

**SIMTANO™:**

# A Paradigm shift in Project Execution

Through a new work method, Concurrent Design, the consultancy company, SIMTANO™, turns project execution as we know it, on its head. This is a new way of working, and represents a radical paradigm shift says founder and CEO of SIMTANO AS, Dr. Knut I. Oxnevad.

In today's project execution approach, meetings are typically set up for planning, developing, and for keeping track of progress. These meetings are often characterized by low productivity, and are by many seen as a real time thief.

– SIMTANO's method brings higher efficiency and better quality into the project. Meetings are changed from being an arena of discussions to an arena where everyone works together and produces in the meeting itself; In other words, a working meeting, or what we call a "session", says Oxnevad.

**Better decisions**

In practice, this means, that a team is assembled and executes a set of defined sessions, each lasting about 3.5 hours. Each participant has his or her own PC with the necessary software tools. The PC's are connected through a common network and every PC can be shown on large mounted wall displays. This gives the team a common problem understanding and an opportunity to view the problem from many angles at the same time. The sessions are led by a facilitator, who ensures progress and that the objectives are reached in each session. Team members may be physically present or participate via telephone/video. This flexibility makes it possible for the company to pull in those essential for making the required analyses and for making the right decisions in a session.

– SIMTANO's consultants assist the company with preparations and training for the sessions. As the company gains experience, SIMTANO will provide it with a license to use the method on their own, explains Oxnevad.



– With concurrent design you will experience a radical improvement in quality and efficiency through all phases of a project, says Dr. Knut I. Oxnevad.

**World Expertise**

Dr. Knut I. Oxnevad is a pioneer of concurrent design and has played a central role in developing the method through his research and work at the Jet Propulsion Laboratory (JPL) - NASA. SIMTANO AS was established in Norway in 2007, and is today considered the leader in the field.

At the company, work starts with the mapping of the company tools, disciplines, objectives, and challenges they want to address. This is done with basis on the foundations of the concurrent design method: The PPT - model (People, Process, Tools) and "The eight principles of Concurrent Design".

– The eight principles were developed based on experiences from JPL. The PPT- model is central and shows how a process functions, and how people, tools, and work processes

impact each other, explains Oxnevad.

**Increased productivity**

Results from the space - and oil and gas sectors show that concurrent design gives a radical increase in efficiency and quality in the project execution and the product itself.

– Companies achieves through the concurrent design-method, what we call "the perfect handshake". The individual employee gets more time for professional development and experience transfer. At the same time, higher quality and efficiency create larger profit margins, less expenses, and improved competitiveness, says Oxnevad.

– In addition, this is a fun way to work and it creates a better work environment. Employees also gain an improved understanding of the totality of the project, continues Oxnevad.

**Many areas of use**

In Norway, concurrent design is primarily used within the oil and gas industry. SIMTANO has

well known companies such as STATOIL on its customer list.

– We have expertise within the oil and gas industry and have, therefore, focused our efforts there. Shipping, gas, and gas distribution represent other areas of interest. But, the concurrent design method fits all types of projects, and may be used within regional planning, environment, and marketing. There is a large growth potential in this, concludes Oxnevad.

