



Sysdea

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Thanks and Acknowledgement

- ▶ Kim Warren, Christina Spencer
- ▶ Jay Wright Forrester
- ▶ All past, current, and future users of Sysdea

A Problem

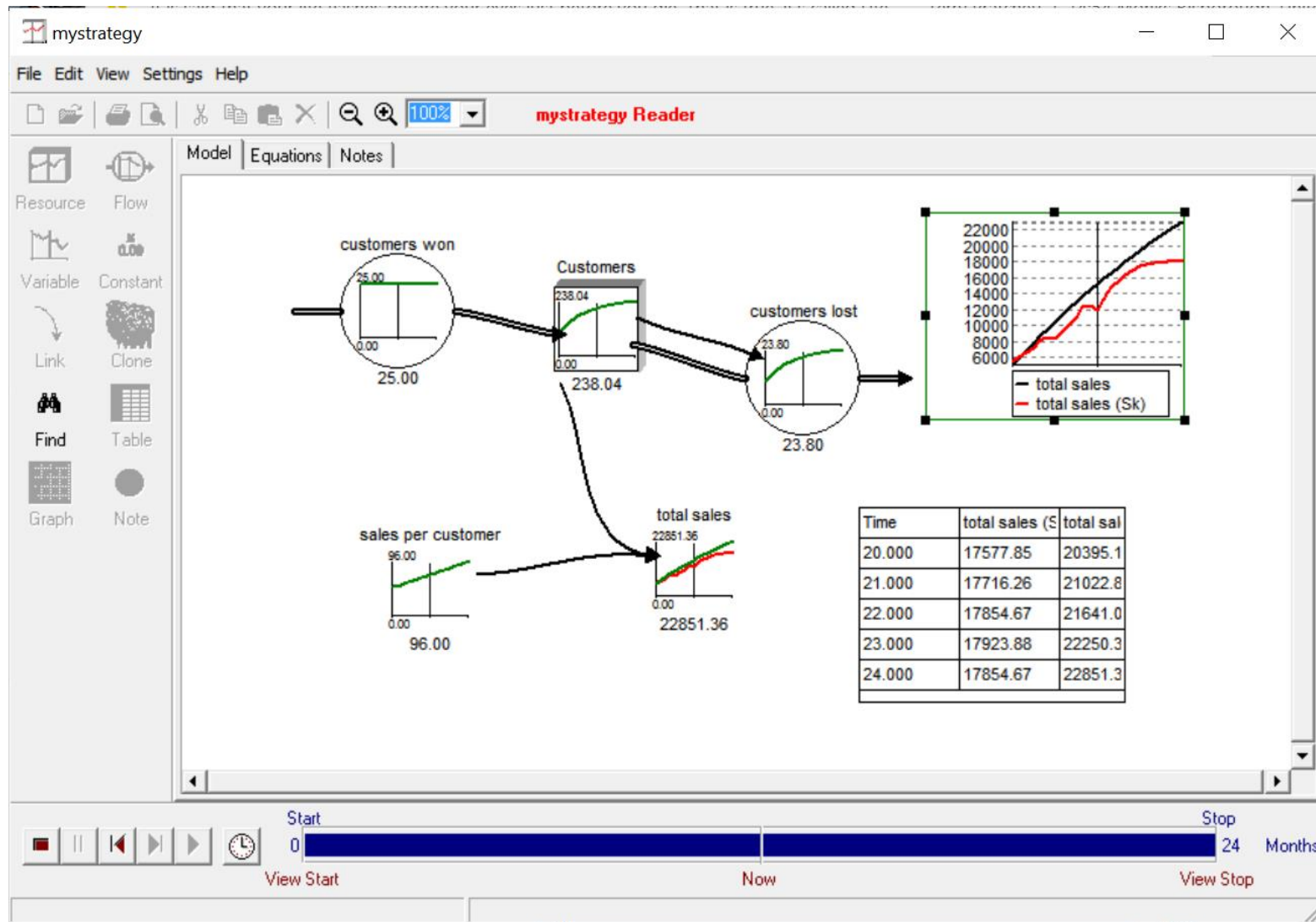
- ▶ Quantitative modelling is incredibly underused in many areas it can help.
- ▶ Whichever side(s) of the fence you sit on (System Dynamics, Discrete Event, Agent), inroads into mainstream industry seem to be few and far between.
- ▶ Even for those with the will and the motivation to use it can find the hurdles troublesome.
- ▶ Is this due to intrinsic or extrinsic issues?

History and Philosophy of Sysdea

- ▶ MyStrategy, designed for easier teaching and prototyping of models, formed the basis for Sysdea (the prototype was “MyStrategy Online” for a while).
- ▶ Built around the idea of giving feedback to the user as soon as possible. This led to several design decisions:
 - ▶ Always running, with no design/run split.
 - ▶ Tolerating (but highlighting) errors.
 - ▶ Sane defaults, Minimal UI
 - ▶ A focus on responsiveness
- ▶ Ease-of-use is not just for novice users!

Where Sysdea is

- ▶ Launched a revamped version mid last year
- ▶ Core of System Dynamics available
- ▶ No Arrays, but Submodels
- ▶ Excel integrations ongoing, API



Models

Account

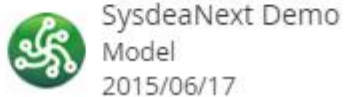
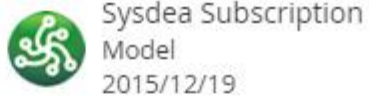
Admin

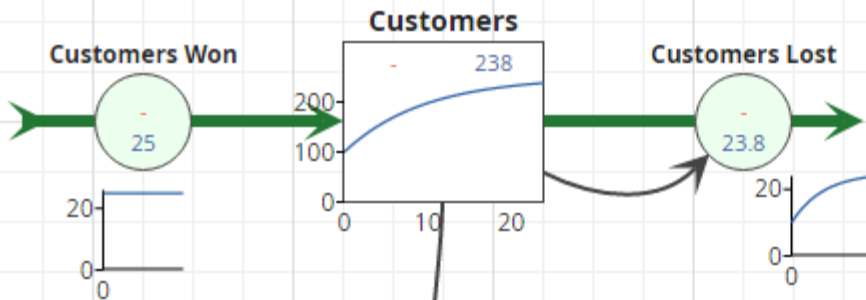
Log out

Open

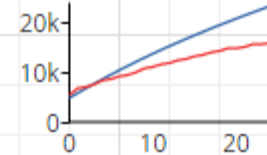
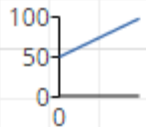
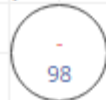


On Server

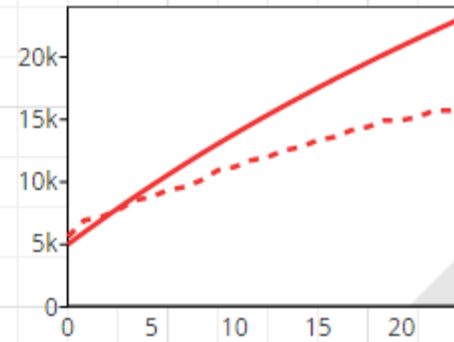




Sales per Customer



Total Sales



Total Sales

	Total Sales	
	Sketched	Simulated
17	14133	18898.675
18	14400	19563.779
19	14933	20216.876
20	14933	20858.715
21	15200	21490.018
22	15733	22111.473
23	15733	22723.737
24	16000	23327.433



Where Sysdea is going

- ▶ Serverless and Server based, both have benefits
- ▶ Uncertainty visualisation/analysis
- ▶ Submodel populations (along similar lines to Ventity)
- ▶ Object driven modelling
- ▶ Keep the same high level perspective and language, while providing an integrated approach for finer-level control of the details.
- ▶ Factories are discrete items, but have discrete as well as continuous impacts upon the world (discrete capital costs, continuous running costs, pollution)