

# NAFEMS Technical Working Group Overview

Business Impact Working Group (BIWG)  
2019

# Business Impact

- The NAFEMS Business Impact Working Group (BIWG) is the newest group, having met for the first time in March 2019.
- The 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 (e.g. automotive and aerospace) may not appreciate the value of Engineering Simulation consistently across the organization. In 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.
- Monthly online meetings.
- **Chair:** Roger Keene, Consultant
- Information about the Business Impact Working Group can be found on the NAFEMS website at [www.nafems.org/community/working-groups/business-impact/](http://www.nafems.org/community/working-groups/business-impact/)
- To enquire about joining this working group complete the online form at [www.nafems.org/community/working-groups/business-impact/get\\_involved/](http://www.nafems.org/community/working-groups/business-impact/get_involved/)

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- **Topics of interest include:**

- to demonstrate, document, and communicate the business value of Engineering Simulation;
- to provide a framework for discussions with executive management and the commercial and financial branches of companies to:
  - enable savings
  - change work processes
  - deliver higher quality, higher productivity and better employee engagement
  - provide insights that will lead to discontinuous innovations and competitive advantage;
- to identify successful implementations of Engineering Simulation which can be used as case studies demonstrating a return on investment, and promoting the lessons learned from these implementations;
- to disseminate techniques that will allow organisations to maximise their investment in Engineering Simulation, including change management, skills development and simulation management;
- to develop guidance on how to democratize Engineering Simulation to maximize positive business impact in order to extend the reach of simulation within an organisation.

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## Future plans:

- 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 in order to achieve 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 organisation.
- A series of webinars highlighting organisations who have successfully democratised Engineering Simulation with a positive business impact.

# Chair Bio

A former Strategic Leader client, Roger was a member of the executive leadership team of Dassault Systemes Simulia Corp (Abaqus prior to acquisition by Dassault Systemes) for 21 years. As VP of Worldwide Sales & Operations, he focused on global sales, customer service and operations, growing revenue more than ten times to several hundred million dollars. He transitioned the company from a technical sales model based on features and benefits to an enterprise approach based on value, as well as setting up an indirect sales channel worldwide. He led a global team of over 400 technical and sales professionals, including over 80 direct sales staff, in 19 countries across the Americas, Europe and Asia, as well as managing around 200 value-added resellers worldwide. A strong believer in the importance of loyal and happy customers, he emphasized the importance of providing outstanding customer support and service.

## Key areas of expertise:

Global operations, enterprise sales, direct and indirect sales channels, outstanding customer service and support, M&A and successful integration of acquired companies.

