



PHOENIX INTEGRATION

2018 International Users' Conference

April 17 – 19, 2018

Annapolis, Maryland | USA



The Parametric Digital Engineering Journey

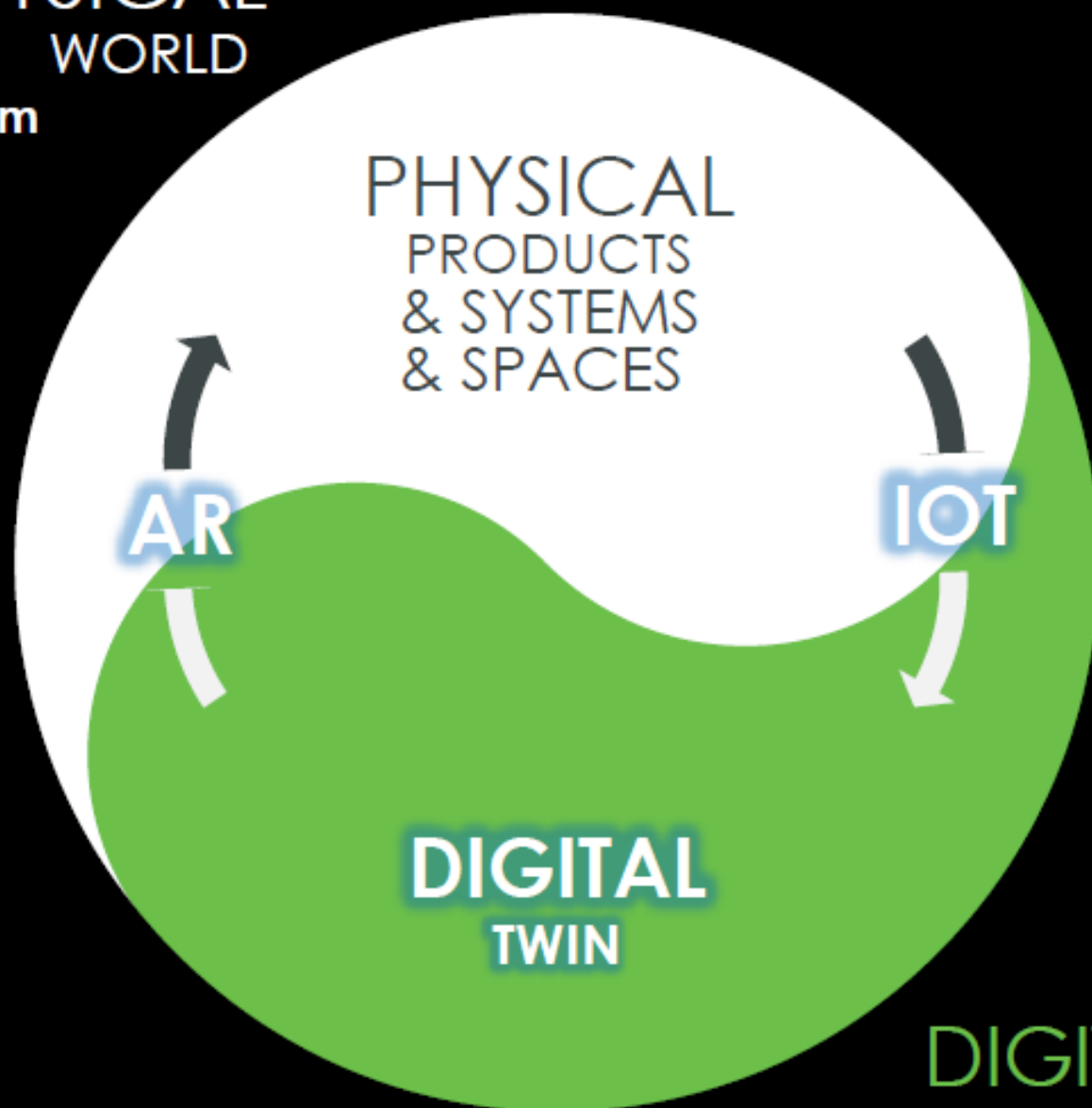
Matthew Hause
PTC

PHYSICAL WORLD

Industrial Innovation Platform

>\$100M Revenue
> 50% Bookings Growth FY16
1,200 End Customers
250 OEMs/Resellers
Ecosystem of SI's, partners

IoT & ANALYTICS |  thingworx®
AUGMENTED REALITY |  vuforia®
INDUSTRIAL CONNECTIVITY |  keeware®



PHYSICAL
PRODUCTS
& SYSTEMS
& SPACES

AR

IOT

DIGITAL
TWIN

DIGITAL
WORLD

PLM Solutions

>\$1B Revenue
10% Bookings Growth FY16
28,000 End Customers
70% Direct Sales
30% VARs (~400)
Ecosystem of SI's, partners

CAD |  creo®
PLM |  windchill®
ALM |  integrity®
SLM |  servigistics®

Outperform

Grow your market share and profitability though continuous innovation on evergreen products

Understand

Make better engineering decisions and designs using real-world data

Advance

Achieve new levels of innovation and business results by incorporating IoT technologies into your design practices

DIGITAL ENGINEERING

OUTPERFORM

Constant Analysis



Predictive Performance Improvements



Digital Twin



Outcome-Based Design



Distributed AR/VR Product Review



ADVANCE

Digital Product Traceability



Design for Connectivity



Data Driven Design



Collaborative AR/VR Design



UNDERSTAND

Digital Product Definition



Universal Data Access

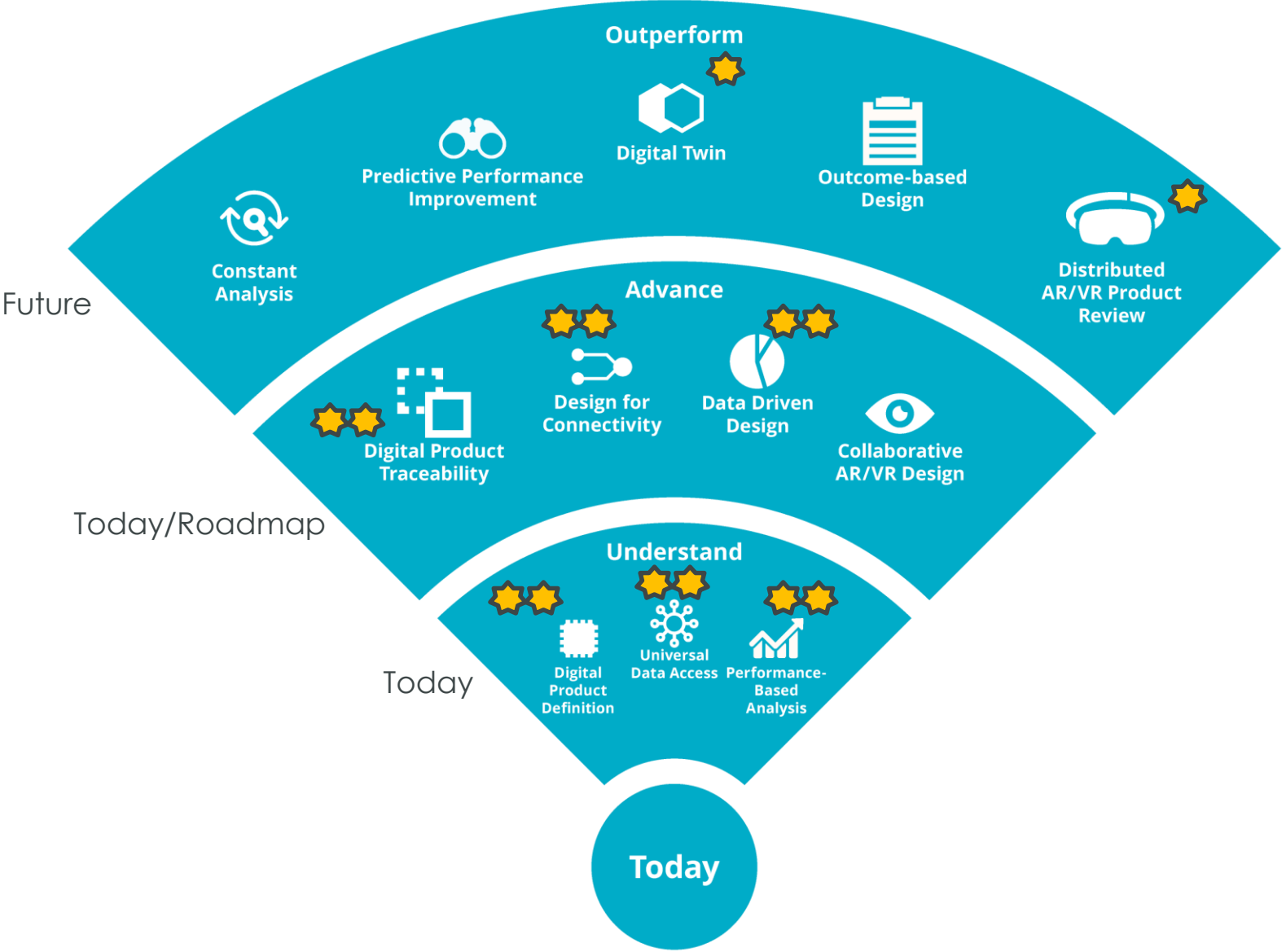


Performance Based Analysis

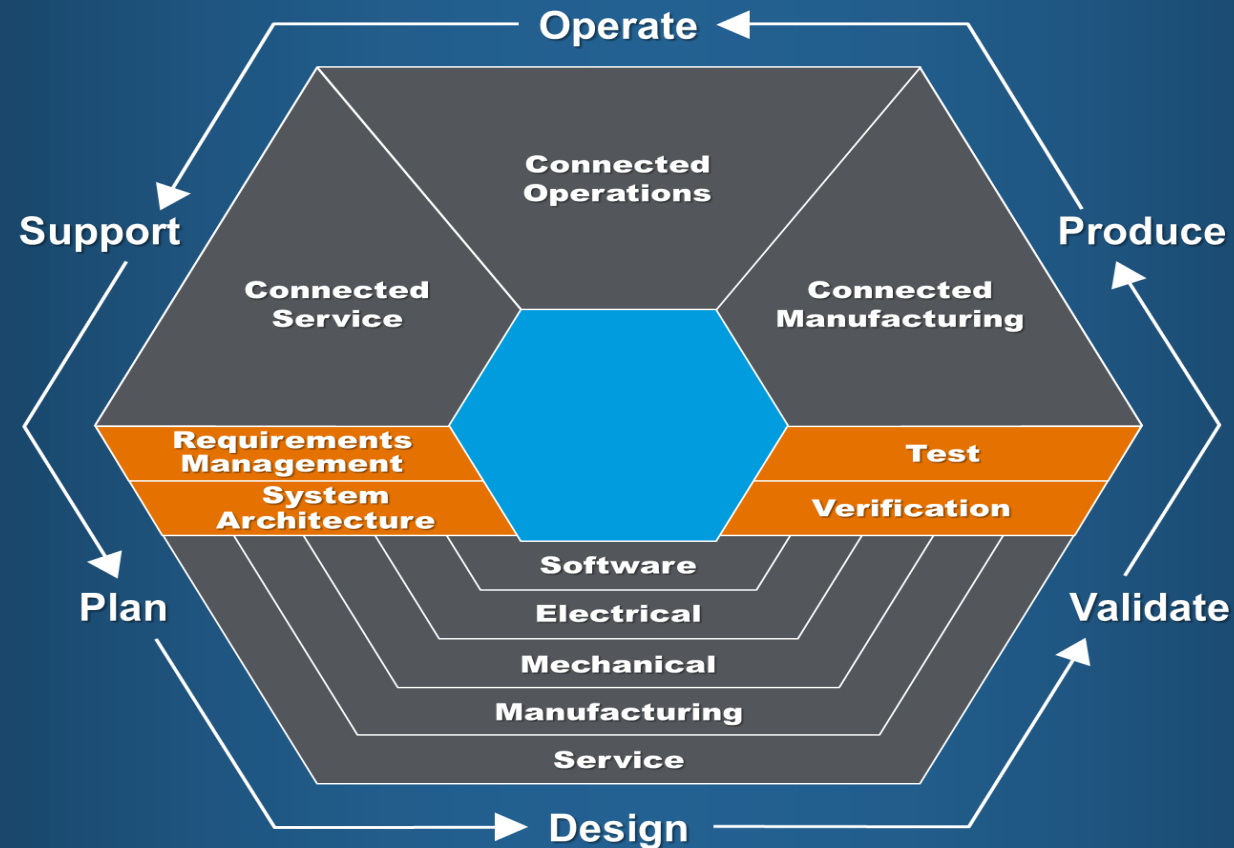


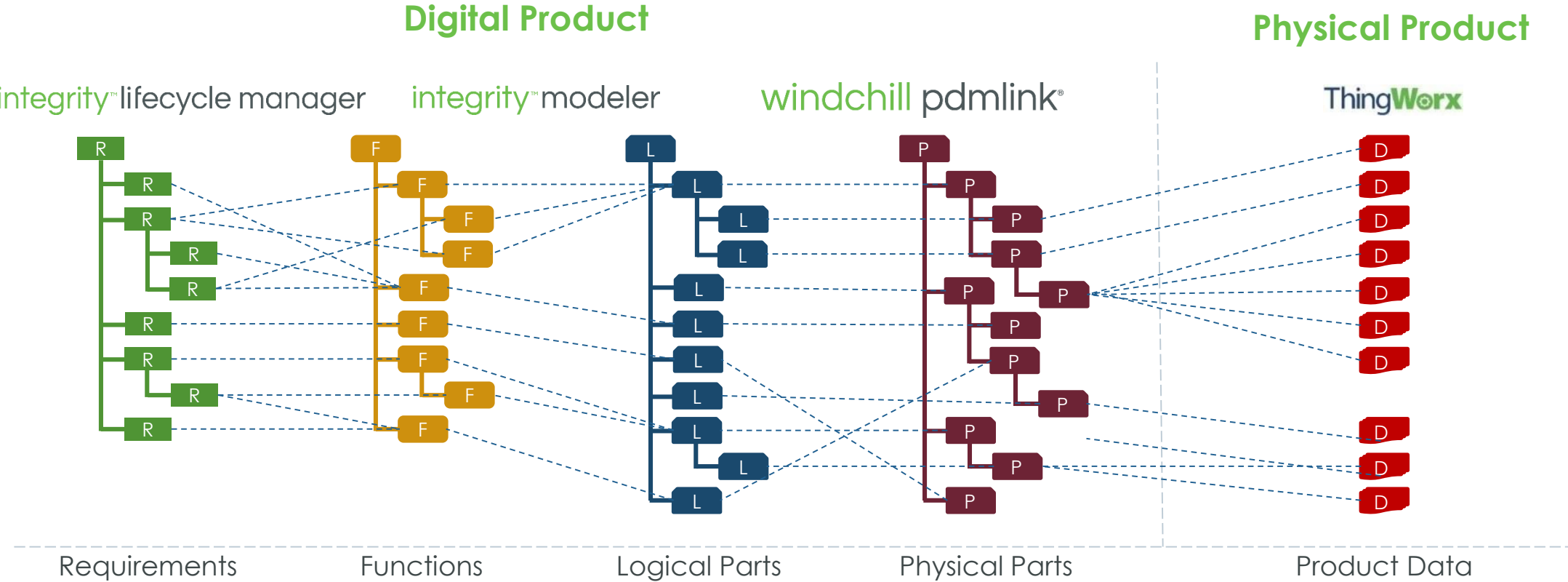
TODAY

MBSE PLAYS A KEY ROLE IN THE DIGITAL ENGINEERING JOURNEY



A **holistic, multi-disciplinary** and collaborative approach to designing and maintaining **complex** systems throughout the systems lifecycle.

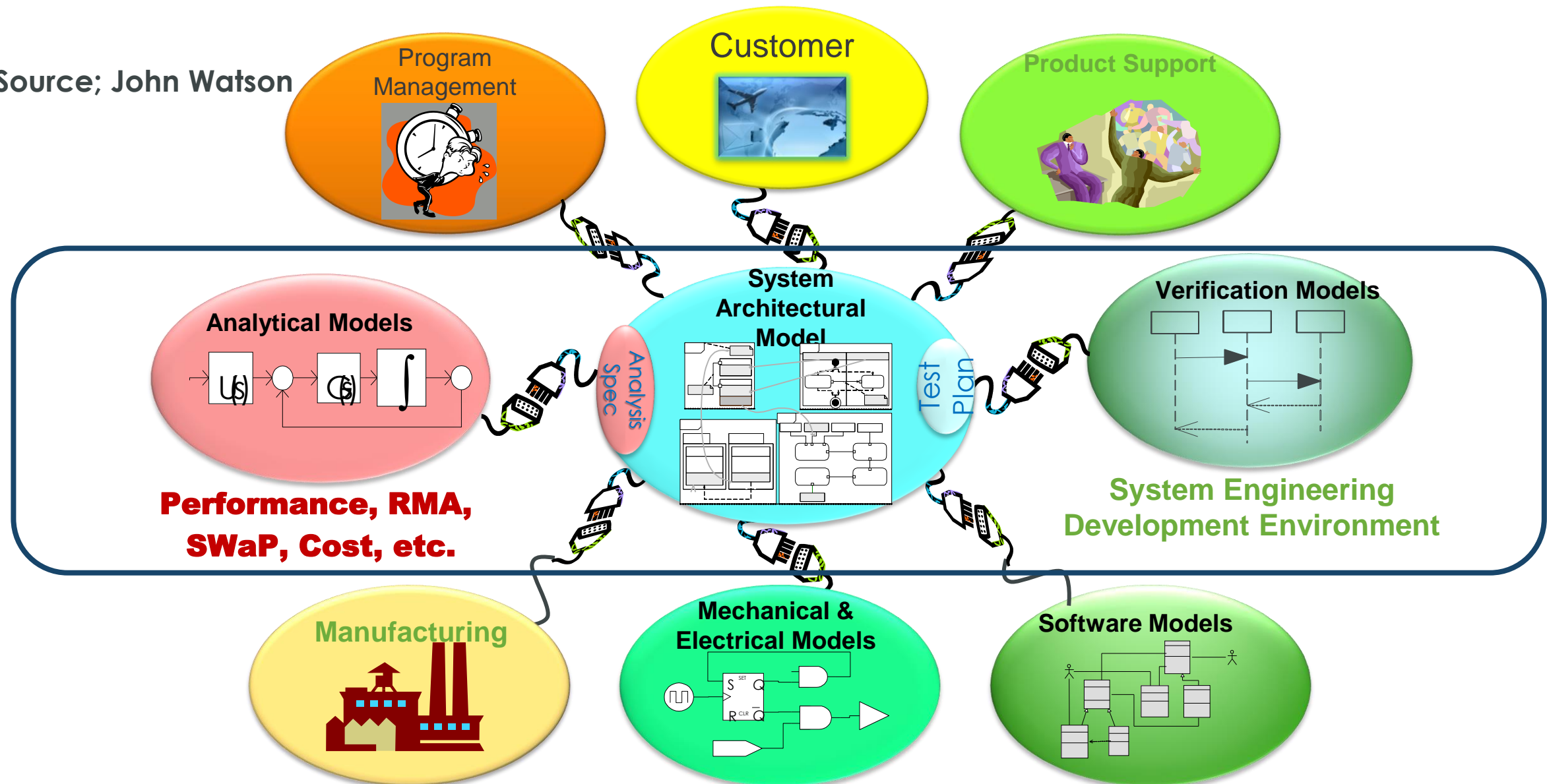




Requirements.....'satisfied by' System Functions.....'allocated to' Logical Parts...
... 'implemented by' Physical Parts.....'sending & receiving' real world data

EVOLVING MBSE USE CASES

Source; John Watson



To measure MBSE effectiveness we need to understand the context of how it is used

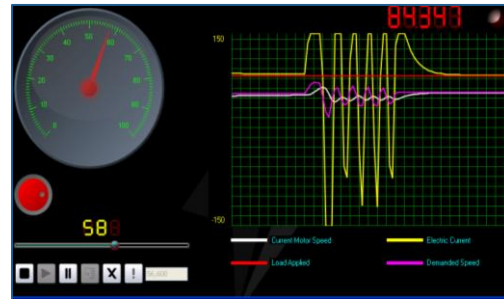
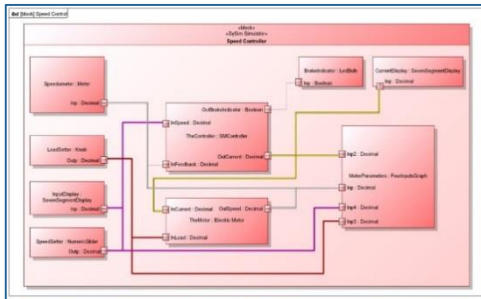
DATA DRIVEN ANALYSIS AND DESIGN

Solution Overview

1. Early Functional Simulation with Stakeholders and ThingWorx Mashups/Apps-in-the-Loop
2. Early functional simulation of dummy Edge Devices before physical prototype, to test ThingWorx Apps
3. Re-simulation with prototype IoT product data-in-the-loop
4. Re-simulation with real IoT product data-in-the-loop

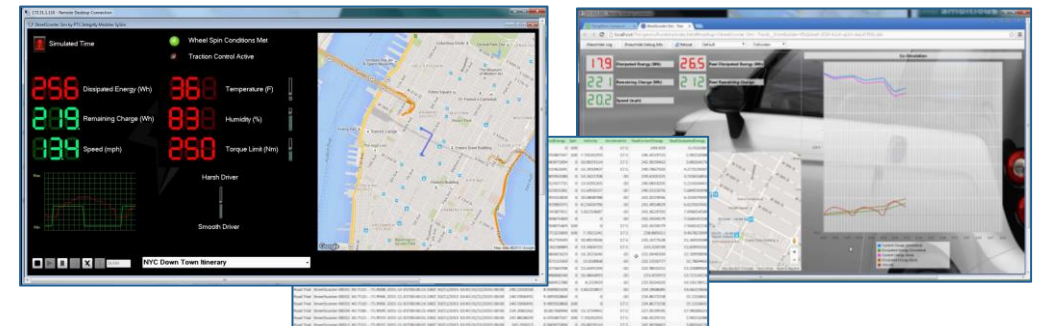
Value

1. Ensure that future products better meet the needs of customers
2. Improve quality by correcting design flaws based on actual usage & data
3. Target design efforts to reduce product and development costs



Integrity Modeler SySim

System model (design prototype) functional simulation reduces dependency on physical prototypes and finds problems earlier



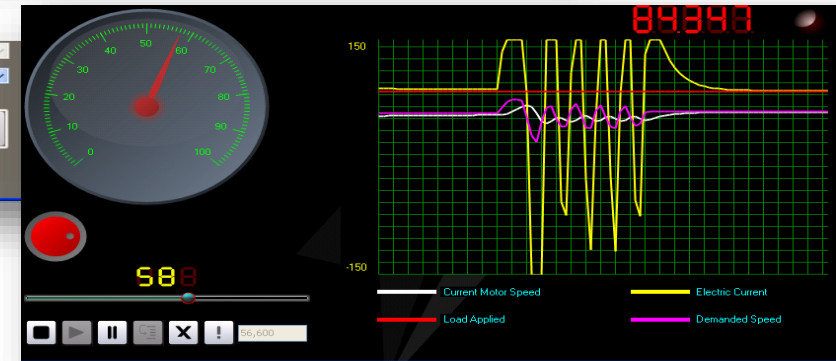
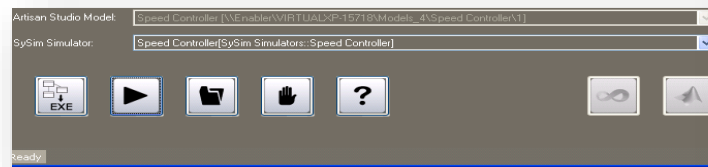
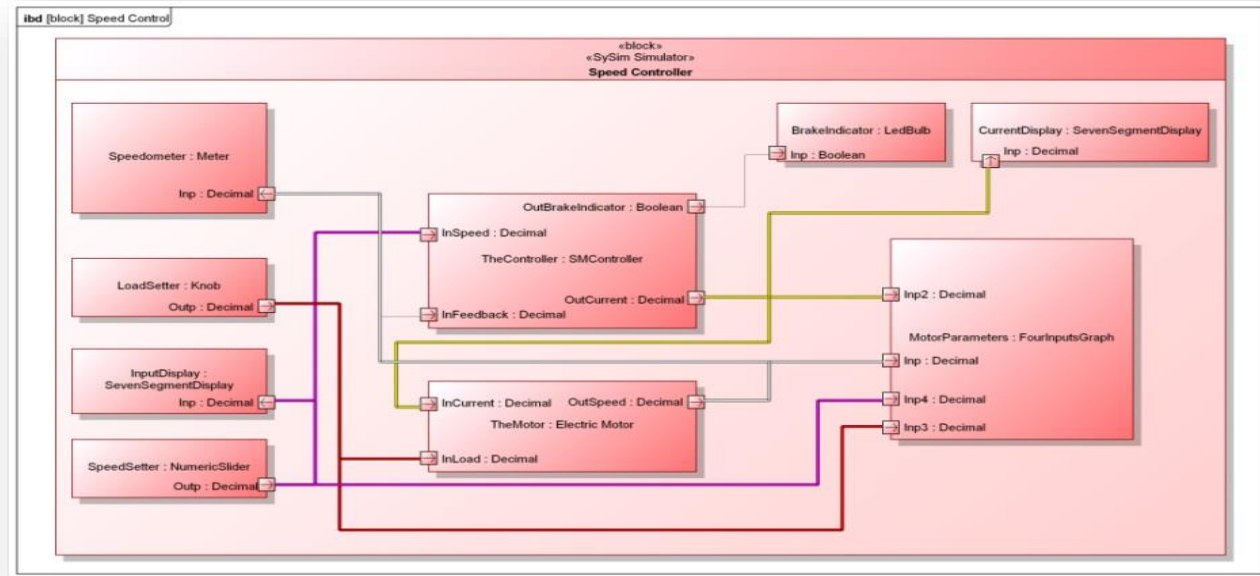
Integrity Modeler SySim & ThingWorx

System model simulation with ThingWorx apps-in-the-loop and real-world data-in-the-loop to improve models & products

PERFORMANCE BASED ANALYSIS

VALIDATE COMPLEX BEHAVIOR EARLY

integrity™ modeler sysim

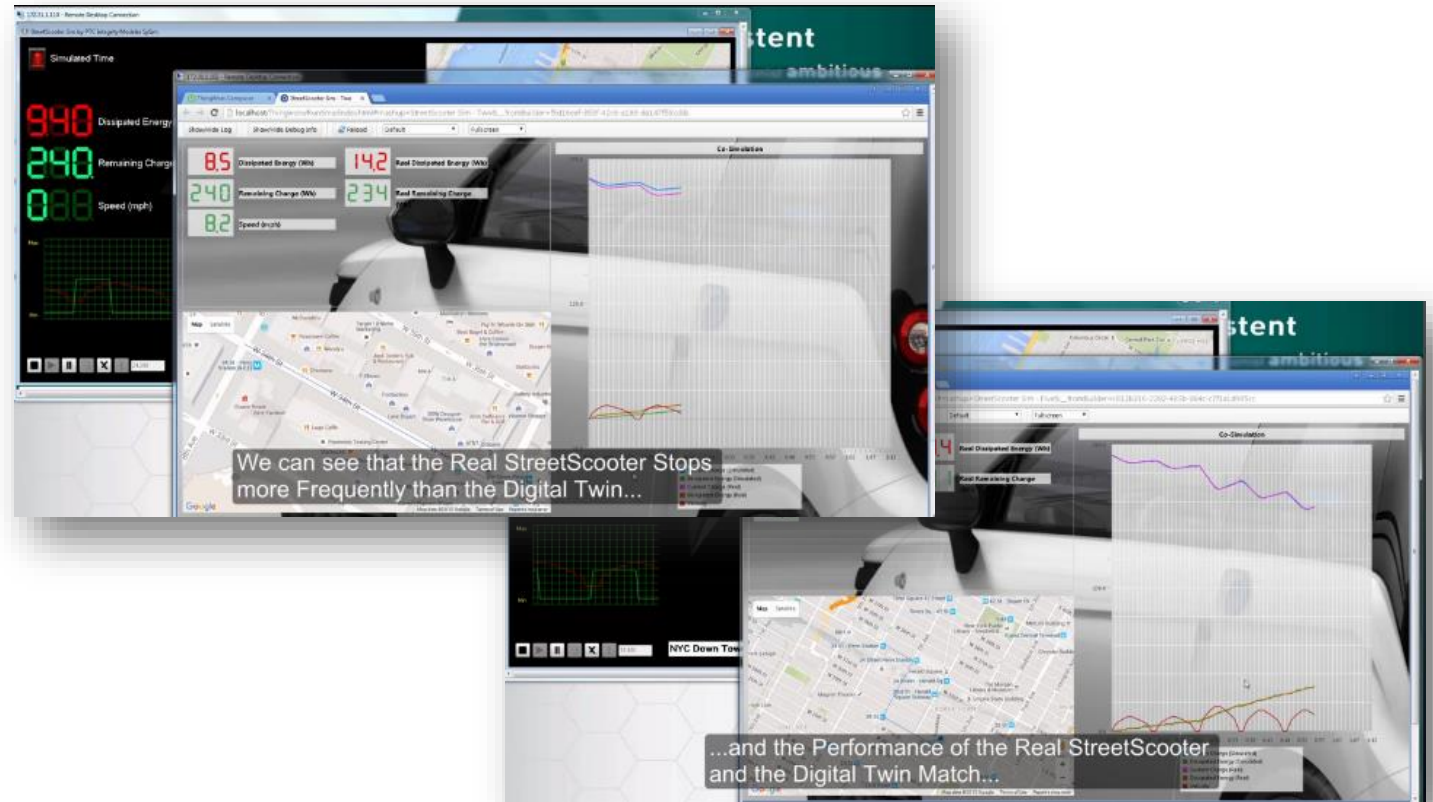


DATA DRIVEN DESIGN

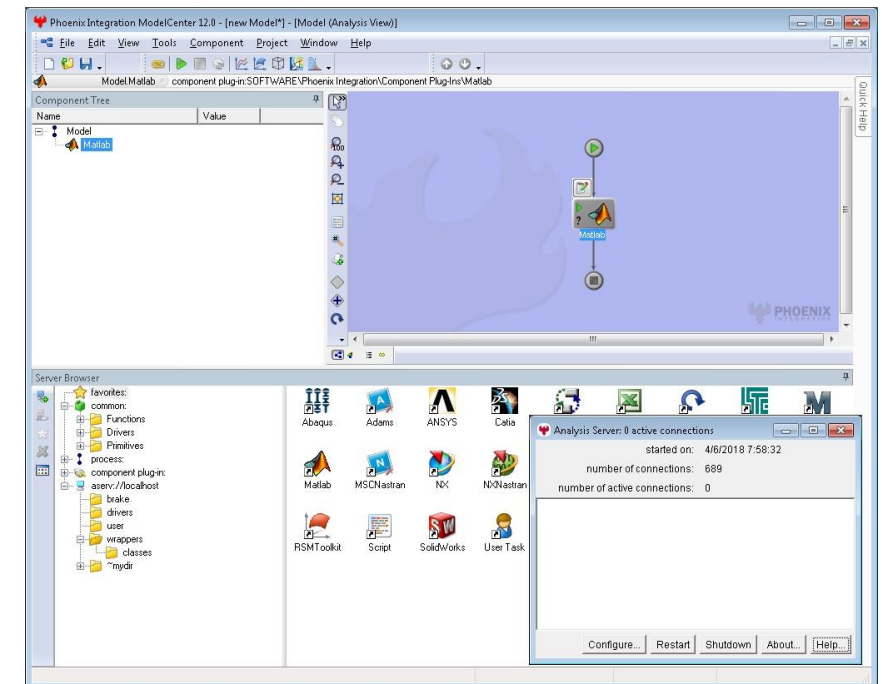
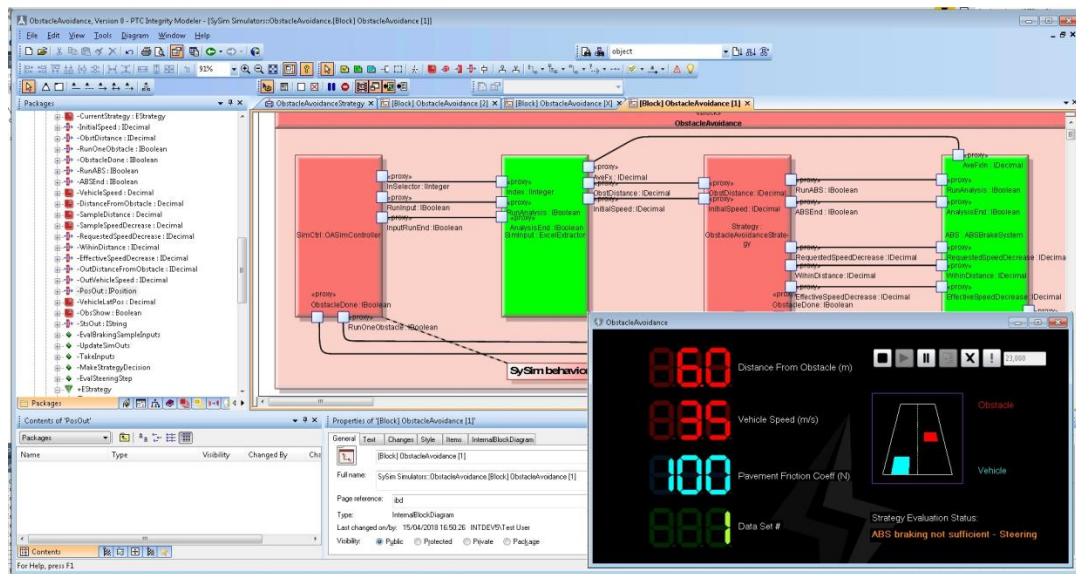
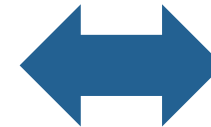
SYSTEM SIMULATION WITH IOT DATA IN-THE-LOOP

- System simulation with ThingWorx in-the-loop
- IoT data refining simulation & improving designs
- Closed-loop system level IoT modeling

integrity™ modeler sysim

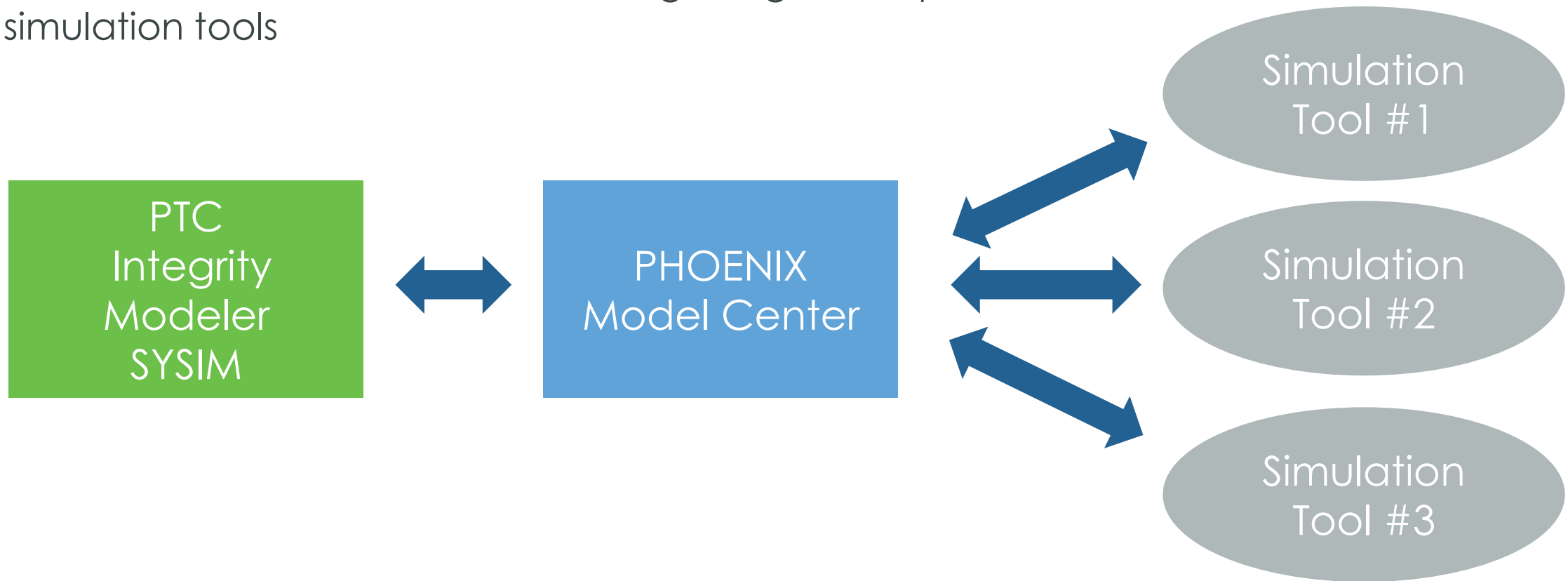


PTC INTEGRITY MODELER SYSIM and PHOENIX MODEL CENTER



PHOENIX INTEGRATION and PTC

- PTC Integrity Modeler enables modeling complex systems using MBSE and SysML
- PTC Integrity Modeler SySim enables execution of SysML models
- PHOENIX Model Center enables integrating with a plethora of simulation tools



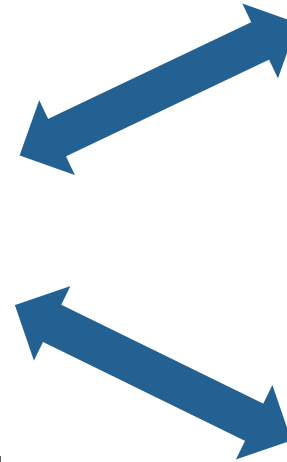
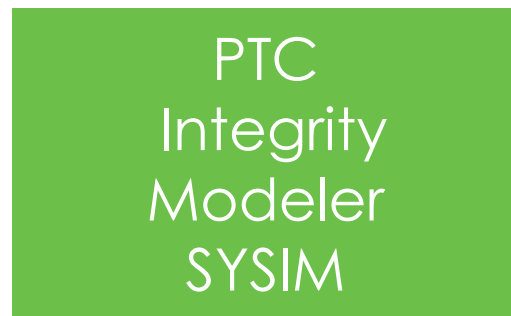
■ Problem statement:

- Self driving vehicle
- Analyze the combination of braking and steering strategies to avoid an obstacle
- Simulate the behavior under different road and vehicle conditions

PTC and PHOENIX INTEGRATION

In this example we will see how SySim coordinates the execution of SysML logic and other models via Model Center

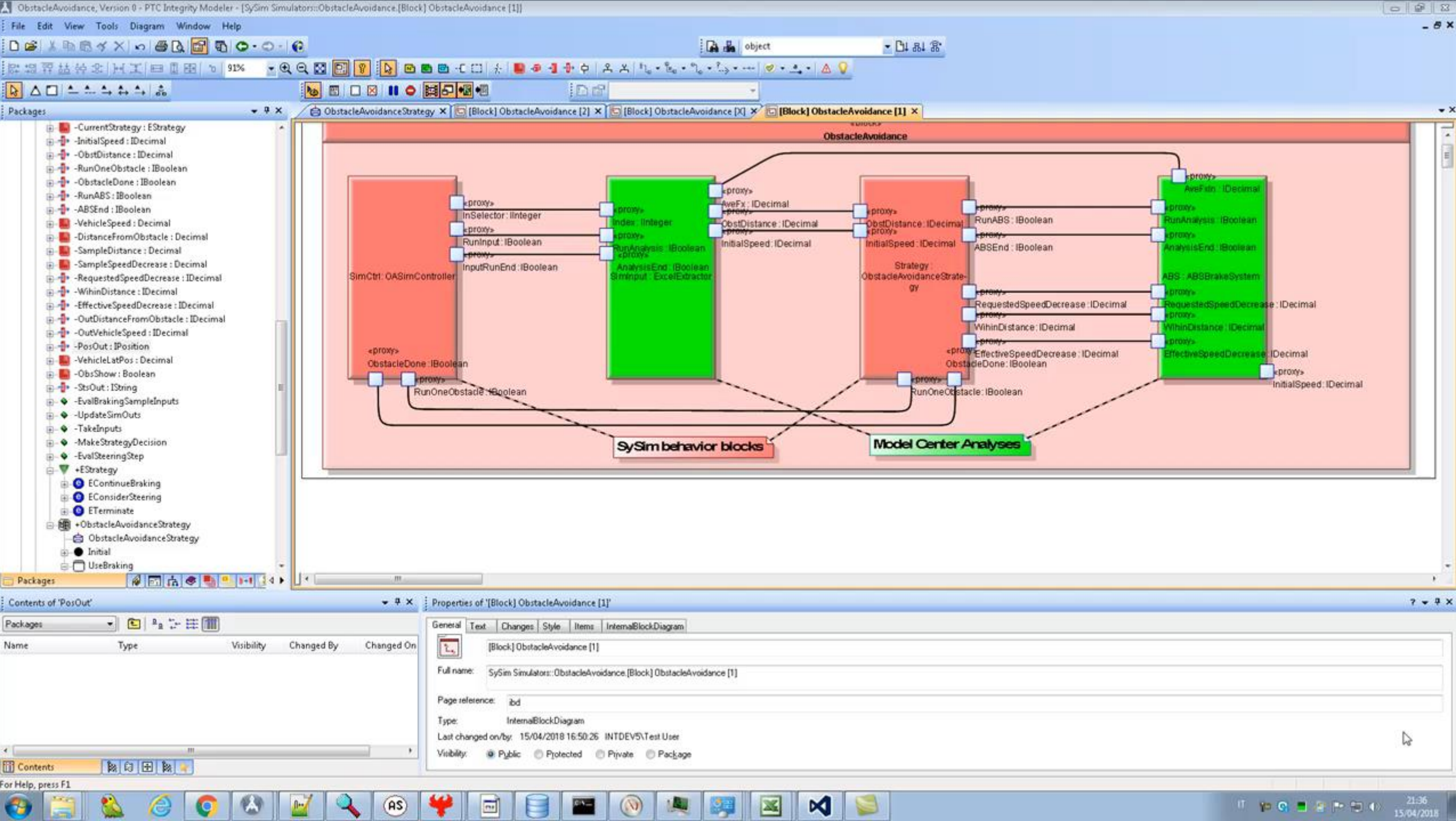
Simulink™ is used to simulate an ABS braking subsystem



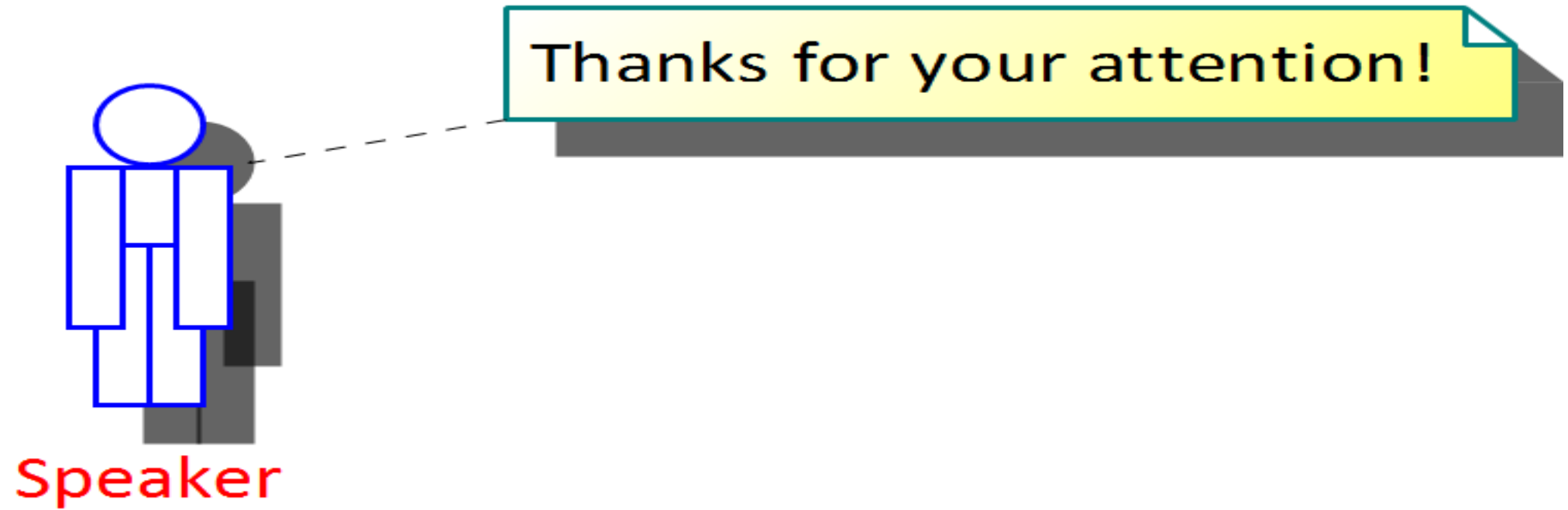
SySim executes SysML models and coordinates the execution of the other simulations

Model Center connects SySim with the other simulations in the picture

Excel™ is used to store simulation datasets representing various scenarios



- Seamlessly integrate MBSE / SysML with a large base of COTS simulation tools
 - Combining PTC Integrity Modeler and Phoenix Integration Model Center
 - Includes support for external custom simulation executables
 - Select the best environment for each simulation need
 - Behavior can be specified via SysML, via external simulation tools, or any combination of both
- PTC Integrity Modeler SySim effectively coordinates the external simulations via Model Center
 - Each simulation of an external tool is represented by a SysML block
 - Block Ports are automatically connected with Model Center variables
 - Zero coding – SySim natively interfaces with Model Center Analysis Server APIs



THE DIGITAL ENGINEERING JOURNEY

