

The background is a high-angle, black and white photograph of a business meeting. Four people are seated around a white conference table. One person is using a laptop, another is holding a tablet displaying charts, and others are looking at documents. The table is cluttered with various items: a coffee cup, a notebook, a pen, and a hairbrush. In the top right corner, there is a decorative pattern of orange hexagons. The SimWell logo is prominently displayed in the upper left area.

SIMWELL

| How Decisions Get Made.

SimWell Capabilities for Operational
and Strategic Decision-Making

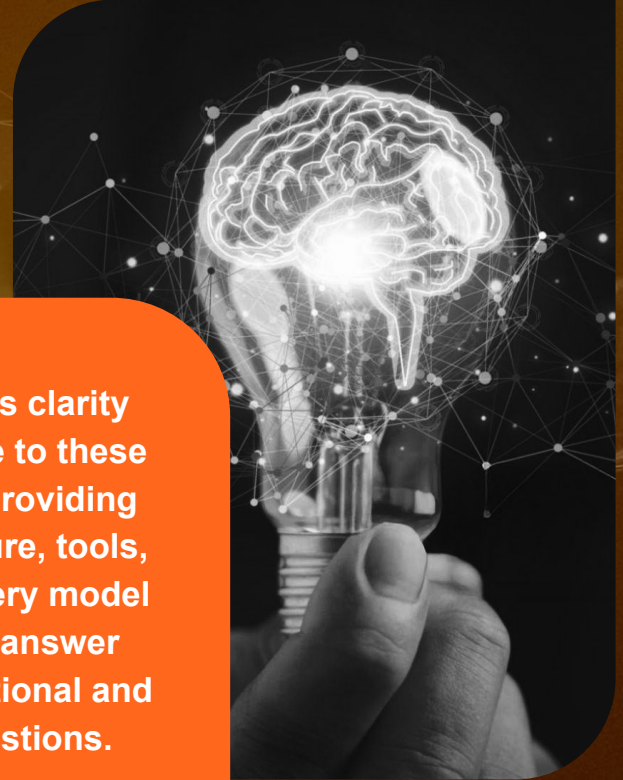
Decision Intelligence In Action

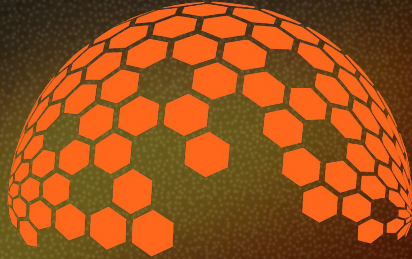
Every operation thrives or struggles based on critical decisions:

How do you recognize when your original plan is no longer optimal and it's time to pivot?

- What signals indicate when to accelerate or slow down investment, resources, or effort?
- How do you objectively compare opportunities to ensure capital and talent go to the highest-value areas?

SimWell brings clarity and confidence to these decisions by providing the infrastructure, tools, and *agile* delivery model necessary to answer complex operational and strategic questions.





The *Decision* Coverage Map

Decision Intelligence starts with knowing which decisions matter most. The Decision Coverage Map provides clarity on decision ownership, cadence, impact, and risk, transforming informal decision-making into structured, impactful strategies.

DECISION AREA	CADENCE	PRIMARY ROLE	EXAMPLE QUESTION	BUSINESS IMPACT
CAPITAL & NETWORK STRATEGY	Quarterly to Annual	Engineering, Finance	Invest in new capacity or site?	Stronger ROI, lower stranded capacity
PRODUCTION SCHEDULING	Daily to Weekly	Scheduler	Optimal schedule for next week's orders?	Stable operations, higher throughput
LABOR PLANNING	Shift to Daily	Operations Manager	Staffing levels needed tomorrow?	Lower overtime, safer staffing
PRODUCTION ROUTING	As Needed	Production Lead	What's the optimal routing strategy for upcoming product mixes?	Faster runs, better utilization
MAINTENANCE PLANNING	Weekly or Event	Reliability Lead	Impact of planned maintenance outage?	Higher uptime, fewer disruptions
INVENTORY STAGING	Weekly	Supply Chain Analyst	Optimal inventory placement?	Less waste, improved DC synchronization
DEMAND ALLOCATION	Daily to Monthly	Network Planner	Which facility should fulfill orders?	Cost efficiency, balanced demand
CONTINGENCY RESPONSE	Ad Hoc	Operations Leadership	Response plan if a site shuts down?	Faster recovery, service level protection

WHAT WE DELIVER



Decision Intelligence Capabilities

DECISION INTELLIGENCE CAPABILITIES

SIMULATION

Evaluate process, layout, and planning decisions using risk-free, dynamic models.

OPTIMIZATION

Identify best-fit decisions under real-world constraints — from staffing to routing.

DIGITAL TWIN

Connect live data to your model for real-time decision support.

DECISION DESIGN

Develop user-friendly tools that support frontline decision-making at speed.

DATA STRATEGY & INTEGRATION

Build clean, connected data pipelines that keep your models accurate, validated, and ready for decision-making.

SOFTWARE

We help you choose, license, and deploy the right modeling tools to build internal capability. As authorized partners for industry-leading platforms, we support everything from evaluation and onboarding to integration and scale.

How To Engage: Proven Delivery Models

DECISION WORKSHOPS

Align teams around critical decisions, data readiness, and modeling priorities. Use the Decision Coverage Map (DCM) to guide your investment roadmap.

PROJECT-BASED DELIVERY

Tackle a specific problem with clear scope, timelines, and measurable results. Ideal for first-time simulation users or teams ready to scale.

MANAGED SERVICES

Make modeling a continuous part of how your business runs. We maintain and evolve models that power daily decisions globally, consistently, and at scale.

STAFF AUGMENTATION

Add specialized simulation and optimization capacity without hiring. Our modelers integrate directly into your workflows and tools.

LICENSING & TRAINING PACKAGES

Combine software access with expert training to help your team build and sustain modeling expertise.

Delivery Models Mapped To Decision Intelligence Maturity

	DECISION WORKSHOPS	PROJECT-BASED DELIVERY	MANAGED SERVICES	STAFF AUGMENTATION	LICENSING & TRAINING
EARLY STAGE					
MID-STAGE					
ADVANCED					

WHERE IS YOUR
ORGANIZATION
TODAY?

—

EARLY-STAGE:

"We need clarity on which decisions matter most."

MID-STAGE:

"We have some models, but lack consistency."

ADVANCED:

"We want simulation deeply integrated into our core operations."

HOW WE DELIVER: PROJECT-BASED ENGAGEMENTS

We don't build
black-box models.

This process ensures clarity,
alignment, and visible progress at
every stage.

1

Define Scope & Outcomes

Align project goals with business priorities.
Establish Objective, Scenarios, Key Metrics,
Scope, & Data Requirements.

2

Build & Validate the Model

Develop a credible model based on
real-world data.

3

Simulate Scenarios & Optimize

Explore options, compare trade-offs, and
recommend improvements.

4

Present Findings, Enable Decision

Deliver insights to guide clear, confident
action.

HOW WE DELIVER: DECISION WORKSHOPS

Clarify where modeling
delivers ROI and supports
the case for investment.

Use Case: Align leadership around
priorities, validate where simulation
adds value, and define modeling
roadmap.

1

Discover Decision Constraints

Identify key decisions, challenges, and
stakeholder priorities.

2

Run the Decision Workshop

Facilitate alignment using the Decision
Coverage Map.

3

Prioritize & Recommend

Prioritize opportunities and define a modeling
investment roadmap.

4

Plan Next Steps

Choose delivery path and outline immediate
actions.

HOW WE DELIVER: MANAGED SERVICES

Continuously inform planning
and tactical decisions.

DecisionOps-as-a-Service is a
premium service, tailored for
organizations passionate about
empowering executives the best in
Decision Intelligence.

1

Align with Business Priorities

Target recurring decisions that impact
performance and strategy.

2

**Assign Embedded
DecisionOps Team**

Deploy a dedicated team from Simwell to
integrate modeling into your operations.

3

Build, Integrate, and Validate

Develop trusted models and embed in
workflows to empower teams to make the
best choices in all scenarios.

4

Maintain & Scale

Expand model usage and standardize
decision quality.

HOW WE DELIVER: STAFF AUGMENTATION

Extend your bench with vetted,
proven talent. On demand.

Staff Augmentation is an ideal way
to fill gaps quickly with the help of
the largest modeling bench of talent
in North America.

1

Match Talent to Need

Assign experts based on tools, industry, and goals.

2

Align with culture

Interview top applicants to ensure alignment.

3

Onboard & Integrate

Bring on contractors within days rather than weeks.

4

Execute & Deliver

Accelerate delivery of models and analysis.

HOW WE DELIVER: LICENSING & TRAINING

Enables teams to build, run, and maintain models independently.

Build internal modeling capabilities with proven tools like Anylogic, Anylogistyx, MassMotion & more.

1

Assess Needs & Package

Tailor software and training to business goals.

2

Maximize your savings

Take advantage of volume and package discounts.

3

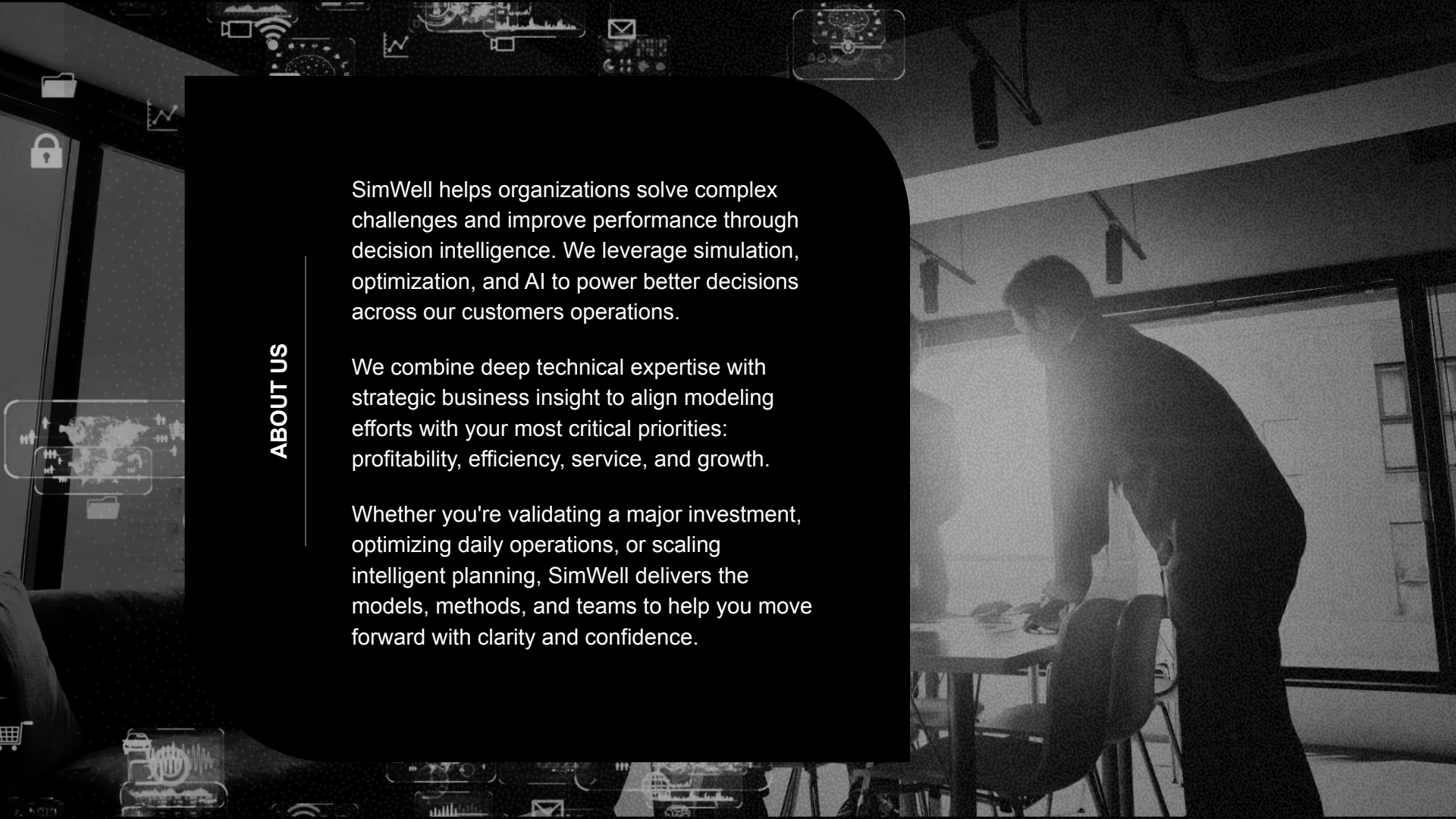
Train & Coach

Build internal capability through structured, expert-led learning.

4

Simple renewal process

Never miss a critical update or new feature.

The background of the slide features a grayscale photograph of a person in a dark suit leaning over a table in a modern office or meeting room. Large windows in the background show a cityscape. Overlaid on the image are various white icons representing data and technology, such as a folder, a padlock, a line graph, a globe with people icons, a shopping cart, a car, a Wi-Fi symbol, a city skyline, an envelope, a gear, and a bar chart.

ABOUT US

SimWell helps organizations solve complex challenges and improve performance through decision intelligence. We leverage simulation, optimization, and AI to power better decisions across our customers operations.

We combine deep technical expertise with strategic business insight to align modeling efforts with your most critical priorities: profitability, efficiency, service, and growth.

Whether you're validating a major investment, optimizing daily operations, or scaling intelligent planning, SimWell delivers the models, methods, and teams to help you move forward with clarity and confidence.



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[Simwell.io](https://simwell.io)