

Terms of Reference for the NAFEMS Business Impact Working Group

1 FOCUS OF THE BUSINESS IMPACT WORKING GROUP

The NAFEMS Business Impact Working Group (BIWG) is concerned with communicating the overall value of Engineering Simulation to a business and how it is increasingly a requirement for continued innovation and the ongoing competitiveness of companies.

Large companies in industries like automotive and aerospace appreciate the value of Engineering Simulation but not always consistently across the organization. For industries where the use of simulation is not as mature, the value that simulation can bring is less well understood. Small and medium sized businesses (SMBs) need advice on how to quantify the benefits of Engineering Simulation for them such that they are willing to make the necessary changes in skills and work processes, and how they spend their development and engineering resources.

1.1 AIMS

The Business Impact Working Group aims to:

Demonstrate, document, and communicate the business value of Engineering Simulation, particularly for SMBs and industries where simulation is not a mature capability.

Provide a framework for discussions with executive management and the commercial and financial parts of companies including, but not limited to:

- Enabling savings – both people’s time as well as reducing the structural and operating cost of products.
- Changed work processes that deliver higher quality (lower warranty costs), higher productivity, and better employee morale / engagement.
- Insights that lead to discontinuous innovations which in turn lead to competitive advantage in the marketplace.

Identify successful implementations of Engineering Simulation which have provided a demonstrable return on investment, and promote the lessons learned from these implementations.

Disseminate techniques that will allow organisations to maximise their investment in Engineering Simulation, including change management, skills development and simulation management.

Develop guidance on how to democratize Engineering Simulation to maximize positive business impact.

Provide guidance on different methods of deploying an Engineering Simulation capability.

1.2 DELIVERABLES

The initial deliverables of the working group are:

A biennial white paper quantifying and commenting on the impact and value of Engineering Simulation to the engineering industry including industry case studies.

Methods and / or approaches that help tell the “financial story” - the arguments that need to be communicated to executives and Finance if we want to have a step level change in use of Engineering Simulation tools.

A biennial survey report on the current impact of Engineering Simulation within the engineering industry

A cost/benefit report on different methods of deploying an Engineering Simulation capability.

A series of webinars on assessing the business value and ROI that Engineering Simulation can bring to an organization.

A series of webinars highlighting organisations who have successfully democratised Engineering Simulation with a positive business impact.

2 WORKING GROUP BYELAWS

1. The working group is limited to 20 participants including the chairman. Working group members should represent senior managers and engineers who are in charge of an engineering organisations simulation capability.
2. The group will be international and will predominantly meet via web meetings. The group will initially meet on a monthly basis with the provisional meeting time set to 16:00 (London Time).
3. Members are listed on minutes as present, contributing or apologies. If a member does not contribute for more than 9 months, they will be warned their membership of the working group may be terminated. This will happen after 12 months of non-contribution at the discretion of the chairman. In order to retain their voting rights working group members must have attended over 50% of working group meetings over the last year.
4. Working group member contributions include:
 - a. attending and actively participating in working group meetings.
 - b. sending relevant comments or reports on agenda items to the chairman in good time for the meeting.
 - c. volunteering for and carrying out actions arising from the meetings including organising or assisting with seminars and webinars, reviewing new or existing publications, writing invitations to tender, supplying articles for Benchmark magazine and authoring or editing collaborative group publications.
5. Potential new members should submit a CV to the chairman indicating their knowledge, experience and position of responsibility with respect to their organisations engineering analysis capability. The CV will be reviewed by the group and if approved the person will be invited to join the group as a full member.
6. At least two thirds of the working group membership shall be associated with current NAFEMS member organisations.
7. The position of chairman is open for review every three years on the anniversary of the initial appointment. There is no requirement for the role to be rotated. Only full members of the working group may vote or be nominated as chairman. Working group members wishing to stand for the role (and the standing chairman if he or she would like to retain the position) should seek a nomination from at least one other member of the group and should communicate this to the NAFEMS Technical Officer along with information outlining their suitability for the role.
8. The chairman should aim to circulate an agenda to the working group a minimum of one week prior to the upcoming meeting
9. Minutes will be taken for all meetings and actions will be identified.