# **Put Mathematical Optimization At The Core Of Your Business**

Enterprises Must Apply Mathematical Optimization Capabilities To Expand Critical Business Benefits

USE CASES FOR MATHEMATICAL OPTIMIZATION ARE EXPANDING

Current focus on operational and business processes to shift in the near future

### TODAY

**45**% optimize operational applications

# **FUTURE**

**38**% want to expand to optimize/personalize customer experiences

# TODAY

**45**% optimize business processes



# **FUTURE**

**33**% want to expand to optimize pricing

# FORRESTER®

HOW FIRMS DEPLOY OPTIMIZATION TOOLS

Firms blend open source and commercial tools

49%
use a mix of commercial and open source

tools

39%

use only commercial tools



9%

use only open source tools



# **RELIANCE ON BASIC TOOLS PERSISTS**

Complex business problems require more than basic approaches to mathematical optimization



use software like spreadsheets



use mathematical programs



use ad hoc heuristic approaches

THE MANY BENEFITS
OF OPTIMIZATION
Advanced optimization
techniques and tools
result in major business
benefits. Firms using

optimization see:



60%
Operational efficiency improvements



47% Increased revenues



46% Reduced costs



40% Improved competitiveness

## Methodology

Source: A study conducted by Forrester Consulting on behalf of Gurobi, August 2019

Base: 153 US managers+ who are responsible for or influence their organizations' data science or execution strategy

© 2019 Forrester Research, Inc. All right reserved. Forrester is a registered trademark of Forrester Research, Inc.