



BATES Ron  
Rolls Royce

Abstract

**Model-Based Robust Design in Industry**

The need for Robust Design has led to many innovations in computer experiments which itself has driven advances in automation and parametrization of simulation models. Now, as empirical data become cheaper to acquire and more ubiquitous, the challenge is to combine both physics-based and data-driven approaches to support the product development process.

This talk will attempt to give an end-to-end account of how Robust Design supports the decision-making process from component development through to the validation of system-level requirements.