

# Optimization Direct

**Introduction & Recent Optimization Case Studies**

**Business and Analytics Conference**

**Baltimore, April 2018**



**OPTIMIZATION  
DIRECT**



# Agenda

- **An introduction to Datascience Experience**, Alkis Vazacopoulos, Optimization Direct
- **Decision Optimization (CPLEX) in DSX using Python Notebooks - An introductory example**, Sumeet Parashar, IBM
- **Leveraging python packages to improve model-building performance**, Joshua Woodruff, Optimized Financial Systems
- **Recent benchmarking results with ODH | CPLEX**, Robert Ashford, Optimization Direct

# Technology Tutorial

## Optimization Direct

- Monday April 16, 9:10-10am
- A DOCplex and ODH | CPLEX python primer  
Presented by: Joshua Woodruff & Robert Ashford



# Exhibit Hall

- Booth #27



**OPTIMIZATION  
DIRECT**



# Optimization Direct

- IBM Business Partner
- More than 30 years of experience in developing and selling Optimization software
- Sold to end users – Fortune 500 companies
- Train & Help our customers to get the maximum out of the IBM software



# What software do we sell?

- IBM ILOG CPLEX Optimization Studio
- ODH | CPLEX
- **DOCPLEXCloud** (Cloud offering for CPLEX)
  - Cplex is the leader in optimization technology
  - Cplex can handle large scale problems and solve them very fast
- **SPSS Modeler**
  - SPSS is the leader in Predictive Analytics
- **DSX**
  - Datascience Experience
  - [Datascience.ibm.com](https://datascience.ibm.com)



# Which markets & new platforms

- Big DATA: Sparc & Hadoop & Python
- Linking optimization with Data science Projects (Predictive & Prescriptive) – DATA SCIENCE EXPERIENCE PLATFORM
- Travel, Hotel, Cruises
- Retail, Groceries, Clothing
- Energy, Renewables, Process
- Financial, Banking

# Why IBM? Why Cplex?

- Fast (Very fast) & Reliable
- IBM software (Cloud and on Premise offerings)
- Large scale Optimization
- Gives you the ability to model develop and solve your decision problem (Modeling tools)
  - Complete solution (Modeling & Solver)





ANNOUNCEMENT

# Transcriptic chooses CPLEX constraint programming for robotic cloud lab scheduling system

[Read press release](#)



**OPTIMIZATION  
DIRECT**



ARTICLE

# Next generation Optimization with ODH

*Robert Ashford, co-founder of  
Optimization Direct,  
on the background of ODH*



**OPTIMIZATION  
DIRECT**



ARTICLE

# Why OPL is important for modelling

*Robert Ashford, co-founder of  
Optimization Direct and  
Alex Fleischer, IBM*



# To learn more

*I will email the PDF of this powerpoint today.*

Contact

Alkis Vazacopoulos

201 256 7323

[alkis@optimizationdirect.com](mailto:alkis@optimizationdirect.com)

[www.optimizationdirect.com](http://www.optimizationdirect.com)

