

Need to Add Optimization to Your Excel Based Planning Model?

What's *Best!* has the flexibility and robustness to make your work easy.

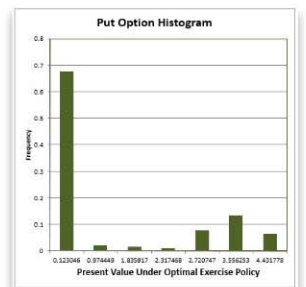
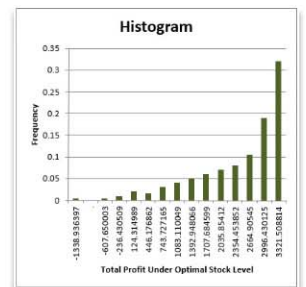
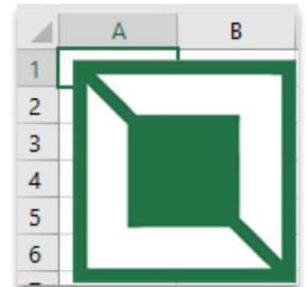


Over the past 25 years, thousands of companies have found the ease and flexibility of Excel coupled with the industrial grade solvers in What'sBest! to be the perfect combination of tools to help solve their toughest planning models. What'sBest! has been successfully used in countless applications across the complete gamut of industries, such as:

- ◆ Nonlinear Optimal Power Flow, and Generator Scheduling/unit Commitment: Electric power industry.
- ◆ R&D planning: Petroleum and pharmaceutical industries.
- ◆ Blending: petroleum, feed, and metallurgy industries.
- ◆ Advertising and Marketing: Media selection, Sales territory realignment, Sales call planning,
- ◆ Revenue/booking limits Management, Overbooking limits, Bundle Pricing, Credit scoring and Classification, Shelf space allocation.
- ◆ Staff scheduling: Call center management, health and maintenance personnel management.
- ◆ Planning under uncertainty: financial planning, fuel purchasing, and the auto industry.
- ◆ Supply chain design: Manufacturing industry.

With Excel's familiar modeling environment and What'sBest's intuitive interface, you can literally be building your first model within minutes of installation. Notable features include:

- ◆ Robust Linear/Quadratic/Integer solver to reliably solve those models with many thousands of adjustable cells and constraints.
- ◆ Automatically analyzes your model and chooses most efficient solver: primal, dual LP, barrier, conic, semi-definite solver, general nonlinear.
- ◆ Global Solver allows you to reliably find the proven globally optimal solution to non-convex optimization models that can include many of your favorite Excel functions such as if(), min(), max(), abs(), as well as most other nonlinearities.
- ◆ Scenario Planning/Stochastic Programming/SP capability allows you to accurately represent uncertainty/probabilistic aspects in your model.
- ◆ Convenient solution analysis tools such as Find K-best for integer solutions and Debug for infeasible and unbounded models of all types.
- ◆ Library of 100's of well-designed template models available to get you off to a quick start, and a responsive technical support team to assist you if you happen to get stuck.



Contact us today to discuss your modeling needs or request a trial version at: www.lindo.com/freetrial

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