

GETTING THERE TOGETHER WITH OPTANO

A guideline for the successful implementation of your optimization projects in cooperation with OPTANO.

OPTANO
a KEARNEY company

THE OPTIMIZATION POTENTIAL OF COMPLEX PLANNING

Whether it is network, supply chain, or production planning, the challenges are many and the problems are often highly complex. However, this knowledge should not prevent you from improving your company's planning, because the greater the complexity, the greater the potential for optimization. So don't be afraid to tackle optimization.

With the help of intelligent, mathematically supported planning, optimization potential can be identified and used for your own (competitive) advantage. You can rely on our help and our planning software to increase the efficiency and sustainability of your business.

Read on to find out how to work with OPTANO and what you can do to make our joint project a success. You will see: Your commitment will pay off, and together with OPTANO you will be able to realize the full optimization potential of your planning.



The greater the complexity,
the greater the potential for optimization

STEP BY STEP TO OPTIMAL PLANNING

TOO COMPLEX FOR STANDARD SOLUTIONS

Implementing new software can be a major challenge for companies, especially when the application needs to be customized or a custom solution needs to be developed. This is often the case with optimization projects, as the problems are often too complex and specific to be solved with standard solutions.

STEP BY STEP TOGETHER TO THE GOAL

The willingness of the entire team to develop the result step by step and to work together to get there are prerequisites for an effective and successful solution process.

At OPTANO, we combine our expertise in agile project teams. Our years of experience have shown that it is also important to involve the stakeholders on the customer side at an early stage. They have the necessary expertise and know the processes in the company. Last but not least, this creates the acceptance necessary for a successful software launch.

A GUIDELINE FOR OUR OPTIMIZATION PROJECTS

The problems in optimization projects are diverse, but the project process is always similar. In the following, we will show you how an OPTANO team is put together and what the individual project phases look like. You will learn what we focus on to ensure that the entire team works together in a result-oriented way.

OVERVIEW PROJECT PHASES


Analyze the current situation


Identify potential for optimization


Define and prioritize goals


Identify and process data


Create data model and perform optimization


Implement software and manage training


Develop recommendations for action

GETTING THERE TOGETHER WITH OUR TEAM

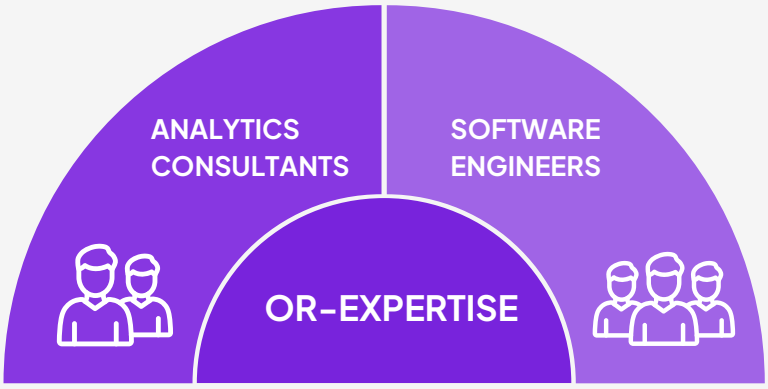
At OPTANO, we combine our expertise in operations research, consulting and software development in agile project teams. The close collaboration between our **analytics consultants** and **software engineers** has proven to be extremely successful in numerous optimization projects. A large number of OPTANO employees have the necessary mathematical know-how to make planning decisions on a scientific basis.

ANALYTICS CONSULTANT

One of our **analytics consultants** is dedicated to you and the project. Another acts as a sparring partner and representative. Together with you, they analyze the initial situation, identify optimization potential and prepare the necessary data structure.

SOFTWARE ENGINEER

Depending on the scope of the solution, one to five **software engineers** work to create the "infrastructure", the actual software, around the optimization model. The task of our software engineers is to ensure that the solution is user-friendly and efficient.



Our analysts and software engineers use their mathematical know-how to create the optimization model. With their **OR expertise**, they formulate the mathematical data model that corresponds to the real problem. In this way, optimization guarantees the best solution to your planning challenges on a scientifically sound basis.

ANALYSIS OF THE CURRENT SITUATION AND IDENTIFICATION OF POTENTIAL

IDENTIFYING POTENTIAL TOGETHER AND REALIZING QUICK WINS

Mathematical optimization is a powerful tool for identifying and exploiting hidden potential in complex processes. However, many companies do not know where to start to improve their planning. In addition, the question arises as to what prerequisites must be met for successful optimization in the company.

OPTANO meets these challenges with a targeted workshop at the beginning of the project. Our analytics consultants work with you to analyze your internal processes and identify opportunities for optimization. Our experience from more than 350 cross-industry projects enables our experts to quickly analyze processes in detail and identify optimization potential.

We understand the importance of achieving both long-term strategies and short-term wins that accelerate ROI and make an immediate contribution to the bottom line. That is why we focus on identifying quick wins that can be implemented without long lead times. These so-called quick wins are not only important for the immediate success of the company, but also serve as motivation for further optimization in your company.

Long-term success and quick wins with OPTANO



DEFINE AND PRIORITIZE GOALS

DEFINE CLEAR GOALS

Reducing costs in production, warehousing, or transportation; increasing resilience in the supply chain; creating sustainability throughout the network: business goals are often diverse. Finding the right objective is therefore the next important step, and in practice we often find that objectives are unclear or vaguely formulated. When defining a goal, cross dependencies and constraints in the overall process need to be taken into account. The more precisely a goal is formulated, the better the optimization measures can be targeted and implemented.

BENEFIT FROM OUR EXPERIENCE

You also benefit from the OPTANO team's experience in setting goals. Measurable goals are defined and prioritized with sensitivity and foresight. Using mathematical optimization methods, our OPTANO experts can take into account a variety of different objectives during optimization and thus make trade-offs between conflicting objectives visible.

CONFLICTING GOALS ARE REALITY

Companies often face the dilemma of pursuing multiple goals. They strive for efficiency and innovation, while at the same time being socially responsible and achieving environmental and economic success. These multiple goals often compete for limited resources.

The more goals you have and the more they conflict, the more complex your planning becomes. To prioritize, define goals using key performance indicators (KPIs) and weigh them against each other.



Precise target definitions enable targeted optimization

THE OPTIMIZATION: DATA BECOME DECISIONS

DATA BECOMES INFORMATION

The first step is to identify, process, and make available relevant data. If not available, unified data structures must be created and, if necessary, analog data must be digitized. The next step is to transform the data into meaningful information. Data analysis is essential to this transformation. If your current IT infrastructure does not support this, we recommend introducing an analytics layer using an external tool that can connect to all relevant data sources.

COMPLEX REALITY BECOMES A MODEL

Optimization is at the core of scheduling software. Probably the most important step is to get all the relevant data into the optimization model. Our OR experts use mathematics to design a data model that can accurately describe and solve very complex real-world problems.



With regard to the defined objectives, optimization basically deals with the determination of an optimal value of an objective function and an associated solution, taking into account all limiting restrictions, constraints, and variables. Optimization can also be applied to a variety of different and competing goals. This makes trade-offs between conflicting goals visible and quantifiable.

MATHEMATICS AND STATE OF THE ART TECHNOLOGY FOR THE BEST RESULTS

State-of-the-art technologies and algorithms, as well as dedicated solvers, support the creation of the model. This enables planners to make scientifically sound decisions that are in line with pre-defined business objectives.

THIS IS WHERE THE SOFTWARE COMES IN

USER CENTRIC DESIGN BASED ON THE OPTANO PLATFORM

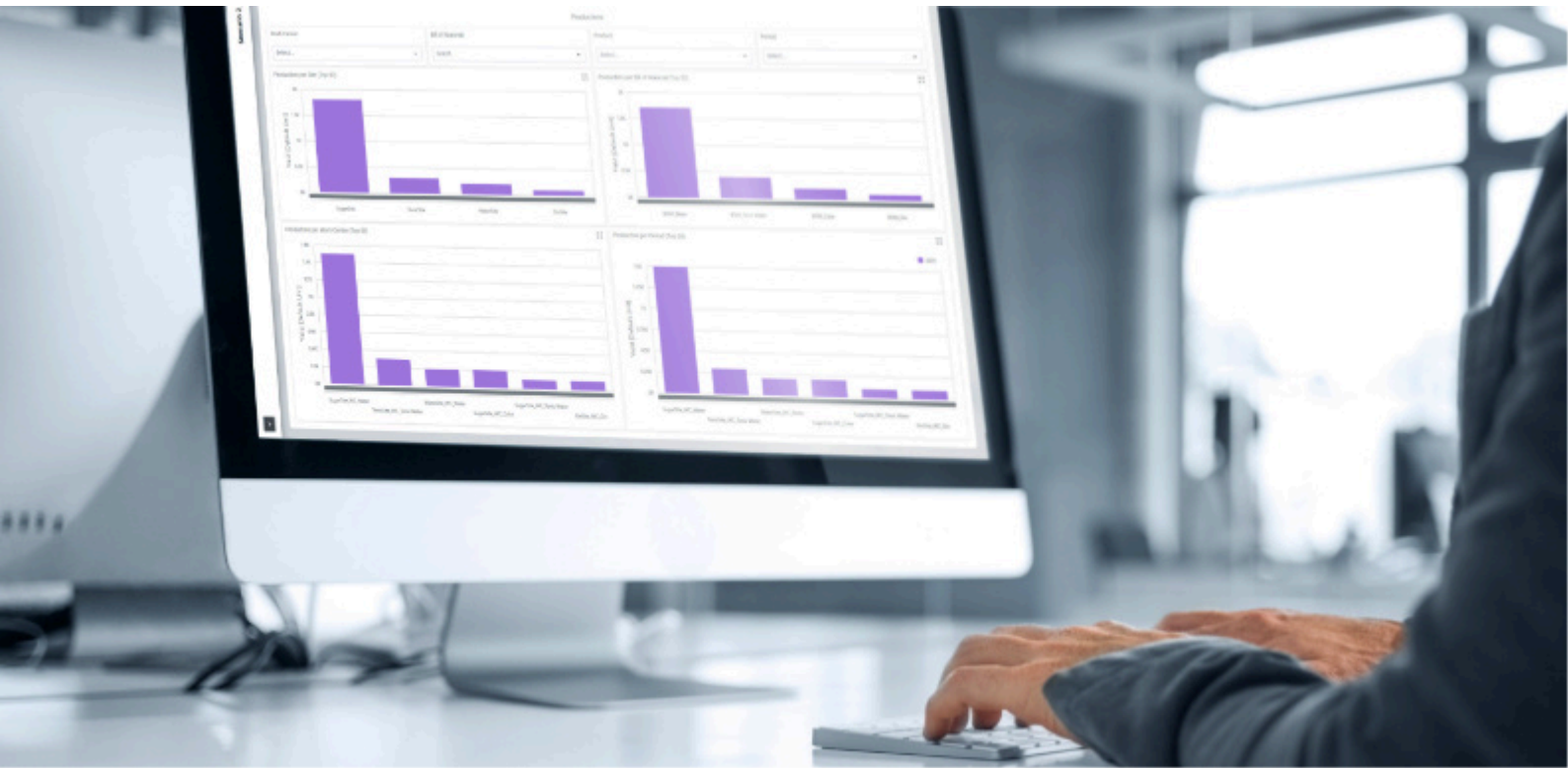
Sophisticated software is needed to bring the optimization model to life. Our individual solutions are based on the OPTANO platform, because this platform-based development allows our software engineers to draw on proven standards and thus create individual applications very quickly. Both in the development of your software solution and in the further development of the platform, the focus is on the user, and the UI and UX (user interface and user experience) are designed in such a way that the software can be used effectively and safely.

USER ENABLEMENT FOR A SMOOTH CHANGE PROCESS

The cooperation with OPTANO does not end with the implementation of the software solution. Sustainable enablement is necessary to increase user acceptance and ensure secure handling. User onboarding and enablement facilitate the change process and help to increase acceptance. OPTANO supports your employees from onboarding and training to ongoing competence development.

BEST DECISIONS WITH THE OPTANO PLANNING SOFTWARE

After all, the software will be used in the day-to-day operations of your company. With OPTANO, you get a solution that supports your decisions with concrete recommendations for action - analyzed on the basis of all the data to be considered. You can rely on OPTANO to always provide you with the best solution to achieve your goals.



OPTANO provides innovative solutions, enabling businesses to plan faster, better and more easily. Thanks to mathematical optimization, OPTANO finds the optimal solution to any problem.

OPTANO is customized to suit your specific needs. Whether you want to optimize your supply chain, your entire network or your production plans, OPTANO makes your planning process efficient, clear and flexible.

And that's not all: OPTANO supports you in your strategic decisions using Prescriptive Analytics. This means that you can consider various options in what-if scenarios and get sound recommendations for action - based on the sound analysis of your data and targets.

Visit us at **www.optano.com** and find out how we can take your planning to the next level together.

OPTANO GmbH
Technologiepark 18
33100 Paderborn
Germany

fon +49 5251 68220-0
fax +49 5251 68220-90
www.optano.com

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a KEARNEY company