

 **Press release**

---

**FOR IMMEDIATE RELEASE**

Release date : 22 January 2003

## **PSE opens German office**

### **Local sales and support from gPROMS and ModelEnterprise vendor**

Process Systems Enterprise, which delivers process and enterprise modelling technology and services to the process industries, today announced the opening of its German office in Köln. The new operation, under the management of Dr Christian Schulz, will serve PSE's growing gPROMS<sup>®</sup>, ModelEnterprise<sup>®</sup> and ModelCare<sup>®</sup> consulting business among major chemical companies and other process manufacturers and their suppliers throughout central Europe.

Christian Schulz was Development Manager for PSE's gPROMS modelling, simulation and optimisation product until his appointment as Regional Manager for Central Europe. Christian is a Chemical Engineer with a PhD in planning and scheduling from University of Dortmund and previously worked for ABB Fertigungsleittechnik in advanced scheduling. As Development Manager Christian oversaw the transition of gPROMS from academic code to full industrial product, including the implementation of the sophisticated usability features in the version 2.2 released this week.

John de Brugha, PSE's head of sales and marketing, says "Germany is an extremely important market for PSE, not only because its chemical industry is the largest in Europe, but also because its engineers demand the very best technology. Some of the major players in the German chemical industry such as Bayer and BASF have used PSE products, especially gPROMS, for a number of years. We recognise the importance of being able to provide German language sales and support from a local base." In time PSE will support a network of central European agencies and local offices from the Köln location.

Mark Matzopoulos, Managing Director of PSE, says "PSE has a global customer base, and this is a natural step in the company's strategy of providing local sales and service operations around the world."

The Köln office can be contacted by telephone at: +49 (00) 221 130 5445 or email at [info-deutschland@psenterprise.com](mailto:info-deutschland@psenterprise.com).

## **Notes for Editors**

### **About Process Systems Enterprise Ltd**

PSE (<http://www.psenterprise.com>) is one of the world's leading deliverers of modelling technology and modelbased services for design and decision support to the process manufacturing industries. The company was founded in 1997, originally to deliver and support in the commercial market innovative process modelling technology originating from London's Imperial College. Among its unique offerings are advanced software packages, services and expertise for modelling and simulation of manufacturing processes and optimal design, planning, scheduling and operation of flexible manufacturing facilities. PSE has established itself as a leading independent high-tech provider to a growing, global customer base that encompasses the largest process manufacturing and automation companies in the world. The company is a winner of the prestigious UK Queen's Award for Enterprise and Innovation for 2001, for its gPROMS mathematical modelling framework and dynamic optimisation technology, and for the past two years has

**The model company**

been listed among the 100 fastest-growing technology companies in the UK. It employs around 35 graduates and PhDs at its headquarters in London, UK, and has sales and consulting operations in Germany and Japan.

### **About gPROMS®**

gPROMS is one of the world's leading software packages for advanced process modeling, simulation and optimisation. Conceived and initially developed at London's Imperial College, the package has been developed and marketed by PSE since 1997. gPROMS is widely used throughout the process industries for quantitative decision support in all areas of process design and optimisation, as well as for advanced product design. gPROMS' advanced modelling and solution techniques and open software architecture have led to it becoming the tool of choice in many areas of advanced modelling application, in particular in areas such as crystallisation and detailed reaction engineering where suitable general-purpose tools have not been available in the past. PSE is committed to maintaining gPROMS at the leading edge of modelling technology and this has resulted in some notable industry firsts in the areas of parameter estimation, dynamic optimisation and mixed integer optimisation (MIO) capabilities.

### **About ModelEnterprise®**

ModelEnterprise is an integrated environment for modelling and managing vital business decisions at all stages of design, planning and operation of flexible enterprises – from multi-site capacity planning to plant design and from single-site planning to realtime schedule execution.

ModelEnterprise's modular platform allows the construction and maintenance of complex enterprise models representing the enterprise's supply chain, from multiple production sites, warehouses and distribution centres, down to individual materials, recipes, equipment items and sensors. Open interfaces provides other software with complete access to all available information and allow virtually infinite extension.

The uniqueness of ModelEnterprise stems from its model-based approach. The Common Data Model supports the creation of libraries of models specific to industry sectors, and spans the space between the business-process-oriented Enterprise Resource Planning (ERP) model and the detailed production database of the Plant Control System (PCS). ModelEnterprise's open architecture supports a wide range of tools applied to the underlying model for solving different types of problem, such as strategic design of supply chain networks, multi-site production and distribution scheduling and single-site plant planning and scheduling. These Enterprise Management Applications (EMAs) can be supplied by PSE, third-party suppliers or the enterprise itself.

The first EMA for the ModelEnterprise platform is the Optimal Single-Site Scheduler (OSS Scheduler) which determines mathematically optimal production schedules for given availabilities of plant resources, recipe information and known product demands. The OSS Scheduler incorporates substantial recent enhancements to solution technology. These include rolling horizon and combined detailed/aggregated scheduling techniques that use the same underlying model to provide detailed scheduling over an initial period of production and a coarser representation over subsequent time periods. This has the unique advantage that the effect of future orders, scheduled maintenance, etc. are taken into account in the detailed schedule for the immediate period. The underlying technology has been proven over many years' application in the chemical industry.

For further information, please contact:

#### **John de Brugha**

Head of Sales & Marketing  
Process Systems Enterprise  
Bridge Studios  
107a Hammersmith Bridge Road  
London W6 9DA, United Kingdom

Tel +44 (0)20 8563 0888  
Fax +44 (0)20 8563 0999  
Email [j.debrugha@psenterprise.com](mailto:j.debrugha@psenterprise.com)

#### **Christian Schulz**

Regional Manager, Central Europe  
Process Systems Enterprise  
Beuelsweg 9  
50733 Köln

Tel +49 (0)221 1305445  
Fax +49 (0)221 1305455  
Email [c.schulz@psenterprise.com](mailto:c.schulz@psenterprise.com)

On-line media information is available at:



<http://www.psenetprise.com>

**The model company**