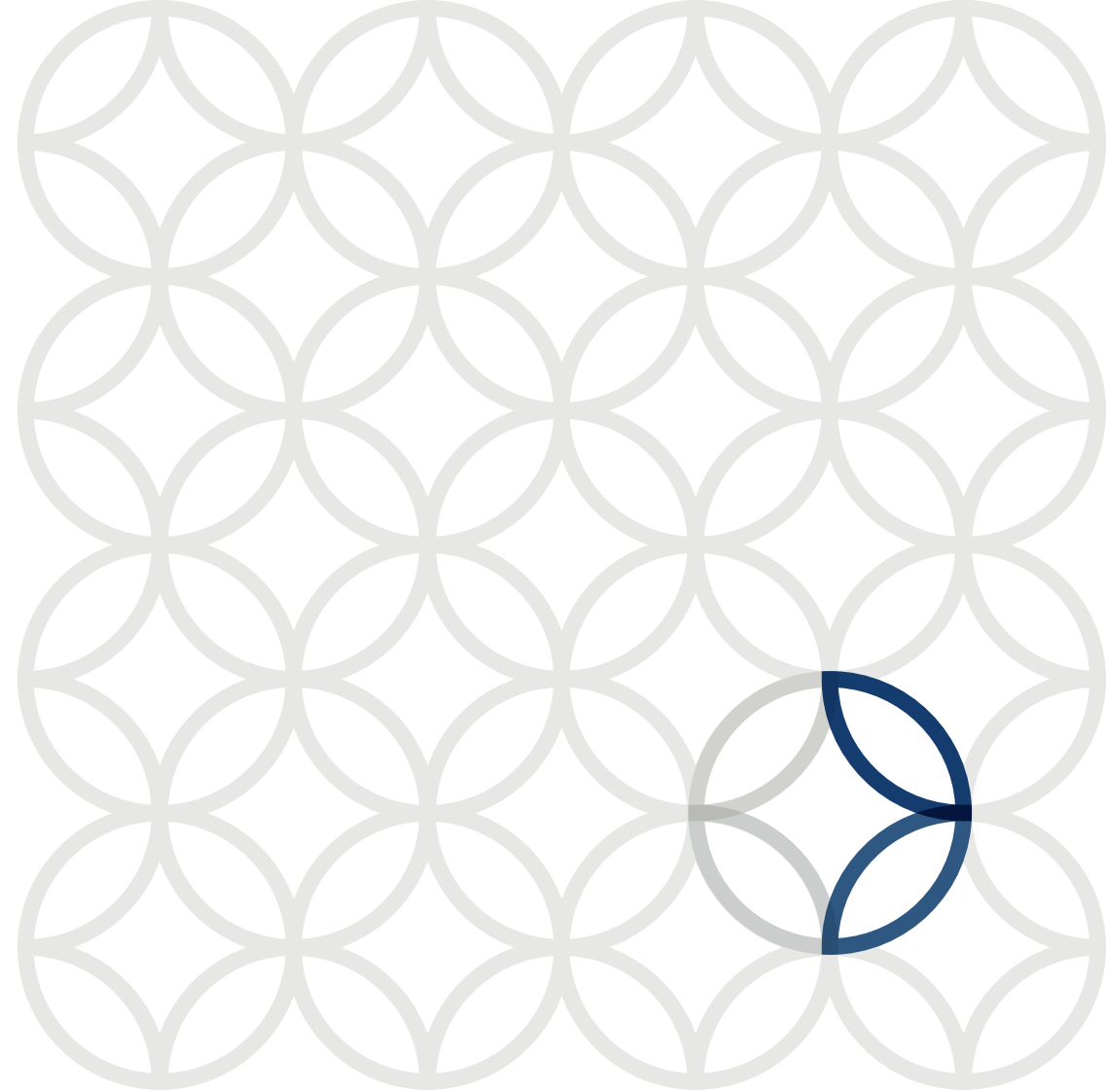




ASSET DYNAMICS

*connecting people and systems in a dynamic context*

Copernicos Groep BV - the Change Agents in Asset Management  
info@copernicos.com - www.copernicos.com



ASSET DYNAMICS

# CONNECTING PEOPLE AND SYSTEMS IN A DYNAMIC CONTEXT

As the world gets increasingly more complex many companies try to deal with the accordingly dynamics through specialisation and fragmentation. A detrimental side effect of this breakdown is that we only take into account partial results without their mutual coherence. **Complexity** urges many companies to stay in control. But in doing so they forget (or don't know how to consider) the changing and dynamic circumstances of the nearby future.

The challenge is to overcome these breakdowns and static responses by **connecting and uniting** the many specialities and stakeholders. The application of Asset Dynamics is one way of achieving this.

Asset Dynamics comprises of linking the mental models of an asset of each stakeholder into a **coherent unity**.

Copernicos Group supports organizations to handle their physical assets more innovatively and cost-effectively by connecting different and dynamic 'worlds' over time. As the world gets more and more connected Copernicos offers **Asset Dynamic Services** like:

- workshops
- group model building
- serious gaming
- scenario planning
- simulations

**Asset Dynamics** is a body of knowledge that combines Systems Dynamics and Asset Management. With Asset Dynamics the playing field for Asset Management is mapped out, using a system dynamics model. Asset Dynamics focuses on physical assets, the people that operate them and the dynamic context in which they operate.

Using Asset Dynamics seemingly conflicting interests can be balanced and optimized.

## Asset Dynamics

- creates insight in the complete system
- supports decision making with short and longterm consequences
- helps to select the most efficient strategy
- supports scenario planning
- activates learning within and between organizations



ASSET DYNAMICS

Performance

Process

Resources

connecting people and systems in a dynamic context