



# ARC Enterprise News

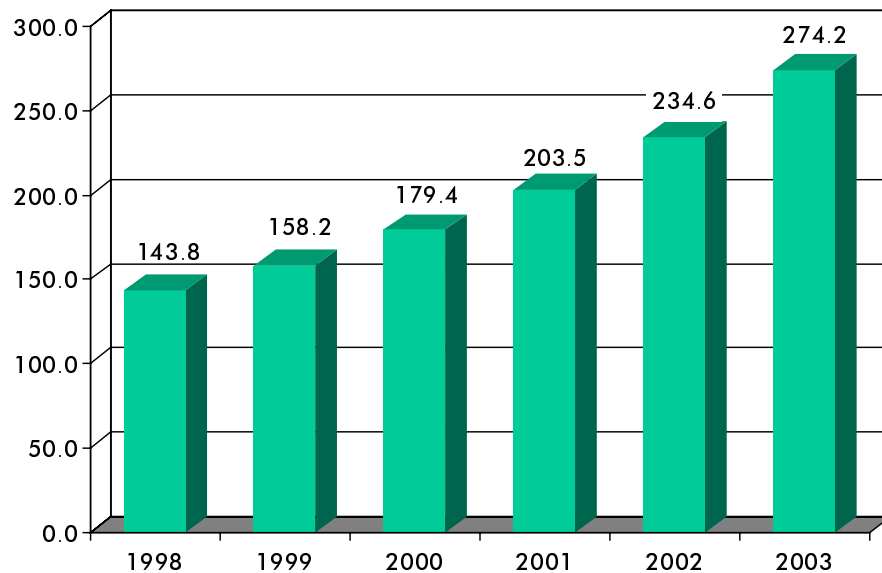
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Breaking  
news from  
ARC Advisory  
Group

## Technology Advances and New Products Fuel Market for Discrete Event Simulation

Dedham, Massachusetts; February 9, 1999: ARC expects the growth for DES Software and Services to approach fourteen percent during the next five years. Strong growth is being fueled by particularly high growth in several of the DES spin-off applications including production scheduling, Embedded-DES application packages and telecommunications. Growth is also expected to occur in both software and services as new packages, developed for casual users require additional training and support. The landscape for DES suppliers will therefore change dramatically and require major shifts in supplier strategies.



Total Worldwide Revenues for DES Products

### Market Shifts Towards Broader Casual Users and More Embedded-DES Products

While there are still technical differences among simulation products, there is also a general consensus that most simulation packages are adequate for the normal range of modeling problems. Enhancements to existing products will

therefore focus on enabling broader use of DES technology. Enhanced visualization tools, interoperability, hierarchical modeling, object-based modeling, web-based simulation and optimization (automatic scenario elaboration) are examples of such features already being developed.

New developments will focus on enabling broader use of simulation through more friendly tools....

- Enhanced Visualization Tools
- Interoperability
- Hierarchical Modeling
- Object-Based Modeling
- Web-Based Simulations
- Optimization

.... and Embedded-DES Applications

Changes in the DES marketplace will have the strongest effect upon the product mix being offered by DES suppliers. The market for DES-based products will shift dramatically from full capability, analysis packages to embedded applications. Embedded-DES packages designed specifically for production scheduling, BPR and communications network analyses are already well established in this space. New embedded-DES solutions for markets such as health care, call centers, service centers and others are appearing and will become the dominant opportunities for suppliers.

### **ARC Releases Global Outlook for DES Market**

The above information is taken from ARC's new **Global Outlook for DES Software and Services – Market Analysis and Forecast through 2003**. ARC's studies and services are specifically designed to assist industry executives in lowering their risk exposure when making critical strategic decisions. The studies are unmatched in providing the executive the most comprehensive market intelligence available for planning, marketing, strategic product positioning and development of a company's enterprise and automation strategy. The Global Outlook for DES Software and Services is ARC's latest simulation product study and is available for an investment of \$3,500.

ARC Advisory Group is a leading international market research and management consulting firm focusing exclusively on the enterprise applications and industrial automation marketplace. ARC provides strategic planning and technology assessment services to major industrial systems integrators, users, and suppliers. Further information can be obtained from ARC, Three Allied Drive, Dedham, MA 02026, 781-471-1000, Fax 781-471-1100, E-mail [info@arcweb.com](mailto:info@arcweb.com), Web [www.arcweb.com](http://www.arcweb.com).