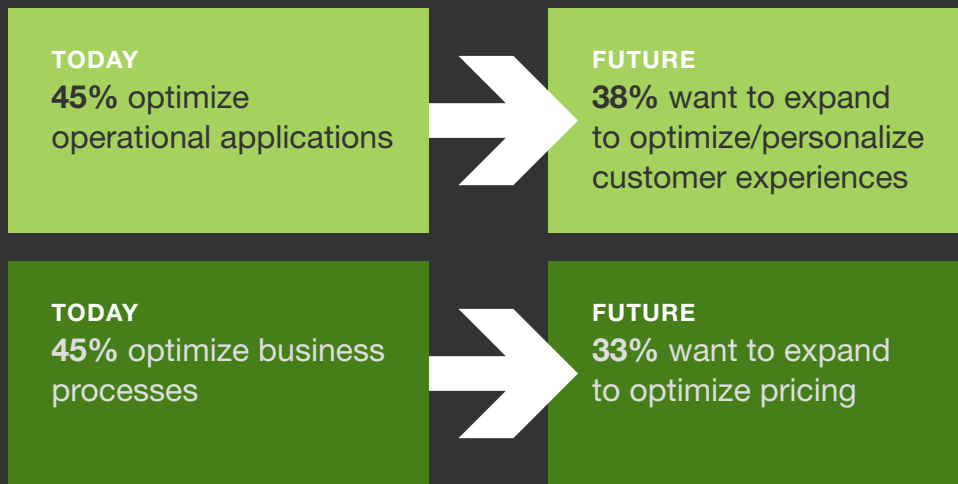


Put Mathematical Optimization At The Core Of Your Business

Enterprises Must Apply Mathematical Optimization Capabilities To Expand Critical Business Benefits

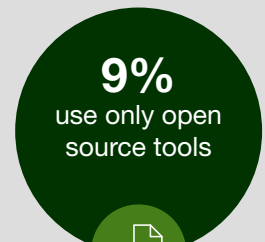
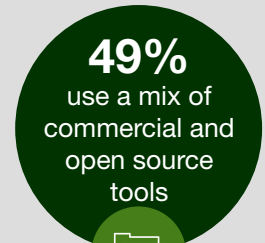
USE CASES FOR MATHEMATICAL OPTIMIZATION ARE EXPANDING

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



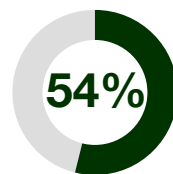
HOW FIRMS DEPLOY OPTIMIZATION TOOLS

Firms blend open source and commercial tools

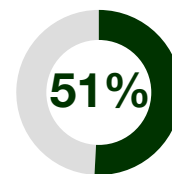


RELIANCE ON BASIC TOOLS PERSISTS

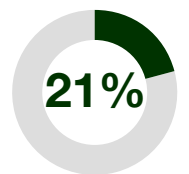
Complex business problems require more than basic approaches to mathematical optimization



use software like spreadsheets



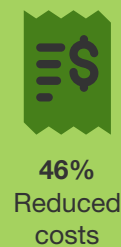
use mathematical programs



use ad hoc heuristic approaches

THE MANY BENEFITS OF OPTIMIZATION

Advanced optimization techniques and tools result in major business benefits. Firms using optimization see:



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

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