



**POWER
TOOLS FOR
SIMULATION**

*Imagine
That!*

You are Facing a Major Decision



You are about to make a decision that could add strategic value to your company. Your project can impact your company's business operations, competitive position, time to market, employee productivity, and customer satisfaction. You need to feel secure that you are making the right decision. You need to know the tools you use will make your project a success. See why forward-thinking companies use ExtendSim® simulation software to ensure the success of their projects.

Imagination

Every day you are presented with a multitude of options. You may have ideas for solutions, but how will you make those ideas a reality? How will you know which choice will get you where you need to be?

Imagine what you could do with a tool that would allow you to try out ideas without risk, make changes and see results immediately, and compellingly communicate your vision.

Fortune 500 corporations, government agencies, and emerging growth businesses are using ExtendSim to improve productivity. ExtendSim has helped those organizations identify the alternative solutions that will lead to tomorrow's successes.

Simulation

Evaluating options is not an easy task. What will happen if you make a change? Which method would be best? Most important, when you implement a change you want to see positive results quickly, and you want it right the first time. How are you going to do it?

Through simulation modeling you can perform "what-if" analysis on your system, process, or component – determine an optimal course of action, explore the consequences of your choices, and demonstrate the most cost-effective solution.

Imagine That Inc. provides a precise, proven toolset so you can build powerful simulation models... ExtendSim.

Model virtually anything you can imagine. Carry out any kind of experiment on your ExtendSim model and explore the effects of making changes without disrupting existing processes.

Realization

ExtendSim can minimize risk and help you realize your goals. That's why it is a leader in the industry... backed by years of proven results and tens of thousands of users like you.

Just look at who's using ExtendSim, where those companies are today, and where they'll be tomorrow. ExtendSim customers are acquiring a better understanding of the way things work, gaining the competitive edge, and improving their processes by quantum leaps.

Your only limit is your imagination.

www.extendsim.com

Powerful, Productive Simulation

ExtendSim maximizes modeler productivity. It is an interactive, reusable, and visual tool that accelerates model building and enhances your understanding of complex systems.

Imagine how simulation can contribute to your next project. Experience the advantages ExtendSim customers realize every day:

Interactive

Even during a model run, ExtendSim parameters and model logic can be changed "on the fly" rather than having to wait until the simulation ends. This means you can get fully involved with an ExtendSim model, even play with it, and leave no alternative unexplored. ExtendSim's point and click interactivity translates into faster answers and winning solutions.

Reusable

You can create, reuse, even distribute ExtendSim blocks – the components that comprise a model. Group existing blocks to save them as one hierarchical block. Or develop custom blocks with unique behaviors, icons, and dialogs. Store your new block in an ExtendSim library for reuse in other models or for distribution to others. Block reusability increases productivity, improves consistency of design, and avoids having to reinvent the wheel each time you build a new model.

Scalable

Because of its powerful constructs and unlimited hierarchical structure, ExtendSim is the tool of choice for complex enterprise-wide models. Yet its straightforward modeling approach makes it invaluable for small to mid-scale projects.

Visually Transparent

Block icons convey the structure and behavior of the model at a glance. In ExtendSim, both the flow of items *and* the flow of values are graphically represented. This unique mapping of visual meanings into their equivalent icons promotes quick understanding of a model to anyone viewing it.

Well Connected

ExtendSim has an integrated relational database and supports COM/ActiveX and ODBC. Dynamically link data to an ExtendSim database, embed an Excel spreadsheet in a model, control an external application, or have the other application control ExtendSim. These technologies have been implemented as modeling components so that communication within ExtendSim and between applications are drag-and-drop operations, with no programming necessary.

Extendable

ExtendSim block components are developed using its compiled language and integrated development environment. They are Open Source to allow modification and enhancement. You can alter existing blocks and develop new proprietary components for distribution to internal or external customers. ExtendSim's open source architecture gives you the freedom to model anything.

Global Reach

ExtendSim is so flexible it has become the simulation engine used by most OEM developers and the simulation learning tool chosen by most educators. This expands ExtendSim's reach around the globe. That's why you'll find ExtendSim in so many applications, products, and textbooks.

"Procter & Gamble uses ExtendSim to model production of everything from soap to nuts."

Tom Lange
Director, Modeling & Simulation,
Corporate R&D
Procter & Gamble

"ExtendSim is a great tool for evaluating schedule changes and determining where future capital investments should be made."

Robert Rugeroni
IS Manager
Lindsay Olive Company

"ExtendSim optimizes the transfer of fluids between storage tanks and emulates the thought processes used by winery personnel. What other tool can do that?"

Richard Ferrario
IT Manager
Canandaigua Wine Company

"ExtendSim has proven itself time and again by flexibly addressing a wide variety of complex system issues yet allowing rapid model development."

Project Manager
Major Aerospace Company

"For the first time, we were able to accurately model the kinetics of individual memory cell development in the immune system."

Martin S. Zand, MD, PhD
Medical Director, Kidney and Pancreas Transplant Programs
University of Rochester Medical Center

"ExtendSim makes it easy to build models, then create compelling presentations that illustrate bottlenecks in our chemical plant operations."

James Brooke
Fellow Technical Advisor
Westinghouse Savannah River Co.

"ExtendSim optimizes the use of new technology for military network-centric warfare systems."

Kent White
Chief Scientist
Sparta Inc.

"ExtendSim is the best software package that I have ever used for any decision technology application."

Bob Nydick
Chair, Decision & Information
Technology Department
Villanova University

ExtendSim Successes

International Paper Manufacturer

Saves \$100 million annually by improving the effectiveness of capital investments.

Defense Agency

Simulated fleets of cargo aircraft in a major war scenario and minimized risk to aircraft and personnel.

Semiconductor Company

Accurately simulated complex recipes and flows, allowing management to explore operating strategies. Optimized productivity resulting in a 32% reduction in cycle time.

Academia

Integrated in courses at the undergraduate, MBA, and executive MBA levels by prestigious universities such as Stanford, Harvard, Yale, Purdue, and Georgia Tech.

Fortune 100 Consumer Products Company

Saved \$1 billion across operations by improving manufacturing reliability. Allowed company to introduce technology at a faster pace.

Oil Company

Validated the process design for a \$5.7 billion capital project.

Public Health

Models hospital and emergency medical services throughout a major USA county.

Humanitarian Agency

Analyzes staffing levels at a refugee camp in Croatia.

Major Beverage Retailer

Simulates demand and optimizes staffing at retail locations worldwide.

Government Contractor

Models more than 3 terabytes of weather sensor data collected by satellites, transmitted to ground stations, and processed into science products.

Automotive Equipment Designer

Optimizes the design of suspension systems by comparing the model's simulated results to real-time data transmitted by sensors on automobiles.

Legal System

Simulated arrest and arraignment procedures for a major US city's criminal justice system, resulting in more efficient processing.

Major Medical Equipment Producer

Laboratory automation equipment models allow sales forces to customize equipment for customers, increasing the rate of sales successes.

Airport Security Agency

Evaluated the effects on passenger flow of new airport security checkpoint equipment and procedures.

Information Provider

Determined how to be responsive to its Call Center customers while managing costs.

Pipelines

Reengineered the DOE Strategic Petroleum Reserve. Reduced expenses, decreased need-fulfillment time, and improved the storage and dissemination of information.



ABB Industrial Systems | Abbott Labs | ABARE | Accenture | Adroit Systems Inc | Aérospatiale | Agilent Technologies | AGT Mobility | Air Command Headquarters | Alcatel CIT | Alcoa | Alfa Laval
Celleco AB | Allen Bradley | Allied Signal | Aluminum Pechiney | Amdahl | AMEC | American Greetings | Ameritech | Amoco | Anderson Consulting | Apple Computer Applied Materials | Aracruz
Celulose SA | Argonne National Laboratory | Argyle Diamond Mines | Arinc Inc | Arizona State University | Arthur D Little | ASEC Manufacturing | Astra Tech AB | AT&T | Atlantic Marine Center |
AuRoSoft AG | Australian Bureau of Agriculture and Resource Economics | Australian National University | Australian Wool Testing Authority | Avatar Solutions Inc | Avery Dennison | Aylesford
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Administration | Villanova University | UT Health Services Center | Voith Sulzer Paper | Volvo PV | W. R. Grace & Co | Wagner
Spray Technologies | Wake Forest University | Warfare Analysis Department | Waseda University | West End Systems
| Western Carolina University | Western Digital | Western Mining Corporation | Westinghouse | Weyerhaeuser
| Wharton School of Business | Wheaton College | World Bank | Xerox ... and many thousands more!



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