



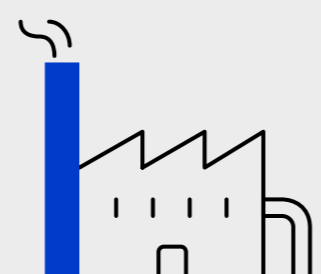
# Simplify complex business decisions using data science

## What do business decision-makers expect from data science teams?

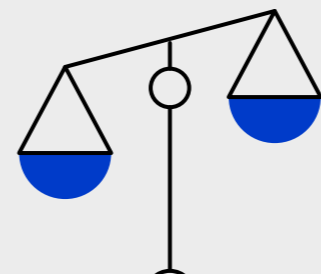
Insights that drive optimal decisions to complex problems



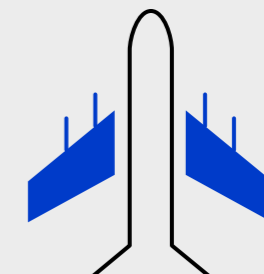
Determine location and capacity of warehouses



Determine which plant should manufacture which product



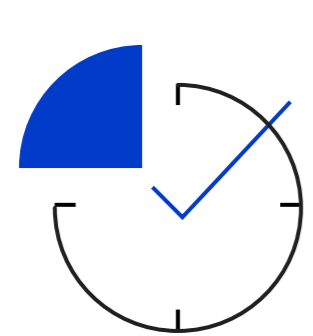
Build financial portfolios by balancing risks and rewards



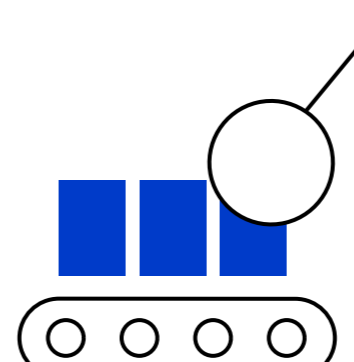
Allocate aircraft and crew to flights

## Decision optimization – the secret sauce for better decisions

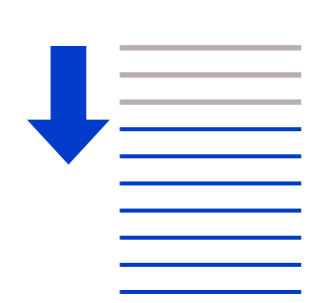
Decision optimization technology has delivered significant ROI across industries



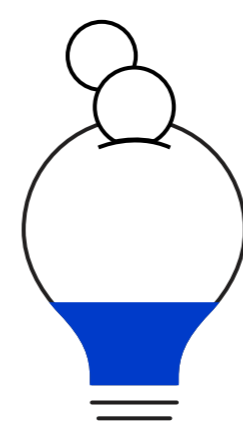
**25%** increase in transport punctuality. 33% reduction in daily kilometres walked<sup>1</sup>



Optimize manufacturing of **10K** products across 20 plants<sup>2</sup>



**30%** reduction in risk for same yields<sup>3</sup>



Upto **30%** savings on energy costs<sup>4</sup>

## IBM ILOG CPLEX Optimization Studio uses decision optimization technology to create optimal plans and schedules

### Business problem

Build optimization models using either:

- General purpose programming language APIs
- Optimization Programming Language

### Mathematical model

Optimization engines that can solve:

- Mathematical programming models
- Constraint programming and constraint-based scheduling models

### Optimal decisions

- What-if analysis to evaluate alternate scenarios
- Recommended actions to achieve business goals



Supports all sizes of optimization models



Support for unlimited decision variables and constraints



High performance and scalable

## Get started easily by choosing from multiple purchase options

Try the Free Edition



Try the **free edition** of IBM ILOG CPLEX Optimization Studio

IBM ILOG CPLEX Optimization Studio features:



Self-service and Pay as you go  
**Monthly subscription**



Easy upgrade from the free edition

## Optimize your decisions!

Don't take chances in your critical business decisions. Get the benefits of working with a trusted partner that has 30 years of proven decision optimization expertise. Experience modeling and solving optimization problems with IBM ILOG CPLEX Optimization Studio by visiting [ibm.co/2MMr0jZ](http://ibm.co/2MMr0jZ)

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<sup>1</sup>[https://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=AB&infotype=PM&appname=SWGE\\_SW\\_SW\\_USEN&htmlfid=SWC14103USEN&attachment=SWC14103USEN.PDF](https://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=AB&infotype=PM&appname=SWGE_SW_SW_USEN&htmlfid=SWC14103USEN&attachment=SWC14103USEN.PDF)

<sup>2</sup><https://www.ibm.com/case-studies/continentaltires>

<sup>3</sup><https://www.ibm.com/us-en/case-studies/BondIT>

<sup>4</sup><https://www.ibm.com/case-studies/greecom-networks>