



Grundfos Develops Digital Twin Partnership with ANSYS

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PITTSBURGH, Feb. 22, 2017 /PRNewswire/ -- [Grundfos](#), a global leader in the design and manufacturing of pumps and systems, is expanding its use of [ANSYS](#) (NASDAQ: ANSS) simulation software that will enable it to harness the power of the Internet of Things to create complete digital twins. Grundfos will use digital twin technology to better serve its customers through improved product quality and performance, enhanced development productivity, optimized maintenance and reduced overall costs and risks associated with unplanned downtime.



Building on the existing relationship through ANSYS Elite channel partner, EDRMedeso, this new multi-year agreement provides Grundfos with broad access to ANSYS' premium engineering simulation software. As part of the agreement, Grundfos will have flexible license access and training as well as expert services to virtually model, simulate and test the manufacturer's innovative products, resulting in reduced time to market for new products.

Maintenance is critical in large pump applications where installations are difficult to access and service, and downtime can be extremely costly. Simulation is moving beyond its traditional use of digital prototyping into the operations phase of the product lifecycle. By tapping into ANSYS' industry-leading portfolio of engineering simulation software, Grundfos will use digital twin technology to analyze real-time operational data to provide better insight and faster decision making while maximizing machine efficiency. Grundfos will also analyze the performance of products in real-world operating conditions, make informed predictions about future performance and reduce the cost and risk of unplanned downtime.

"The development of digitalization is a key platform for our goals of growth for 2020," said Jakob Vernersen, senior manager, mechanics and materials, technology and innovation, Grundfos. "We are developing not only products that differentiate us in the market, but also compelling service offerings that take us beyond just pumps. For both of these objectives, simulation and our partnership with ANSYS will be vital."

ANSYS simulation will also provide Grundfos with detailed answers to complex maintenance challenges that will help them develop new service offerings to their customers.

"Digitalization is a macro trend that is becoming a reality as the digital and physical worlds converge and companies invest heavily in human machine interfaces, model based approaches and the Internet of Things. As the cost models for sensors, computing and communication infrastructure become ever more economical, the digital twin is poised to disrupt several industries," said Rob Harwood, global industry director, ANSYS. "From large plant operation and maintenance to automotive, aerospace and even consumer electronics, the combination of the Internet of Things with the unique insights provided by simulation enables the creation of a virtual, digital version of any product that creates an incredibly compelling platform for value added services on top of product development. First-mover advantage in this field will be critical and offers manufacturers the opportunity to deliver more value and establish deeper and more strategic relationships with their customers. Early adopters and pioneers, like Grundfos, have the opportunity to enjoy drastic growth opportunities."

About ANSYS, Inc.

If you've ever seen a rocket launch, flown on an airplane, driven a car, used a computer, touched a mobile device, crossed a bridge, or put on wearable technology, chances are you've used a product where ANSYS software played a critical role in its creation. ANSYS is the global leader in engineering simulation. We help the world's most innovative companies deliver radically better products to their customers. By offering the best and broadest portfolio of engineering simulation software, we help them solve the most complex design challenges and create products limited only by imagination. Founded in 1970, ANSYS employs thousands of professionals, many of whom are expert M.S. and Ph.D.-level engineers in finite element analysis, computational fluid dynamics, electronics, semiconductors, embedded software and design optimization. Headquartered south of Pittsburgh, Pennsylvania, U.S.A., ANSYS has more than 75 strategic sales locations throughout the world with a network of channel partners in 40+ countries. To join the simulation conversation, please visit: www.ansys.com/Social@ANSYS.

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