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Invitation Simbon Analytica Training (1.0), 15-11-2007

### **Building effective business models with Analytica 4.0**

This two-day workshop provides concentrated training on how to create and use decision models in your business cases to provide sound results and real insights for more effective decision making in your organization. It is intended for those that have some experience in building models, perhaps with spreadsheets, and want to expand their skills. It combines high-level training on essential concepts for effective model building with hands-on training on how to exploit the power of Analytica 4.0.

We invite you to bring your own ideas for modeling projects -- including spreadsheets or Analytica prototype models -- to provide real-world examples to work on during the training.

An additional half day is devoted to one-on-one tutoring by the instructor to assist you working your own modeling project. You may wish to bring materials to work on, such as an existing spreadsheet or initial Analytica model that you would like to refine. The additional tutoring day is scheduled 2 weeks after completion of the workshop.

#### **The Analytica Netherlands Training Schedule:**

Training: January 14,15, 2008 from 9-17h

Tutoring: January 31th , 2008 from 13-17h

#### **Location of Training:**

Simbon  
Communicatiepunt  
Sciencepark Eindhoven 5644  
5692 EN, Eindhoven

#### **Target Audience:**

- ◆ **Business Analysts**
- ◆ **Product & Portfolio Managers**
- ◆ **Business Controllers**
- ◆ **R&D Managers**
- ◆ **"anyone interested in modeling for improved business decision making"**

#### **Topics Covered:**

Introduction into modeling with Analytica: You will learn to help decision makers, domain experts, and stakeholders express their knowledge and concerns and develop a shared understanding. By clarifying which issues, assumptions, and uncertainties are important and which are not.

Navigating a model: You will see how to traverse through a model, and what the elements and views of a model are.

Creating a simple model: You will learn how to make a model yourself. With the tool elements of Analytica a simple Profit and Loss model will be made.

Intelligent Arrays: With Analytica's Intelligent Arrays, you can define a variable as an array with as many as 15 dimensions. You can then use that variable in calculations as easily as if it had been defined as a single number. You will also learn to link your Arrays to existing excel data.

Input & Outputs: You will be shown how to create a user interface containing input and output nodes for easy access for other people who may use your model.

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**Uncertainty:** You will learn to express uncertainty about any variable by using a probability distribution. You may base the distribution on available relevant data, on the judgment of a knowledgeable individual, or on some combination of data and judgment.  
With the importance analysis features in Analytica you quickly learn which inputs contribute the most uncertainty to the output.

**Dynamic:** With the Simple population model you will learn how to use the system function Dynamic() and the system variable Time.

**Advanced Features :** Web links, XML format for models, procedural programming, user-defined functions, database interfaces, and more.

#### **Example models used in training session**

- ◆ **TXC Pollution Model**
- ◆ **Multiple versions of Profit and Loss**
- ◆ **Product life cycle and market analysis**

Instructors have extensive experience in developing decision-support applications using Analytica and other applications. They have worked as consultants on a wide variety of applications in business problems

You should bring your own laptop computer, or we will rent one, if reserved in advance. Participants will receive a copy of the curriculum. We arrange for a Analytica trial license during the training

#### **Payment and Cancellation:**

The price for the full two days is € 1.200, including participation in a 3 hour tutoring session and lunch. The additional price for renting a laptop is € 100.  
Please register early, as space is limited to 12 persons.

We will give a 100% refund if canceled at least 30 days before the training date, 50% if cancel between 30 and 15 days, and no refund for cancellations within 15 days. You may transfer your seat to another person if you are unable to attend.



#### **Registration**

Please contact Tom Raaijmakers, senior consultant of Simbon via e-mail at [tom.raaijmakers@simbon.nl](mailto:tom.raaijmakers@simbon.nl) or by mobile phone on +31 623921989.

### **Simbon**

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