



**GUROBI**  
OPTIMIZATION

The World's Fastest Solver

# Transform Your Data Into Optimal Decisions



## Message from the CEO



“At Gurobi Optimization, we are fully focused on delivering the best mathematical optimization technology and support. Our mission is to empower our customers to utilize mathematical optimization to solve their complex, real-world problems, make optimal, data-driven decisions, and achieve their business goals.”

**Dr. Edward Rothberg, Gurobi CEO**

### Our History: Achieving Success through Industry Expertise and Product Excellence

Gurobi Optimization was founded in 2007 by three leading experts in the mathematical optimization software industry – Edward Rothberg, Zonghao Gu, and Bob Bixby – with a single, simple vision: Build the world’s fastest and most powerful mathematical optimization solver. And that’s exactly what they did.

Our state-of-the-art mathematical optimization solver – the Gurobi Optimizer – is used by more than 2,500 companies, from more than 40 different industries (including telecommunications, finance, energy, aviation, manufacturing, and logistics) to tackle their toughest business problems and make automated decisions that optimize their efficiency and profitability.

Our world-class team – **nearly 35% of which is comprised of PhDs** – is dedicated to producing the best mathematical optimization solver technology and providing the best support. Headquartered in Beaverton, Oregon, we have operations across the USA, Europe, Asia, and Australia.

# Mathematical Optimization: Using Data to Drive Optimal Decision Making and Business Performance

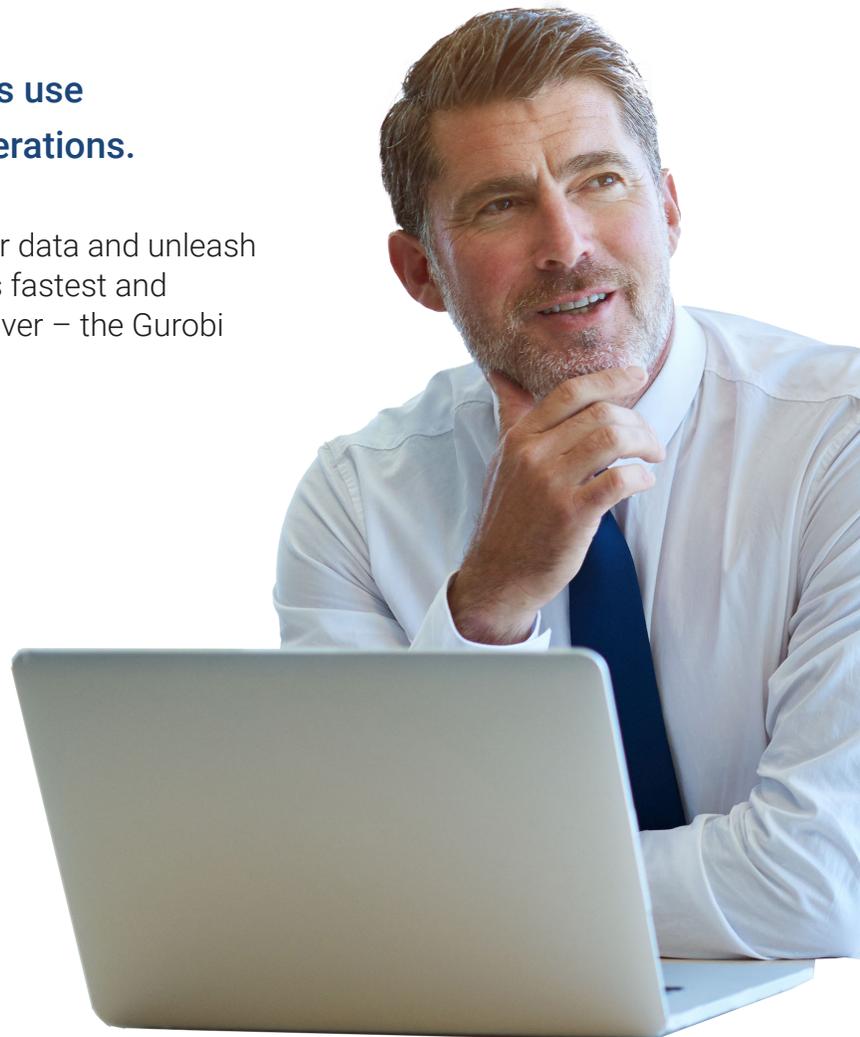
Most companies today have access to huge amounts of high-quality data, but very few have the advanced analytics tools they need to unlock the true business value of that data – by using it to enable optimal decision making, operational agility, and business outcomes.

The question is: Which AI technologies do you need in your advanced analytics toolbox?

For more than 70 years, leading global companies across various industries have been utilizing the mathematical optimization to address their most challenging business problems, make the best possible strategic, tactical, and operational decisions, and achieve improved cost savings and revenue growth.

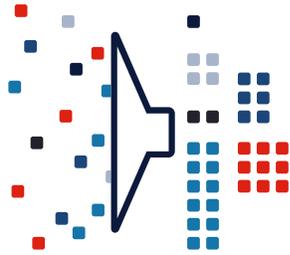
**Around 85% of Fortune 500 companies use mathematical optimization in their operations.**

Discover how you can unlock the value of your data and unleash the potential of your business with the world's fastest and most powerful mathematical optimization solver – the Gurobi Optimizer.



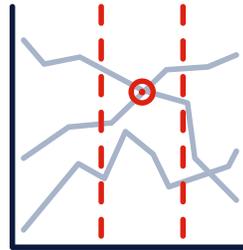
# Transform Your Data into Optimal Business Decisions and Outcomes with the Gurobi Optimizer

## Sense



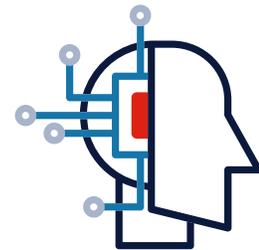
Collect and process the latest available data from various sources including ERP, cloud, and IoT devices.

## Solve



The Gurobi Optimizer captures the key features of your business problem in a mathematical optimization model, and automatically generates an optimal solution.

## Decide & React



Use the solution delivered by the Gurobi Optimizer as the basis to make decisions that can optimize your company's operational efficiencies and help you achieve your business goals.

## The Gurobi Optimizer:



Is more than 50% faster than the solver of our closest competitor.



Has achieved an average 60% improvement in speed every year since its first release in 2009 – and is now almost 60 times faster than the first version.



Is used by our customers in a wide variety of mission-critical applications in their organizations to achieve numerous business objectives including maximizing resource utilization, maximizing profits, and reducing delays.

# Leading Global Organizations Use the Gurobi Optimizer



**SAP:** The Gurobi Optimizer is embedded into numerous SAP applications to help SAP's customers solve complex supply chain planning and optimization problems.

**New York Independent System Operator (NYISO):** The NYISO relies on Gurobi to optimize 500 power-generation units and 11,000 miles of transmission lines to meet consumer demand in real-time.

**Air France:** Air France estimates that it is saving around 1 percent of fuel costs for its entire fleet using the Gurobi Optimizer.

**The National Football League (NFL):** The NFL uses the Gurobi Optimizer to solve one of the most challenging scheduling problems in existence.

## What Our Customers Are Saying

"A key deciding factor for us was definitely the solver performance."

**Matthias Wyss,**  
Head of ImpaqT Consulting at swissQuant

"There is, in my opinion, no better product than Gurobi to accomplish our needs. I have relied on their software since the formation of the company and have the highest degree of respect for their team and products."

**Jon Petersen,**  
Head of Data Science, Aviation at Uber

"Switching to, and working with, the team from Gurobi has been a great experience. Their solver has met our high expectations, and the support they provide has been fantastic."

**Michael North,**  
Senior Director at the National Football League (NFL)

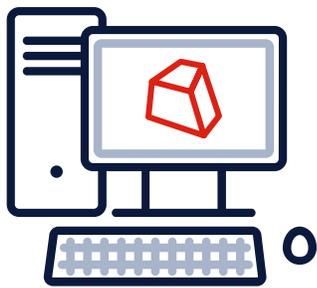
Our **Net Promoter Score® (NPS)** – the global, gold standard metric for measuring customer satisfaction and loyalty – is **69**, which is way above the average score among software companies of 35 and puts us among the global NPS leaders.

# The Gurobi Optimizer Powers the Operations of World-Class Enterprises Across Industries



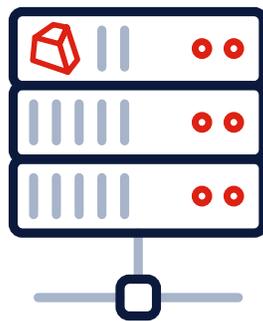
# Gurobi Deployment Options

Generate optimal solutions and enable optimal decisions with the world's most powerful mathematical optimization solver. Solve your model in the way that is most convenient based on your existing IT environment.



## Local Environment

Solve your models on a local workstation, either standalone or on the network.



## Server Environment

Run the Gurobi Optimizer on one or more dedicated servers grouped in a cluster.



## Cloud Environment

Get up and running quickly with the Gurobi Optimizer using either a public cloud, private cloud, or hybrid model.

Discover how the world's fastest mathematical optimization solver can benefit your business.

Contact [sales@gurobi.com](mailto:sales@gurobi.com)  
or visit [gurobi.com/free-trial](https://gurobi.com/free-trial) for a free trial.



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