

December 21, 2016

ANYLOGIC IS THE TECHNOLOGY AND MARKET LEADER IN SIMULATION TOOLS FOR BUSINESS APPLICATIONS

We are happy to announce that in 2016 AnyLogic acquired global leadership in the market of simulation tools for business applications. Having been the innovation and technology leader for many years, we are now also the most used simulation software with the biggest user community.

Although there is no official research on the size of the market and the market shares (and software revenue numbers are not public), we still can use indirect data to make estimations. The data we use in this analysis are:

- Sizes of LinkedIn user groups
- Number of simulation case studies published at the major conferences, e.g. at WinterSim

The dynamics of LinkedIn user groups in the last two years is shown below in Figure 1. The AnyLogic community is the one that grows most rapidly. It became the largest one in spring 2016 and by December 2016 it had over three thousand members.

Sizes of LinkedIn user groups

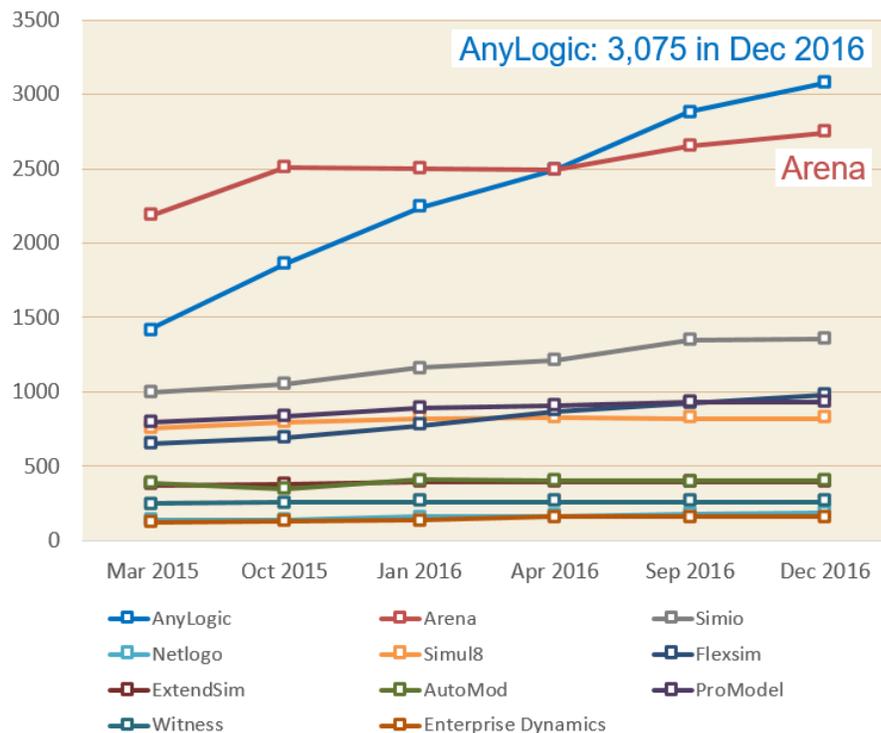


Figure 1. Sizes of simulation tools' LinkedIn user groups in the last two years***

(Although NetLogo and RePast are not really the tools used by business modelers, they are the most popular open-source agent based modeling tools in research community, so they are included in this analysis.)

*NetLogo and RePast also have user groups in other networks, which are larger than the LinkedIn ones

While counting case studies published at the Winter Simulation Conference, we followed these rules:

- We only counted papers describing cases where a tool was applied to solve a real problem (tutorials, overviews, comparisons, papers on simulation technology or methodology did not count).
- Papers written by vendors and papers explicitly sponsored by vendors did not count.
- Papers where the tool was not referenced did not count even if it was used.

The dynamics of the WinterSim “mind share” over the last four years is shown in Figure 2.

Percentages of case studies published at WinterSim conferences

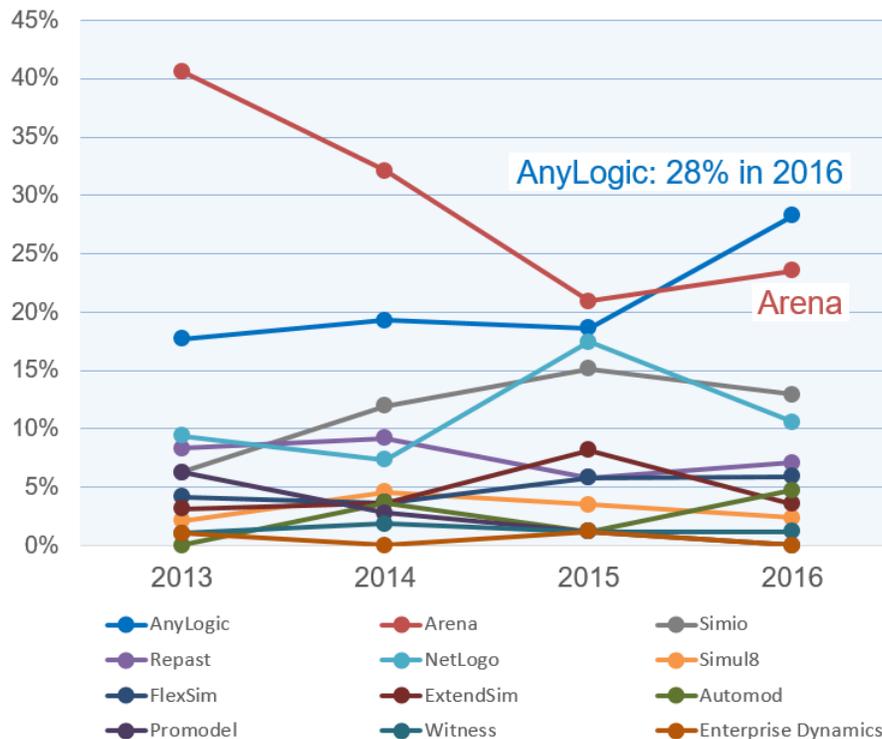


Figure 2. Percentages of simulation case studies published at the Winter Simulation Conference

It is interesting to see that Arena®, one time the absolute leader and a virtual standard for simulation, has radically lost popularity over the last few years because of new technologies becoming available. Another interesting observation is that agent based modeling and multimethod modeling are these days used almost as widely as discrete event modeling – largely, due to AnyLogic making it possible.

The other conference to consider is the International System Dynamics Conference. We are not giving any numbers from that one: the only tool from the chosen set that is used by the System Dynamics community (along with the traditional SD software) is AnyLogic. There is also a couple of INFORMS conferences, but those are dedicated mainly to other types of analytics and non-dynamic simulation.

We also are proud to mention that AnyLogic is the only tool that has its own annual Conference attended by 100+ simulation professionals where tens of industry case studies are presented each year. The AnyLogic Conference website is www.anylogic.com/conference.

** A tool that must also be mentioned is Plant Simulation®; it is quite popular in a local sector, but was not included in this analysis because it does not have significant global presence.

This market and mind share analysis above is based on the limited data that is available, but simple comparison of the LinkedIn and WinterSim data that you can see in Figure 3 is a good argument for the conclusions on the market state and trends being the right ones.

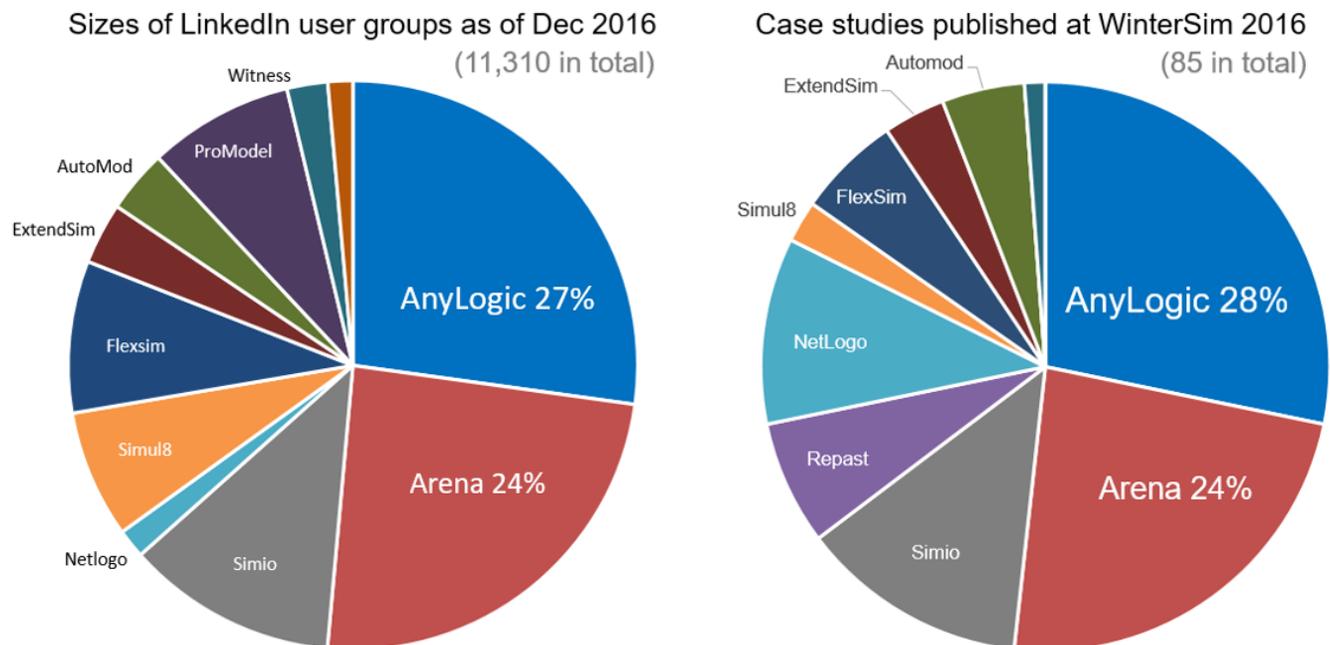


Figure 3. Simulation tools market shares / mind shares in 2016

We, the AnyLogic Team, are very happy to see the growing support from the worldwide simulation community and would like to thank you for that! We will continue to invent, design, and deliver new exciting technologies to our users. One of them, The AnyLogic Cloud, is already at your door, and, we are confident, it will significantly change the way people use simulation models!

About AnyLogic

AnyLogic North America, LLC along with The AnyLogic Company is a leading provider of dynamic modeling and simulation tools for business applications with offices in Chicago, IL USA and St.Petersburg, Russia. AnyLogic simulation software, first released in year 2000, is the first and only tool that brings together System Dynamics, Discrete Event, and Agent Based methods within one modeling language and one model development environment. The language of AnyLogic has unmatched flexibility and enables the modeler to capture the complexity and heterogeneity of business, economy and social systems at any desirable level of details to gain deeper insight into interdependent processes going on inside and around the organization.

Press contact

Rene Reiter
 Marketing Manager
 AnyLogic North America
 Office: (312) 635-3345
 Cell: (859) 240-0889
 rene@anylogic.com
 www.anylogic.com