




Using SimFlex to make Strategic Supply Chain decisions

STRATEGIC • OPERATIONAL • FINANCIAL

What is SimFlex?

SimFlex is a suite of strategic and operational value chain planning tools that enable companies to:

- ANALYZE current and projected performance from a holistic perspective using Business Intelligence
- IDENTIFY critical trade-offs and obtain actionable results to realize cost savings, efficient asset utilization and improved service levels
- SOLVE a wide range of business challenges using advanced simulation and optimization technologies
- GAIN cross-functional viability and consensus for repeatable execution of business decisions



SimFlex Group

- Background**
 - Founded in 1991, part of Flextronics since 2001
 - SimFlex Group is an independent business division of Flextronics
- Team**
 - Experienced professionals in value chain consulting and software development, with a wide geographical presence
 - Services are dedicated to delivering value-driven solutions to clients in the form of quantified, tangible results to support complex business decisions
- Customers**
 - Used by Global 2000 companies in over 200 projects in the past five years alone.
 - Successful customer engagements with Intel, HP, Kodak, Soluria, Vodafone, Avaya, ...

Sample of Customer Engagements and Testimonials



SOLURIA
"We partnered with SimFlex to help optimize supply chain operations..."

AVAYA
"By using the insights and action suggestions..."

INTEL
"We partnered with SimFlex to help optimize supply chain operations..."

KODAK
"We partnered with SimFlex to help optimize supply chain operations..."

IBM
"We partnered with SimFlex to help optimize supply chain operations..."

FUJITSU
"We partnered with SimFlex to help optimize supply chain operations..."

FLEXTRONICS

SimFlex Solutions in Product Life-Cycle

Strategic Planning	Tactical Planning	
	Introduce	Grow
Value Chain is the driver behind Supply Chain decisions	Major portion of total cost is now locked in the supply chain & supply cost reduction	SALES, INVENTORY & OPERATIONS PLANNING is tactical planning process that harmonizes conflicting supply chain decisions and plans future supply chain actions
		INVENTORY OPTIMIZATION

Product Life-Cycle Timeline

Exercise

- Individual case representing one of the 3 scenarios
 - BWV (A car company has to decide whether to open a new location in India or not)
 - ACC (A UPS manufacturing company is reconsidering its supply chain, whether to move back towards America)
 - PMK (A pump manufacturer in Europe is re-evaluating its production and distribution network in America)
- Steps
 - Watch the entire tutorial – and create the complete tutorial model
 - Build your case models (original and alternate scenarios)
 - Analyze the results
 - Run some additional scenarios and confirm your findings
 - Make a short presentation outlining your result and reasons for it and submit it as a pdf.

Steps to build a model in SimFlex

- Create a model
- **Make a BOM (Bill of Material)**
 - What all assemblies/ sub-assemblies go into product
- **Define Demand**
 - By Geographically/Demographically
- **Build a Supply Chain**
 - Supply Chain Structure
 - Cost and Inventory
 - Analyze current state
- **Define scenarios**
 - Define new/hypothetical scenarios
- **Compare scenarios**
 - Compare current scenario to proposed



Some advice when working on Simflex

- Works best on Internet Explorer and Firefox (sometimes you may need to download some plug ins)
- Does not work in Chrome!
- You need to activate "Pop-up" options to read the reports
- Not suited for Safari or Mac browsers.



Some advice when working on Simflex

- **Keep SAVING!**
 - One wrong key can take you back to where you started
- All the information is given in the assignment
- Tutorials are very useful
 - Visit www.simflexgroup.com

