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MODELLING AEROSPACE BUSINESS ENVIRONMENTS WITH VIBES – THE VIVACE INTERACTIVE BUSINESS ENVIRONMENT SIMULATOR

Interim 18 month report

Executive Summary

This document presents an updated and expanded description of the VIVACE Interactive Business Environment Simulator ('VIBES') software prototype, originally revealed in outline form in the Month 11 deliverable, 'Preliminary Description of the Future Aerospace Business Environment' [Bramham et al, 2004] for Task 2.1.1 (Business and Value Chain Models). VIBES demonstrates how scenario analysis could be employed within the industry to improve planning. In brief, the prototype:

- Incorporates nineteen pairs of 'polarised' scenarios representing alternatives for the future of the aerospace business environment.
- Provides a means by which users can express and communicate their perspectives on future outcomes they anticipate.
- Makes scenario analysis accessible in a simple manner, using a graphical user interface.
- Allows a range of key industry metrics to be selected, and monitored.

Focusing upon ease of use, the VIBES prototype makes scenario planning accessible to a wide audience – and elicits information from that audience to identify risks or opportunities to improve the competitiveness of the enterprise, be it conventional or virtual.

Presenting interim findings from trials with the prototype, this document proposes areas of application for the tool in its current condition, which include supporting 'brainstorming' activities to explore the effects of changes thrust upon the business, plus those arising from changes in corporate strategy. The software allows anticipated outcomes to be communicated within the business, or throughout the supply chain, where a mutual understanding of future perils will be of particular value. Opportunities for software improvements that might be addressed in the future are also discussed. The document concludes by presenting the insights that have been gained as a result of trials with the tool, as to the future business environments that appear to be of interest to the industry personnel approached. Some of these business environments, be they threat or opportunity scenarios, could become the focus of the modelling that remains to be undertaken within Task 2.1.1.