

# Impact2010

The Premier Conference for Business and IT Leaders



## Optimization Preview for IMPACT 2010

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**Discover. Interact. Optimize.**

**MAY 2-7** Las Vegas, NV



# Sophisticated Optimization Technology Solves Hard Business Problems

- IBM ILOG Optimization helps businesses maximize resource efficiency
  - by helping companies make Choices
  - to reach Targets
  - while observing Limits
  - driven by analyzing Data
- Using powerful, robust, scalable, and diversified optimization technology and services
  - Optimization has most value when there are many choices with complex relationships that force trade-offs

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# Where is optimization used?

## Applications

MANUFACTURING	TRANSPORTATION & LOGISTICS	FINANCIAL SERVICES	UTILITIES, ENERGY & NATURAL RESOURCES	TELECOM	MULTIPLE/ OTHER
<ul style="list-style-type: none"><li>• Inventory optimization</li><li>• Supply chain network design</li><li>• Production planning</li><li>• Detailed scheduling</li><li>• Shipment planning</li><li>• Truck loading</li><li>• Maintenance scheduling</li></ul>	<ul style="list-style-type: none"><li>• Depot/warehouse location</li><li>• Fleet assignment</li><li>• Network design</li><li>• Vehicle &amp; container loading</li><li>• Vehicle routing &amp; delivery scheduling</li><li>• Yard, crew, driver &amp; maintenance scheduling</li><li>• Inventory optimization</li></ul>	<ul style="list-style-type: none"><li>• Portfolio optimization and rebalancing</li><li>• Portfolio in-kinding</li><li>• Trade crossing</li><li>• Loan pooling</li><li>• Product/price recommendations</li></ul>	<ul style="list-style-type: none"><li>• Supply portfolio planning</li><li>• Power generation scheduling</li><li>• Distribution planning</li><li>• Water reservoir management</li><li>• Mine operations</li><li>• Timber harvesting</li></ul>	<ul style="list-style-type: none"><li>• Network capacity planning</li><li>• Routing</li><li>• Adaptive network configuration</li><li>• Antenna and concentrator location</li><li>• Equipment and service configuration</li></ul>	<ul style="list-style-type: none"><li>• Workforce scheduling</li><li>• Advertising scheduling</li><li>• Marketing campaign optimization</li><li>• Revenue/Yield management</li><li>• Appointment &amp; field service scheduling</li><li>• Combinatorial auctions for procurement</li></ul>



# Benefits of Optimization

Learn how optimization technology can provide big gains for your company

- Calculable ROIs, with paybacks within months, even weeks
- Improved customer satisfaction
- Improved employee satisfaction

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# Let IBM ILOG Show You How

<ul style="list-style-type: none"> <li>• A major automobile manufacturer</li> </ul>	<ul style="list-style-type: none"> <li>▪ increased productivity at Europe's most efficient car production facility by 30%</li> </ul>
<ul style="list-style-type: none"> <li>▪ Two large forest-products companies</li> </ul>	<ul style="list-style-type: none"> <li>▪ reduced their truck fleets by 30% and saved \$20 million annually</li> </ul>
<ul style="list-style-type: none"> <li>▪ An electronics manufacturer</li> </ul>	<ul style="list-style-type: none"> <li>▪ cut wafer-processing cycle time in half, to just 30 days</li> </ul>
<ul style="list-style-type: none"> <li>▪ An international airline</li> </ul>	<ul style="list-style-type: none"> <li>▪ responded to unexpected delays with efficient crew rescheduling, saving \$40 million in one year</li> </ul>
<ul style="list-style-type: none"> <li>▪ A freight shipping company</li> </ul>	<ul style="list-style-type: none"> <li>▪ cut package delivery costs by \$87 million over 2 years and reduced its aircraft fleet by 10%</li> </ul>
<ul style="list-style-type: none"> <li>▪ A television network</li> </ul>	<ul style="list-style-type: none"> <li>▪ increased annual advertising revenue by \$50 million</li> </ul>
<ul style="list-style-type: none"> <li>▪ An investment firm</li> </ul>	<ul style="list-style-type: none"> <li>▪ cut transaction costs by \$100 million</li> </ul>
<ul style="list-style-type: none"> <li>▪ A major consumer packaged goods manufacturer</li> </ul>	<ul style="list-style-type: none"> <li>▪ dramatically increased the direct loading of trucks off its packaging lines</li> </ul>
<ul style="list-style-type: none"> <li>▪ A power system operator</li> </ul>	<ul style="list-style-type: none"> <li>▪ reduced cost by €50-100 thousand per day</li> <li>▪ cut annual carbon emissions by 100 thousand tons</li> </ul>
<ul style="list-style-type: none"> <li>• An electronic commerce services provider</li> </ul>	<ul style="list-style-type: none"> <li>▪ reduced delivery costs and central bank fees for restocking ATMs</li> </ul>
<ul style="list-style-type: none"> <li>• A portfolio manager</li> </ul>	<ul style="list-style-type: none"> <li>▪ increased after-tax rate of return for clients by 1.5%</li> </ul>

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# Find Us at IMPACT 2010

- Business Program:
  - Workforce Optimization Panel, Three Customers
  - Saving \$140,000 Per Day: How Companies are Achieving Breakthrough Improvements in Bottom-Line Performance Using Optimization
- Technology Program:
  - Deploying enterprise optimization applications with IBM ILOG ODM Enterprise
- Solutions Hall
  - Pedestal (Opti/Visu/SCM)
  - Meet the Experts (Optimization)
  - Demo (Optimization)

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# The Value IBM ILOG Optimization Technology

- **Better decisions**
  - Get better performance for lower cost
  - Optimization produces quantifiable benefits on your bottom line
- **Faster decisions**
  - Increases your speed of response
  - Allow your managers and planners to focus on critical complexities
- **Faster, lower cost development and maintenance**
  - Code and validate your application with less time and effort
  - Maintain and upgrade your system easier and more reliably
- **Turn information into action**
  - Leverage your investment in enterprise information technology

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