



WIND RIVER SIMICS USE CASE: ENABLEMENT

WHO YOU ARE

You are part of an ecosystem with suppliers, partners, and customers. In your organization there are various teams and individuals responsible for partner and alliance activities, customer satisfaction, sales and revenue, and training and education. You may also have a global organization with teams on different continents.

YOUR PROBLEM

Quite often there are glitches in your ecosystem, and people, teams, and organizations end up waiting for one another. You are dependent on one another, and often activities are serialized by necessity, so schedules are slipping. For example: You can't begin activity A until you get part X from your supplier, but you're on the critical line to deliver to your partner so that you can satisfy your latest contract with your common customer. Projects are often late, and since there are dependencies and serial activities, schedule delays will always affect activities further down the line. You try to master this by planning, and do your best to identify schedule slipping early, manage risk, and raise efficiency. And while your efforts work reasonably well, the glitches continue.

To get revenue sooner, you wish you could equip your sales teams with earlier demos and prototypes, and even enable your customers and partners with early access releases. And when your product is done, you would like to train your customers on it sooner to ensure their success. But this all seems like an overwhelming task given the planning burden and risk management you are already facing.

YOUR SOLUTION: A NEW WAY OF ENABLEMENT

What if you could enable both external and internal constituents and decouple activities from one another? Imagine the possibilities:

- Send a pre-version of your complete system, both hardware and software, to your partners, so they can get an early start on their own development—even while hardware is still unavailable.
- Equip your sales and alliances teams with a virtual demonstration of your new and coming product—not just slide-ware, but a virtual version of your end system.
- Put early access releases in your customers' hands to get their feedback before you lock down those final design decisions.
- Have your suppliers ship you incremental pieces of their progressing system, so you can begin your development before they are completely done. And as a result, influence their design in a concrete way by showing them practically how they could improve.
- Train all your customers on your latest new products in an easy and affordable way, without requiring travel to the site where your equipment is.

SIMICS MAKES IT POSSIBLE

With Wind River® Simics, all of the above is possible. You can enable anyone, anywhere, at anytime with a virtual instance of the entire end system. Simics simulates the end system on a laptop or workstation, which means the limitations of physical hardware—inconvenient, impractical, limited, expensive, or breakable—are now gone. Enablement can be achieved in ways that were simply not possible before.

