



CONNECTING WORLDWIDE  
BUSINESS & TECHNOLOGY

## **NAFEMS Webinar Series Update Simulation 20/20 - The Next Five Years!**

Expert Knowledge Capture & Reuse - Sep 17th 2015

NAFEMS announces the second in its webinar series "Simulation 20/20 - The Next Five Years!". This year-long program will offer fourteen webinars aimed at advancing the understanding, usability, and application of current and emerging CAE technologies and methodologies.

**Expert Knowledge Capture & Reuse** is the first and most critical aspect of a Simulation App, one that makes it safe and robust to use. Within each Simulation App, the simulation experts must rapidly and easily capture their expertise in the form of rules. Traditionally, these rules have been laboriously captured, in the form of scripts and software programs, making them expensive to create and often brittle. For a Simulation App to not only be useful but also economically feasible, it must be easy to create (in days, not months), robust across significant configuration and design changes, and work across an entire product family.

In this webinar, through a presentation by Bruce Jenkins of Ora Research, and two end-user case study presentations, we will explore this topic further by shedding light on practical examples of automation templates and Simulation Apps at work, as well as the ROI that the companies have experienced.

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

### **About the Presenter - Bruce Jenkins**

Before founding Ora Research, Bruce Jenkins was president of research and co-founder at Spar Point Research LLC. Previously he directed research and publishing operations at Daratech, Inc.

The author of over 500 articles and studies on the justification, application and business value of digital technologies for engineering, manufacturing and construction, Jenkins has consulted to global engineering organizations on evaluating and selecting technologies and providers, and managing provider transitions. For leading technology providers he has advised on new market opportunities and competitive positioning.

His research has been published or cited in The Wall Street Journal, The Financial Times, The New York Times, The Los Angeles Times, Investor's Business Daily, Business Week, MIT Technology Review and many others.

He speaks and moderates at industry conferences and webcasts, user group meetings, investor events and business development seminars worldwide.

**Until next time,**

**Joe Walsh**

**CEO**

**intrinsicSIM**



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