

EasyModeler

EasyModeler is a software solution which helps users quickly implement optimization models allowing them to:

- ✓ Define prototypes of Linear Programming (LP), Mixed Integer Programming (MIP) or Quadratic Programming (QP) Optimization models through an easy-to-use algebraic language
- ✓ Interface to each capability of IBM Optimization Subroutine Library (OSL), hiding the coding details from the user
- ✓ Deploy full scale solutions, through a compilation/translation of the prototyping language into ANSI C code, and through the definition of User Exit routines which allow for interfacing the applications databases.

The Easy Modeler asset currently runs on the IBM AIX and NT/95 platforms and is in the process of being ported to LINUX.

Benefits

Model Conceptual Reuse
Simplified Model Maintenance Over Life Cycle
Use of Optimization Models With a Rapid Learning Curve
Fast Application Development Cycle
Definition and Deployment Allowance of Complex Optimization Models as from Prototyping - Application Built in Same Language

Industry/Sectors

Easy Modeler can be applied in the following Industries/Sectors:

<input checked="" type="checkbox"/> Financial Services	<input checked="" type="checkbox"/> Communication	<input checked="" type="checkbox"/> Industrial	<input checked="" type="checkbox"/> Distribution	<input checked="" type="checkbox"/> Public
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Asset Inventory

IBM Business Intelligence (BI)"Innovations" can be made up of 6 types of assets. The inventory of assets available with this "Innovation" have been created by IBM research and consultants but may be linked or combined with a number of other BI innovations.

Asset Type	EasyModeler Assets
Data Warehouse Management	
Extract / Transform / Load (ETL)	
Data Models	
Display	
Analyze	Stochastic Extensions to OSL/SE*
Services	Implementation & Customization

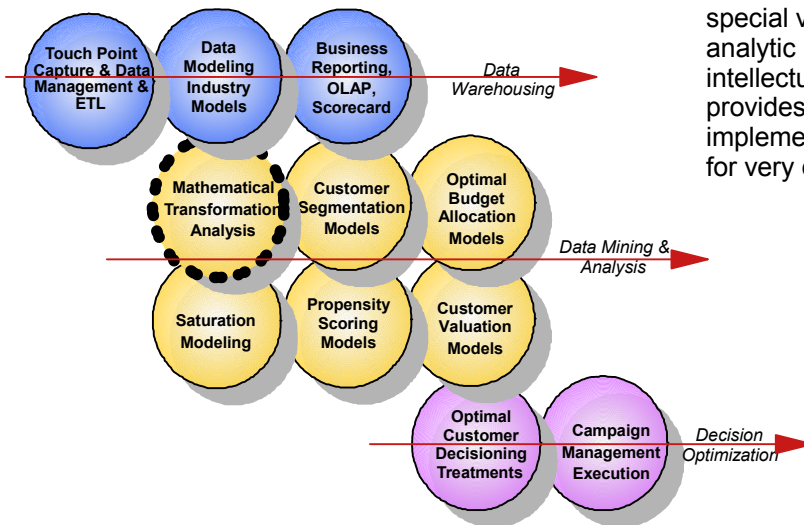
*The Easy Modeler Asset can be sold in two ways: language and runtime library, or runtime library alone. In the first case, the client is able to define optimization models and applications on his own; in the latter the run time library is used to operate

EasyModeler

Client Issue: Customer Relationship Management (CRM)

IBM's CRM Value Chain is a roadmap for helping our clients maximize their relationship with their customers. When linked together, the pieces of the value chain describe an end-to-end solution that includes data capture from customer touch points, data modeling to store and organize information to support traditional reporting as well as advanced analytics and decision making. The advanced analytic pieces of the CRM value chain perform mathematical treatment of data or text to reveal customer churn prediction, risk analysis and customer segmentation.

CRM Value Chain for Business Intelligence



The IBM CRM value chain provides special value to our clients through deep analytic consulting and a wealth of intellectual property. EasyModeler provides powerful and rapidly implementable mathematical modeling for very diverse applications.

Easy Modeler has been implemented...

Easy Modeler has been successfully implemented on numerous engagements, including the following:

For a large electronics group, the asset was employed in planning semiconductor manufacturing and procurement. This group chose Easy Modeler for its high-performance capabilities. For an air-transport hauler, Easy Modeler was used to develop optimized cargo reservation. A US Media group used Easy Modeler for optimizing packaging of printed materials. Easy Modeler has equally been employed at a petroleum company for refinery port planning / scheduling models, proving its true universal applicability.

Related IBM Software Products

DB2 Universal Database, Visual Warehouse, Makoro CRM Foundation

Related Information

Demo Available

An IBM Business Intelligence Innovation