

KEYNOTE ADDRESS  
SIMULATION—STRIVING TO REACH ITS FULL POTENTIAL

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SUMMARY

The Keynote Address will chronicle the development of the Decision Technologies Division (DTD) of the Electronic Data Systems Corporation (EDS), a wholly-owned subsidiary of General Motors Corporation. DTD is a large center of simulation expertise which primarily serves product programs within General Motors, but which also provides services to outside clients. DTD began with two simulation analysts in 1984 and has evolved into an organization of over forty professionals. To perform its functions, DTD employs a wide variety of simulation software packages, making it a large-scale consumer of simulation products and services. By virtue of its role as a consultant to all of General Motors, DTD is also a large-scale purveyor of simulation software and services. Thus, Mr. Babel speaks from the unique perspective of a both a consumer and supplier of simulation products.

Mr. Babel will discuss his perceptions of existing and evolving market needs for simulation technology. Despite the meteoric rise of simulation, as evidenced by the growth of DTD, the need for simulation has grown at an even greater pace. Since requirements for simulation have outgrown its actual application, simulation is actually an underutilized technology. For simulation to reach its full potential, the simulation community must do a better job of meeting market needs. Striving to better meet these needs of today is all-important, for the future holds even greater challenges and opportunities.



SPEAKER'S BIOGRAPHY

FRANK J. BABEL is Manager of the Development Technologies Division in the Electronic Data Systems Corporation, a wholly-owned subsidiary of General Motors Corporation. He received a B.S.M.E. degree from Tufts University in 1963, and he received an M.B.A. from Columbia University in 1967. He served as a U.S. Navy officer from 1963 to 1965. Since joining General Motors in 1967, Mr. Babel has held positions as a Senior Project Engineer in the GM Technical Staff (1967-69), Senior Staff Assistant in the GM Financial Staff (1969-73), Assistant General Sales Manager in the Frigidaire Division (1973-1979), General Sales Manager in the Electro Motive Division (1979-1983), Director of the Motors Consulting Center in the GM Operating Staffs (1983-84), and Manager of the Division Technologies Division of EDS (1984-86).