



PHRONESIM

**ENGINEERING SIMULATION
STRATEGY SOLUTIONS**

ABOUT US

PHRONESIM is a private limited company founded in 2021 by Andy Richardson to provide *Independent Consulting Services* to help organisations maximise the effectiveness and efficiency of their Engineering Simulation and Modelling capabilities.

Why Did We Start The Business?

Engineering Simulation is a vitally important capability at the heart of every organisation engineering and manufacturing products across multiple sectors. It is helping research, create, develop, refine, optimise, certify and manufacture products across multiple sectors. Teams of engineers and analysts use engineering simulation to perform many iterations of designs; to achieve targets, optimise performance, and ensure robustness to noise factors.

But, whilst *Engineering Analysis* tools have been in use for many decades, building and maintaining a truly effective and efficient capability in today's increasingly complex world is challenging. Many factors must be considered, including the processes, methods, and tools, but also models, data, organisation, and compute infrastructure. All must be in the right balance to achieve the optimum capability, and maximise the contribution *Engineering Simulation* can make to delivering great products and achieving the organisation's business goals.



Our Mission

To help businesses and organisations to achieve the full potential of their engineering modelling and simulation by addressing ALL the elements necessary to ensure an effective and efficient capability.



Addressing Some Key Questions

- What are your goals for Simulation and Modelling ?
- What do you need your Simulation and Modelling capability to do?
- Is your Simulation and Modelling capability aligned to your business Goals and meeting your needs?
- What is the maturity of your Simulation and Modelling capability?
 - How do you measure confidence in your Simulation results?
 - How effective and efficient is it?
- What is constraining you from achieving your Goals?
- Have you still got the right process, methods, tools, organisation, and infrastructure?
- Are you benefiting from the latest trends? Are you missing an opportunity?
- Do you have a strategy for Simulation and Modelling?
 - Do you have an improvement roadmap and plan?
- How do you govern your Simulation and Modelling?



Who Are We?

- Andy Richardson is Founder and Director at PHRONESIM Ltd
- A Fellow of the I.Mech.E with 30 years of experience in the Automotive Sector (JLR) and 4 years in Aerospace (Airbus).
 - 10 years as Senior Manager responsible for vehicle attributes; Durability and Robustness, Aerodynamics, Packaging, Weight, Vehicle Analysis, and Advanced Eng.
 - 10 years as Head of Simulation responsible for all aspects of simulation strategy, covering; process, methods, tools, models, data, organization and infrastructure from development through implementation.
 - 2 Years as Senior Manager Airframe Methods and Tools at Airbus
 - MSc in Numerical Modelling (Aston) and MBA (University of Warwick)
 - NAFEMS Steering Committee Member



The Story Behind The Name

Inspired by recollection of a school *philosophy* lesson examining the meaning of the ancient Greek word **PHRONESIS**. It can be translated into English as; *“Wisdom in determining ends and the means of attaining them, practical understanding, sound judgment.”*

This seemed a great fit to our company values and mission, hence **PHRONESIM** represents the application of the principals of **PHRONESIS** to the world of Engineering **SIMULATION**.



LOOK US UP at www.phronesim.com **CONTACT US** at: info@phronesim.com