IBM Customer Stories

Serco + IBM CPLEX Optimization Studio + DecisionBrain

Intelligent optimization of a bike sharing system helps to keep a major city on the move

"Decision Optimization provides the core engine for our optimization tools – as the market leader for this type of solution, IBM was the obvious choice."

— Filippo Focacci, CEO, DecisionBrain

Fleetpride + IBM CPLEX Optimization Studio + Cresco International

Optimized supply chain decisions and designed smarter distribution networks

"To improve the efficiency of the entire supply chain, we wanted to take the emotion out of strategic decision-making and let data do the talking."

— Homarjun Agrahari, Director, Advanced Analytics, FleetPride

Banque De France + IBM CPLEX Optimizer

Optimized settlement and securities delivery

- 250,000 security transactions carried out every night
- 3-10X lower cost for processing end-to-end transactions

"We leverage CPLEX's high performance optimization technology on z/OS. This solution satisfies the requirements of the T2S system and offers the mathematical guarantee that we absolutely need when dealing with very large settlement volumes."

— Dan Gugenheim, Operations Research Team Leader, Banque de France

Red Electrica Espana + IBM Decision Optimization for Watson Studio

Streamlined the process of predictive modeling and optimizing supply and demand

"IBM Watson Studio with the embedded IBM Decision Optimization (CPLEX), lets us connect the two environments for demand forecasting and prescriptive analysis in a combined platform, which helps us better account for uncertainties in how much electricity we can generate using renewable sources."

— Mustafa Pezic, Senior Project Manager at Red Eléctrica de España

BondIT + IBM CPLEX Optimization Studio

Created bespoke smart fixed-income portfolios in minutes to deliver greater value to investors

"Thanks to IBM technology, we can deliver portfolios tailored to meet the specific needs of each investor in minutes rather than weeks."

— Dr. Hillel Raz, Chief Scientist, BondIT

Leading Bulk Transportation Company + IBM CPLEX Studio

Find efficient routes in near-real time— enabling huge cost savings and supporting growth

- Millions of dollars saved annually by eliminating miles of unnecessary driving
- Million-dollar revenue boost achieved by increasing driver productivity

"We've reduced our annual bulk transportation mileage by more than a million miles, saving millions of dollars per year. "

— Spokesperson, leading bulk carrier

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