
Opt-it! Campaign presents the benefits of decision optimization for business, government, and people.

Summary

The Opt-it! Campaign presents the benefits of decision optimization. Optimal means "as perfect as possible." Decision optimization means to make a decision *as perfect as possible*, that is, selecting the single best solution among many feasible solutions that comply with all decision rules. Decision optimization typically achieves for users measurable financial and other benefits.

The campaign presents examples of decision support needs throughout business, government, and personal lives; explains differences among decision support means; and, offers decision optimization software applications for evaluation.

Campaign Overview

The Opt-it! Campaign explains decision optimization with examples what to buy, what to sell, which plan to pursue, how to schedule, etc.

The Campaign compares various decision support means including guessing, spreadsheets, artificial intelligence, and ERP systems. Discussed is avoiding suboptimal solutions from decision optimization systems addressing only a portion of the actual decision.

The Campaign provides sample decision optimization applications for evaluation. These applications include Inventory Management and/or Procurement, Product Mix and/or Pricing, Shipping, Supply Chain Planning, Production Scheduling, Routing, Seating, and Purchasing.

About Optimal Answers

Optimal Answers is the Go To Company for Decision Optimization Solutions. Optimal Answers has a broad family of Decision Optimization Applications addressing most any type of common decision support need. Optimal Applications achieve savings, typically 5-10%, often more. *What will your savings be?* A Savings Analysis proves payback.

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