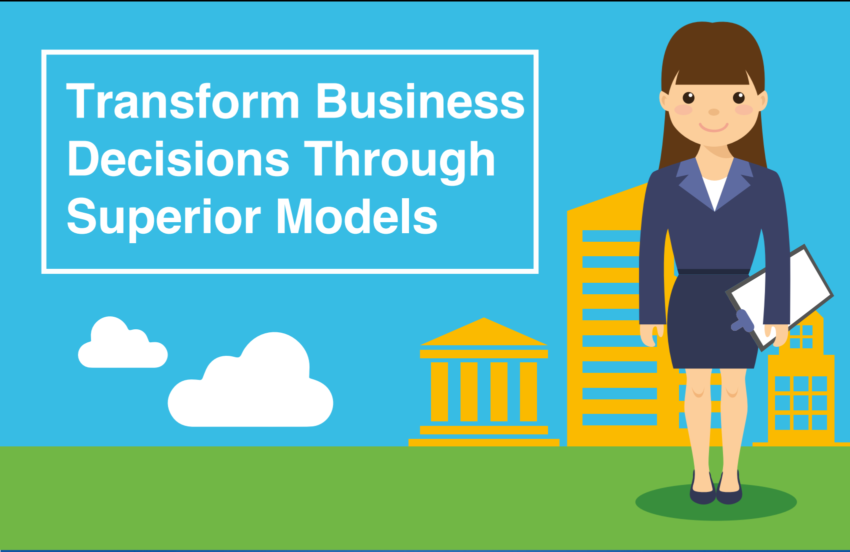
Transform Business Decisions Through Superior Models



CPLEX Optimisation Embedded Applications Offer

CPLEX Optimisation for Embedded Application enables you, as an ESA Partner, to deploy as many installations of your defined solution, with CPLEX as an embedded component.

FIND OUT MORE

Leveraging all the benefits of CPLEX Optimisation in one solution

- Contain your costs of third party products for your software and hardware solutions.
- Deploy your solutions on a variety of IBM hardware and cloud environments – all contained in one fee!
- Reduce your vulnerability from third party embedded components providers and focus your resources on your solutions.
- Your future support costs are predetermined, regardless of the number or type of client installations.

benefits

Problems
facing ESA Partners that IBM CPLEX Optimisation will address

- Managing customer’s changing hardware environments
- Rising costs of third party embedded components
- ESA Partners do not want to overhead tracking of users, PVUs, Processors etc
- Concerns about vulnerability
- Lack of long term commitment from third party embedded components providers

CPLEX Optimisation Embedded
Application License

could be your answer

Provides high performance and scalability

Leading solver engines that enable continual operational improvements and a measurable return on investment as well as the scalability to solve economically significant optimization problems.

Develops and deploys new optimization-based models

Supports comprehensive model development and deployment through its intuitive model formulation language, IDE and development services such as debugging, profiling, tuning, conflict detection and refinement, along with solvers for mathematical and constraint programming and scheduling.

Makes a difference with real-world applications

$26 million per year

Amount a major transportation company reduced operating costs annually through better allocation of rolling stock.

$240 million in 18 months

Amount saved by a central securities depository by faster clearing of transactions.

$66,000 daily

Reduced cost to consumers through

better dispatch of generators
from a power system operator.

$226 million per year

Increased revenue of a major hotel chain
by offering the right product to
the right customer at the right price.

Showcasing
IBM Client Stories

European Aeronautic Defense and Space Company (EADS) implemented a First-of-a-Kind architecture solution based on IBM Rational and IBM ILOG software to identify the most optimal approach to component design and accelerate its entire development lifecycle.

The new solution is designed to enable EADS to

- **Build a concise system model through different views, including design alternatives, constraints and criteria goals**
- **Query data from external databases**
- **Automatically generate and solve optimization models for component and system architectures**

Designing high-quality aircraft components that work seamlessly together can be an intricate puzzle. By using a First-of-a-Kind (FOAK) architecture optimization solution, this puzzle can be solved on the first try.

Benefits

- **Accelerated development lifecycle**
- **Elevating overall quality and safety of finished aircraft**

- **Avoided exorbitant redevelopment costs and production delays**
- **Reduced cabling weight by 5 percent**
- **Facilitated a highly efficient design that will meet criteria requirements for safety and efficiency**

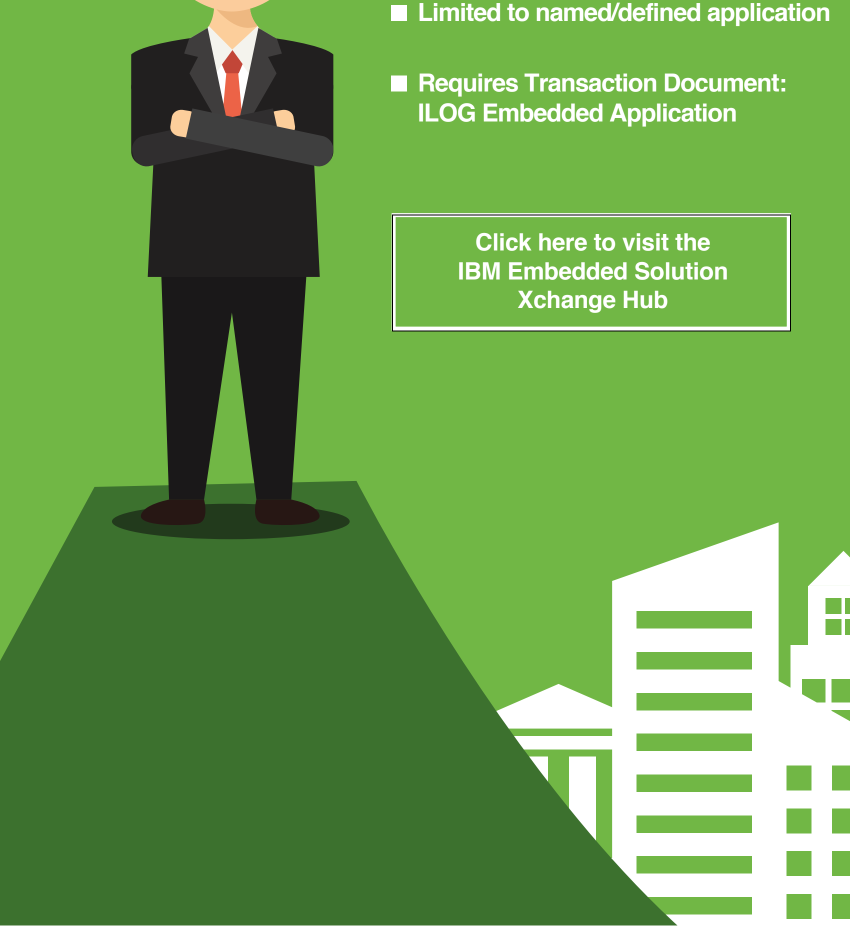
“The IBM solution enables us to differentiate ourselves in the market in number of ways; it’s an agile solution, which means that as customer requirements change, we can show the impact of those changes very quickly, we have increased our quality whilst reducing the time to market for our products.”

Vice President, Technical Capability Center, Engineering, IT, Physics, Security Services & Simulation

View the case study here

Most common part for CPLEX ESA Contracts…

- Unlimited CPLEX deployments over contract duration



- **Limited to named/defined application**
- **Requires Transaction Document: ILOG Embedded Application**

Click here to visit the IBM Embedded Solution Xchange Hub

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