

SOUTH Cloud

Shape Optimization under Uncertainty through HPC Cloud

Partners:

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OPTIMAD



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Scenario

- Simulation based product analysis is a standard, but optimization not...
- "In-house" optimization → cost-inefficient
 - specialized personnel
 - proficiency CAE & optimization software + HPC
 - problem-specific knowledge (methods, parameters, constraints...)
 - Integration between CAD, CAE, IT
 - Water-proof fully-automated workflow (geometry → CAE simulations)
 - simulation cost
 - computing $\sim O(10^2-10^3)$ x Cost(simulation)
 - computing resources sized for analysis (optimization peak requirement)
 - licensing of optimization & simulation SW
- ROI can be guaranteed only for standard (analysis) tasks
 - high amortization costs (computing infrastructure, etc.)
 - lack of confidence towards "new workflows"
 - <10% of regular CAE users (mainly LIs) \rightarrow does not justify investments



Potential Market

- Man-in-the-loop (pseudo-optimization) is performed by >70% of regular CAE users
 - product improvement standard task in CAE
 - time & cost constraints don't allow ASO
- Market
 - experts in simulation, but "not-so-strong" background in optimization
 - R&D department of SMEs
 - engineering department of LIs
 - consultancy firms

250 MEuro < market size < 500 MEuro



Benefits

- end-user: integrated, flexible and sustainable solution
 - no amortization costs of any type
 - ca 75% of time savings and 30% cost savings wrt to man-in-the-loop (Lamborghini)
 - No competition with on-premise resources
- ISV: scalable business opportunity
 - from consultancy to product
- competing ISVs
 - (opt) modeFrontier, Optimus, iChrome, (CFD) Star-CCM+, FLUENT, HyperStudio, (geom) CATIA, SolidWorks, (cloud-based integrated solution) none (back then...)
- SOUTH competitive advantages
 - holistic view (provides all necessary resources)
 - open and accessible (open API, to integrate end-user CAE tools)
 - cost effective: pay-as-you-go (no upfront costs), no maintenance (HW/SW)
- SOUTH weaknesses
 - no complete control (experts)
 - no deployment on hybrid clouds
 - cash-flow

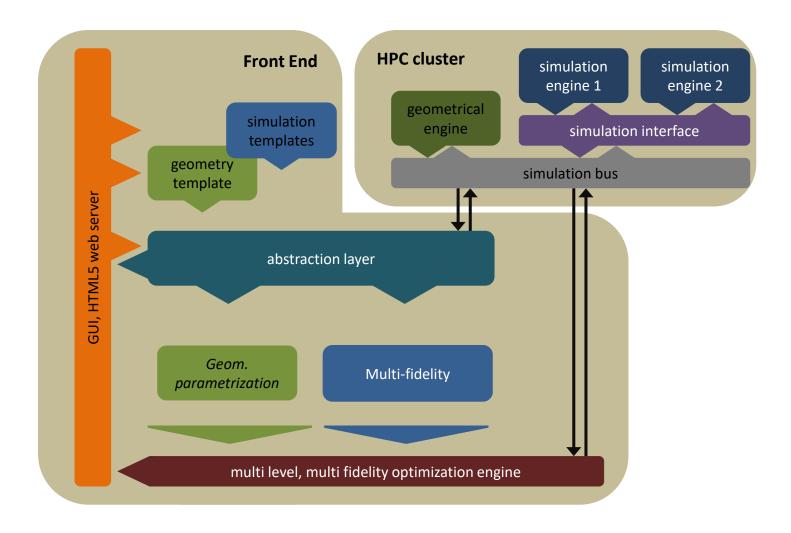


Main idea

- Tackle all burdens which have been identified
 - specialized personnel
 - software integration
 - HPC resources
 - license (as far as possible...)
- leitmotif: user should set only intuitive parameters
 - opaque interface towards HPC structure
 - integrated solution with little process specific know-how
 - optimizer & geometrical parameterization already integrated
 - geometrical constraints
 - time & cost
 - user is responsible for the interface with CAE software
 - easy API towards simulation software
 - simulation template
- HPC → upscaling & setup for "Machine Learning" models
 - create large dataset by using simulation templates
 - Automatically identify cheaper simulation models (LowFi), which predict trends correctly
 - train AI, which mimics specialized personnel for optimization setup

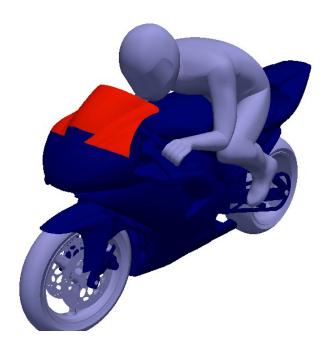


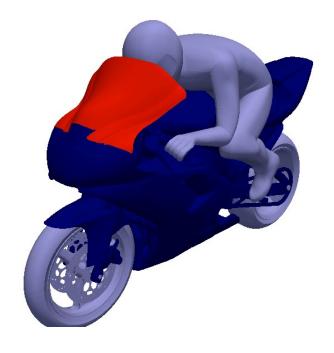
SOUTH Platform





Wind shield SO



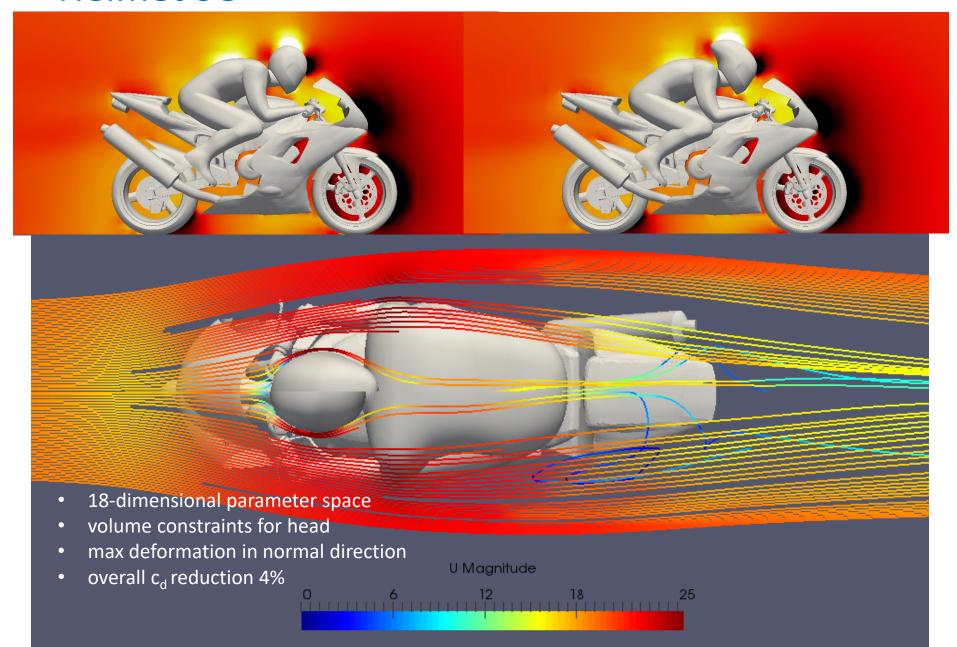


Original Geometry

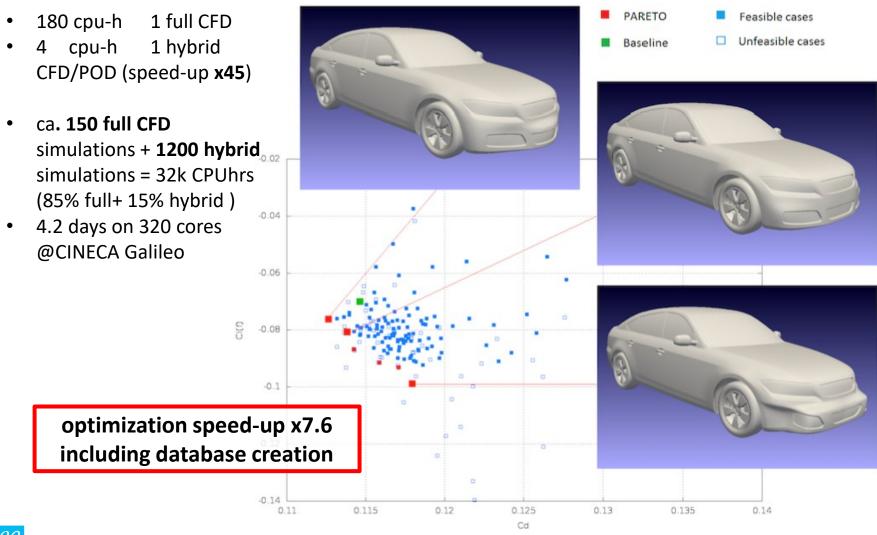
Optimized Geometry



Helmet SO



Front bumper Multi-objective SO





Front bumper SO – Lamborghini AVENTADOR



Rendering by Marco Cisternino (Optimad)



What happened next...

- SaaS (expected TRL: 8-9, reached TRL: 7) → not still there, yet...
 - end-user uses autonomously the platform
 - pay/optimization + consumed CPUhrs
- Obstacles:
 - Integration of end-user CAE tools
 - Licensing models
 - Fall-back on Opensource SW not always possible (lack of validation/confidence)
 - Fully automated workflow (automatic mesh generation, water-proof optimization pipeline)
 - Users "want" a fully automated workflow but "need" full control. Applicationspecific pipelines not sustainable from SW development point-of-view.
 - Psychological barriers
 - convince end-user to spend O(10KEuro)
 - move from on-premises to cloud (amortization vs cash flow) !!!
 - data security for LIs



What happened next...

- Service (currently ongoing)
 - provide product optimization as consultancy service using SOUTH
 - project specific costs
- Hybrid (implemented)
 - integration with customer simulation SW
 - end-user uses autonomously the platform
 - integration specific cost+ pay/optimization+ consumed CPUhours
- Several past/ongoing projects:
 - Nolan group (racing)
 - Lamborghini
 - Rolls Royce (aeronautic engine)
 - ..
- TRL increased → Funds secured for further development.



Thanks. Questions?

