



## **JOINT MEDIA RELEASE | FOR IMMEDIATE RELEASE**

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### **D-SIMLAB Awarded S\$500,000 Grant under SPRING Singapore's Technology Enterprise Commercialisation Scheme (TECS)**

*D-SIMLAB Technologies Pte Ltd outperforms hundreds of business proposals to clinch the competitive TECS Grant for the Company's Proof-Of-Value Project*

**Singapore, 4 June 2009** – D-SIMLAB Technologies Pte Ltd (“D-SIMLAB”), the Singapore-headquartered leading provider of high-performance, simulation-based decision support solutions for industries that invested in high value operating assets, has been awarded up to S\$500,000 grant from SPRING Singapore under the Technology Enterprise Commercialisation Scheme (TECS).

TECS is a competitive grant and evaluated by investment professionals and industry leaders. Only the strongest proposals with the best potential commercial outcome are funded.

D-SIMLAB will be using the Grant to develop a novel “symbiotic simulation” framework where a simulation model interacts with the real system it represents in a symbiotic manner and in an iterative manner to mutually re-optimize to produce the best outcome possible in both simulated and real systems. The project will bring disruptive changes to both current methods and markets because for the first time companies will be able to own and use a high-visibility and high-accuracy decision support tool to optimize critical parameters of complex day-to-day operations that are subject to random effects. The ability to adapt the underlying simulation model in connection with simulation-based optimization at any decision point in time to make continuous risk assessment possible will ensure that savings are real and maintainable. As a result a traditionally “nice-to-have” technology for strategic and tactical decision-making will eventually be transformed into an indispensable “must have” tool for operational decision-making. D-SIMLAB plans to introduce this technology for spare parts management in the aerospace industry and semiconductor manufacturing through their flagship products D-SIMSPAIR and D-SIMCON, respectively.

D-SIMLAB, a company that spun off in 2006 from the Singapore Agency for Science, Technology and Research (A\*STAR), has achieved much over the last three years. As a former incubatee of Exploit Technologies – the marketing and commercialisation arm of A\*STAR – D-SIMLAB has benefitted from the mentoring efforts and business leads generated by its incubator. The company has ventured overseas in October 2008 by establishing a European subsidiary to better serve its expanding pool of European clients, and also to support a pilot project with a leading German semiconductor manufacturer. Additionally, as part of its future plan, D-SIMLAB has secured a key MRO player and a major semiconductor company as lead customers for the specific purposes of the proposal under TECS Grant. D-SIMLAB's founding team consisting of Dr. Peter Lendermann, Gan Boon Ping and Dr. Nirupam Julka, were conferred the A\*STAR Scientist Entrepreneur Award 2009 for successfully commercialising their research.

Commenting on the successful Grant Award, Dr. Peter Lendermann, CEO and Co-Founder of **D-SIMLAB** said, "The TECS POV award is an independent endorsement of our technology development and commercialisation plans in the Aerospace MRO and Semiconductor Manufacturing industry. The development of this Symbiotic Simulation framework and its implementation in the industry will propel the value proposition of D-SIMLAB to the industry."

Mr Boon Swan Foo, **Chairman of D-SIMLAB and Executive Chairman of Exploit Technologies** said, "Receiving the competitive TECS Grant is a strong testimony to Exploit Technologies' efforts in nurturing the young company; and in D-SIMLAB's excellent implementation of its marketing and development plan, which is backed by robust A\*STAR technology. Exploit Technologies has worked very closely with D-SIMLAB since its infancy days when the founders were still researchers with the A\*STAR's Singapore Institute of Manufacturing Technology (SIMTech). Recognising D-SIMLAB's market potential, we have at the on start helped in evolving its business plan, raising funds, opening doors to business opportunities, providing mentoring services and lending our support to the company's daily operations.

"We are heartened that D-SIMLAB has brought to fruition our efforts through its early successes in securing major customers and venturing overseas; all these despite the bleak economic conditions. Exploit Technologies remains committed in our quest to incubate more of such companies like D-SIMLAB; so as to develop a robust pipeline of promising made-in-Singapore technologies and start-ups."

The company's focus on long-term development plan has also attracted substantial investment last year from Imprimatur Capital, an international investor in technology backed businesses. "D-SIMLAB is an exciting and rapidly growing company with best of breed technology and a great track record of execution in their target markets and we are extremely happy to have made our investment in the business. They are also a showcase for Singapore and what it can offer in terms of

early-stage growth technology businesses. We are confident their recent accolades will spur them on to greater success and look forward confidently to them realising their full potential,” said Andy Bottomley, Executive Director of **Imprimatur Capital**, UK.

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Notes to the Editor on D-SIMLAB’s Symbiotic Simulation Software

## **NOTE TO EDITOR ON D-SIMLAB'S SYMBIOTIC SIMULATION SOFTWARE**

### **EXECUTIVE SUMMARY**

The objective of this POV project is to demonstrate the value of simulation-based optimisation for operational, day-to-day decision-making in selected asset-intensive domains. This will be accomplished through realisation of a “symbiotic simulation” where a simulation model interacts with the real discrete event system it represents in a symbiotic manner such that not only the real system can benefit from re-optimisation runs carried out in the simulated system whenever such a re-optimisation is likely to result in necessary action to be taken in the actual system, but also the simulation model can benefit from adaptations that can be made in the model as a result of changes occurring in the real system.

D-SIMSPAIR, a simulation and optimisation software suite for strategic and tactical spare parts planning and D-SIMLAB's flagship product for the aerospace industry will be the starting point for the project. From there we intend to move into two directions: (i) Development of automated simulation model validation capability in the aerospace spare parts logistics domain, (ii) Development of simulation cloning technology for high-fidelity simulation model initialisation in the semiconductor manufacturing domain. Concurrently, a method to generalise and adapt a domain-specific optimisation approach (in our case aerospace spare parts logistics) such that it can be re-used in a similar domain (in our case semiconductor manufacturing) will be developed.

The project will bring disruptive changes to both current methods and markets because for the first time companies will be able to own and use a high-visibility and high-accuracy decision support tool to optimise critical parameters of complex day-to-day operations that are subject to random effects. The ability to adapt the underlying simulation model in connection with the ability to conduct simulation-based optimisation at any decision point in time will make continuous risk assessment possible and ensure that savings are real and maintainable. As a result a traditionally “nice-to-have” technology for strategic and tactical decision-making will eventually be transformed into an indispensable “must have” tool for operational decision-making.

D-SIMLAB is in an excellent position to carry out the project and market the resulting novel technology. A key Singapore-based MRO and a Germany-based Semiconductor company have been secured as lead customers for the specific purposes of this project. Also, D-SIMLAB also has formal agreements with its other customers including Aerospace Original Equipment Manufacturers (OEMs) which is an important basis for long term relationship and critical for meeting the objectives of this project. Moreover, the intended collaboration with Singapore Institute of

Manufacturing Technology (SIMTech) will make sure that the project is fuelled by latest developments in the respective research areas.

Although revenue was already being generated from D-SIMLAB's Aerospace OEM customers, the internal R&D funding was limited by the strategic vision that D-SIMLAB was able to support with its present products. To capture the value of the performance enhancements and cost savings associated with this vision, however, a significant amount of additional Intellectual Property (IP) was to be developed. The development of this IP will be funded through the proposed POV project grant. It will also help position D-SIMLAB as the cutting-edge supplier in the world and generate new revenue streams, not only with the present Aerospace OEM customers but especially in the new market segments Aerospace MRO, Military Aviation and Semiconductor Manufacturing.

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#### **About D-SIMLAB Technologies Pte Ltd**

D-SIMLAB Technologies is a leading provider of high-performance, simulation-based decision-support solutions for high value asset management in aerospace, semiconductor manufacturing, and container terminal operations. Established in 2006 and incubated at Exploit Technologies, it is a spin-off company from Singapore Institute of Manufacturing Technology founded by Dr Peter Lendermann, Gan Boon Ping and Dr Nirupam Julka. D-SIMLAB's present shareholders include Exploit Technologies Investments and Imprimatur Capital, UK.

For more information, please visit [www.d-simlab.com](http://www.d-simlab.com).

#### **About Exploit Technologies Pte Ltd**

Exploit Technologies is the strategic marketing and commercialisation arm of the Agency for Science, Technology and Research (A\*STAR). Its mission is to support A\*STAR in transforming the economy through commercialising R&D. Exploit Technologies enhances the research output of A\*STAR scientists by translating their inventions into marketable products or processes. Through licensing deals and spinoffs with industry partners, Exploit Technologies is a key driver of technology transfer in Singapore. It actively engages industry leaders and players to commercialise A\*STAR's technologies and capabilities, bridging the gap from Mind to Market. Exploit Technologies' charter is to identify, protect and exploit promising intellectual property (IP) created by A\*STAR's research institutes.

For more information, please visit [www.exploit-tech.com](http://www.exploit-tech.com).

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