The process simulation and optimization market is at an inflection point. Artificial intelligence, advanced analytics, and cloud computing are creating a disruption in this market. Cloud computing accelerates the opportunities for business improvement, enabling engineering organizations to create value from Industrie 4.0-type agility and digitization by Software-as-a-Service (SaaS) models.

The market is moving to expand the scope of simulation beyond traditional engineering designs to asset lifecycle optimization. SaaS leverages the respective strengths of both engineering simulation and cloud infrastructure providers to transform simulation to a higher value agile service, to provide scalable web access for legacy software, and to allow users to retain invaluable intellectual property for engineering.

Leaders in the simulation market focus on easy-to-use models with the ability to create, tune, and visualize with equipment-specific analytics. Automated creation of engineering deliverables like process flow diagrams, piping and instrument diagrams greatly simplifies the handover between project engineering groups and ultimately to the owner-operator.

The cloud deployment approach can also accelerate the engineering process, thus bridging the gap between design and operations. The use of AI creates the potential for value by embedding the expert into the assets, through in-context, AI-enabled cognitive guidance and best practices.

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The process simulation and optimization software market is in a state of flux as suppliers focus on accommodating evolving engineering users’ needs. This report will help suppliers and users stay on top of these changes. Strategic questions addressed include:

- What are the key issues involved in integrating process simulation and optimization with other engineering processes?
- What are the key elements for success in the process simulation and optimization software business?

**RESEARCH FORMATS**

This research is available as a Market Intelligence Workbook (Excel) and/or a concise, executive-level Market Analysis Report (PDF), with or without detailed charts.