SimFlex Assignment – Spring 2015  
SCM 4301 – Dr. Dale Tibodeau

SimFlex is an optimization and simulation software suite which enables companies to design, test and rapidly implement robust and efficient value chain solutions. The software is developed and maintained by the SimFlex Group.

The SimFlex Group is an independent business unit of Flextronics, offering value chain planning expertise through software and services. The SimFlex Group was created through the acquisition of a supply chain software and consulting company, and today boasts over 15 years of experience across multiple industries.

We would be using SimFlex Lite for this class. SimFlex Lite is a value chain planning tool enabling companies to design, test and deploy robust and lean solutions supporting business decisions. It is especially used for evaluating strategic options like

- Where to locate your facility?
- Where to source the product from?
- Should we enter the market as a distributor or manufacturer? And other such questions.

Objective of the exercise:

- To develop various supply chain scenarios and identify their strengths / weaknesses of each.
- To demonstrate the capabilities of SimFlex Lite

Instructions

1. Login Instructions:
   - SimFlex webpage link: http://www.simflexgroup.com
   - Click on Log in (top right corner)

Username Password  
http://scgames.bauer.uh.edu/simflex.asp
Follow the instructions for obtaining your username and password

2. Tutorial
   - Click on Lite Tutorial (second link in the left hand menu)
   - Follow the instructions and go through all the videos on how to create and analyze the model
   - More options are available in the right hand menu
   - All of you must create the tutorial model “Desktop PC manufacturer” to understand all the options of the software.
   - Use the lab class to clarify the doubts.
3. Case
- Each one is given a unique case, read the case and understands the different scenarios you are asked to evaluate.
- Create the model in your account and analyze the results
- Submission requirements: The models (created in your account) and the final presentation slides in a single slide per page printouts.

4. Grading Instructions (Total : 40 points)
- Tutorial model : 5 points
- Case Model : 15 points
- Analysis and Presentation : 10 points
- Additional analysis : 5 points
- Accuracy : 5 points

What constitutes an additional analysis?
- Any sensitivity analysis (i.e. when would Scenario A be better than Scenario B or vice versa) would be considered in this category. (E.g. What happens when customs duty goes up by 5%, what happens when transportation expense goes up x%, what happened when demand at a certain region goes by 10% etc.)
- Any analysis done beyond what SimFlex Lite displays in its analysis screen would be considered in this category

5. Presentation Instructions
- First slide should include both the names of the student who participated in the work
- Screen shots of the models must be included.
- Number of slides : 8-10 (including graphics) (12 point – Times New Roman Font)
  1. Screen shots of the models – 2 to 3 slides
  2. Graphs, Summary of the models with table results – 3 to 4 slides
  3. (Must include total costs, logistics cost, Select appropriate ones)
  4. Additional Analysis – 2 slides
- Final Recommendation – 1 slide
- Initial scenarios and demand distribution need to be included.

Key questions to answer
- Which strategy/scenario should the company choose and Why?
- Specifically compare the scenarios by Costs
  1. End to End
  2. Material
  3. Value Add
  4. Logistics (Transportation and Customs (if any))
5. Inventory
   • Lead Time
     1. Delivery Time
     2. Supply Chain Time
   • GHG Emissions
   • You can use any relevant graphs and tables listed in the input data and scenario comparisons tab.

Assignment Due on April 21st, 2015 by your class period (No late submissions)
Last day to clarify questions about software and assignment: April 17th, 2015 – 5:00 pm

Note: Questions regarding software will be answered only when the team has completed creation the tutorial model (all 3 scenarios Regional L10, L6 and Regional). They should have an operational tutorial model in their account.