

Karl Schmidt Spedition is a Europe-wide logistics company for the chemical industry. It has specialised particularly in the storage and transport of bulk solids such as synthetic granules. For this purpose the forwarding agent plans and operates silo plants at various sites; here it takes over finished products from the customer and stores them; subsequently it distributes these to the end customer.

In order to improve the quality, safeguard the required planning work and as a basis for optimisation measures in co-operation with the customer, Karl Schmidt Spedition uses a simulation application that SimPlan AG has specifically developed for the typical tasks involved.

This application is based on the Plant Simulation software. It enables even a simulation amateur to create a generic simulation model by entering simple parameters on the process sequence and on the resources used. The model layout is automatically set up by means of resource data, which the user has entered

(e.g. production plants, silo groups, bagging units, embark points). The parameters are entered via a user-friendly interface.

The created model transparently maps the entire process, from filling the silos through bagging and storage, to loading the lorries. Even fluctuations in the end customers' order quantities can be simulated. The model provides statements regarding the efficiency of the resources, the required silo and warehouse capacities and the dispatch service level. This model allows you to run through various scenarios in a short time, in order optimise the resources used via specific bottleneck analyses. The operator simply has to touch the user interface, which allows them to access all relevant results in a user-friendly manner.

This is how Karl Schmidt Spedition safeguards its plans and offers for customers at an early stage, enabling the company to make concrete statements regarding the required resources.

www.schmidt-heilbronn.de

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