



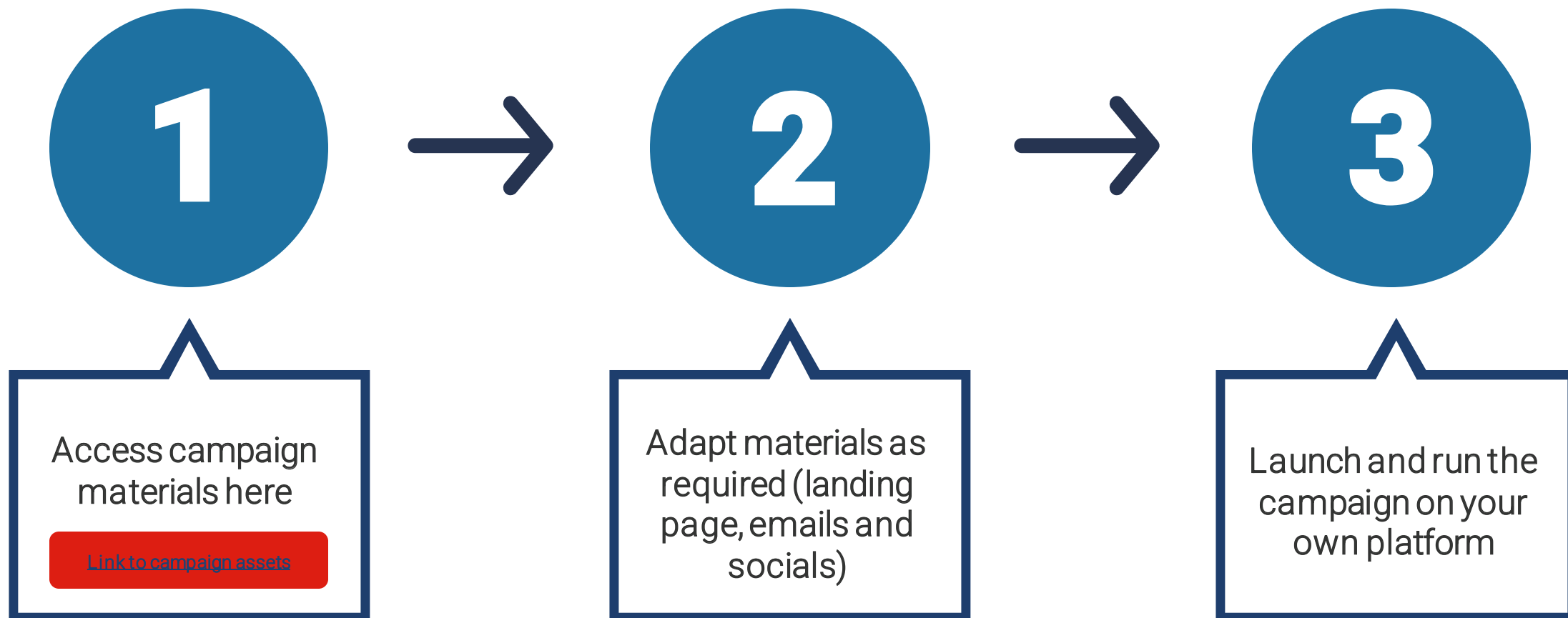
Gurobi CIAB Activation Guide: Supply Chain

Getting Started

This guide contains a toolkit to run your own demand generation campaigns, through the provision of assets, campaign guidance and sales enablement content.

This toolkit will also provide you with some best-practice tips and key considerations to maximise your use of marketing collateral and create campaigns that deliver real value.

How to Build Your Campaign



What's in the Toolkit?



Emails

A series of customizable email templates to help you convert prospects to leads.



Social Posts

Customizable social posts to help increase awareness of Gurobi + partner in the supply chain space.



Landing Page

A packaged solution with suggested copy and sample mock-up of the page along with images you can use if needed.



Sales Enablement Guide

To ensure your campaign is consistent and on-brand.



Campaign Assets

The Gurobi blog links, white paper and infographic that demonstrate credibility within the supply chain industry to drive engagement with your prospects.



Imagery

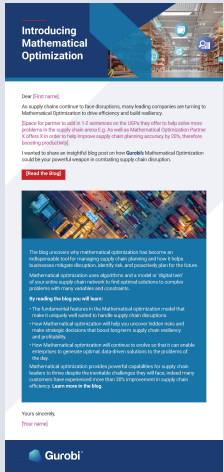
A selection of imagery you can use within the campaign, but you are very welcome to customize with your own supply chain related images.

Email Toolkit

Provided in the email toolkit are four emails for you to push prospects through the funnel and convert into leads. We've also included mock-ups of what these emails could look like to provide you with some design inspiration.

The emails include some engaging copy to personalise, and a relevant call to action, linking to an appropriate asset.

What's in the Box?



Email One.
Awareness.
Introducing
Mathematical
Optimization
CTA: Read
the blog



Email Two.
Awareness.
Why Mathematical
Optimization for
Supply chain
CTA: Download
the infographic



Email Three.
Consideration.
Optimize the
Design of Your
Supply Chain
Network
CTA: Download
the guide



Email Four.
Consideration.
Gurobi Value
Accelerator
Program
CTA: Get
started today

Email Toolkit – How To



Text Content:

- Extract the text content from the PDF. Copy and paste it into a text document or directly into your email editor.
- Ensure that the text formatting (font size, style, and colours) is consistent and suits your email design.



Visual Elements:

- Save any images or graphics from the PDF to your computer.
- Insert the images into the Outlook email by using the "Insert Picture" option.



Layout and Formatting:

- Use the formatting options in Outlook to replicate the layout from the PDF.
- Adjust font styles, sizes, and colours to match the original design.



Links:

- If there are clickable elements in the PDF, recreate them as hyperlinks in your email.
- Select the text or image, right-click, and choose "Hyperlink" to add a link.



Attachments:

- If the PDF includes additional documents, attach them separately to the email.



Signature:

- Include your professional signature at the end of the email. You can set up a signature in Outlook through the settings.



Testing:

- Send a test email to yourself to check for any formatting issues or broken links.



Review:

- Double-check the entire email to ensure all elements are correct, and the design aligns with your brand.



Subject Line:

- Craft a concise and compelling subject line for your email.



Recipient List:

- Add the recipients to the email in the "To" field.



Send:

- Once you are satisfied with the email, send it to your database.

A Friendly Reminder:

These emails serve as templates, offering the flexibility to adapt them to your unique style and brand. Make them truly yours!

Social Toolkit

Our Social Media toolkit helps you showcase the benefits of Gurobi for supply chain, plus the unique value you deliver. We provide you with the copy you need to promote the solution across social channels; along with relevant imagery to use with each post.

Each social post aligns to one of the four emails we outlined previously and comes with an engaging graphic to post alongside the suggested copy.

You can share this content with your followers and connections and direct them to the landing page where they can continue their journey.

What's in the Box?



Post One.

Awareness.

Introducing Mathematical Optimization

CTA: Read the blog



Post Two.

Awareness.

Why Mathematical Optimization for Supply chain

CTA: Download the infographic



Post Three.

Consideration.

Optimize the Design of Your Supply Chain Network

CTA: Download the guide



Post Four.

Consideration.

Gurobi Value Accelerator Program

CTA: Get started today

Social Toolkit – How To

You will need to adjust the image sizes depending on the platform you intend to use for the post.

	Facebook	Instagram	Twitter	LinkedIn	TikTok
Profile Photo	170 x 170 pixels	320 x 320 pixels	400 x 400 pixels	400 x 400 pixels	200 x 200 pixels
Landscape	1200 x 628 pixels	1080 x 566 pixels	1600 x 900 pixels	1200 x 627 pixels	1920 x 1080 pixels
Portrait	628 x 1200 pixels	1080 x 1350 pixels	1080 x 1350 pixels	627 x 1200 pixels	1080 x 1920 pixels
Square	1200 x 1200 pixels	1080 x 1080 pixels	1080 x 1080 pixels	1080 x 1080 pixels	1080 x 1080 pixels
Stories	1080 x 1920 pixels	1080 x 1920 pixels	N/A	N/A	1080 x 1920 pixels
Cover Photo	851 x 315 pixels	N/A	1500 x 500 pixels	1584 x 396 pixels	N/A

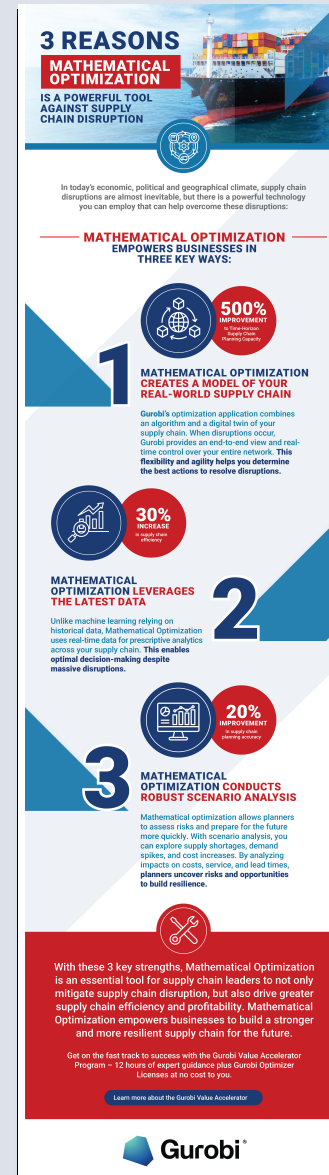
- 1 Open your design software. Popular choices include Adobe Photoshop, Canva, or any other graphic design tool you are comfortable with.
- 2 Open the desired social media post template.
- 3 Check and note the current template dimensions. This information is usually displayed at the top or in the settings of your design software.
- 4 Find the option to change canvas or image size under "Image" or "Canvas" menu
- 5 Input new dimensions, ensuring compliance with platform specifications.
- 6 Resize individual elements (text boxes, images). Use the resizing handles on each element or enter specific dimensions in the software's settings.
- 7 Reposition elements for a visually appealing layout.
- 8 Save the modified template with a new file name.
- 9 Export or save the template in desired format (e.g., JPEG, PNG).
- 10 Double-check dimensions to meet platform requirements before sharing or use.

Infographic

Our Infographic helps showcase the key 3 reasons Mathematical Optimization is a powerful tool against supply chain disruption. Infographics are an effective marketing tool because they combine visual appeal, information condensation, and ease of sharing to engage your audience and convey your message in a compelling manner.

What's in the Box?

Use the infographic to place on your website for prospects to view and download.

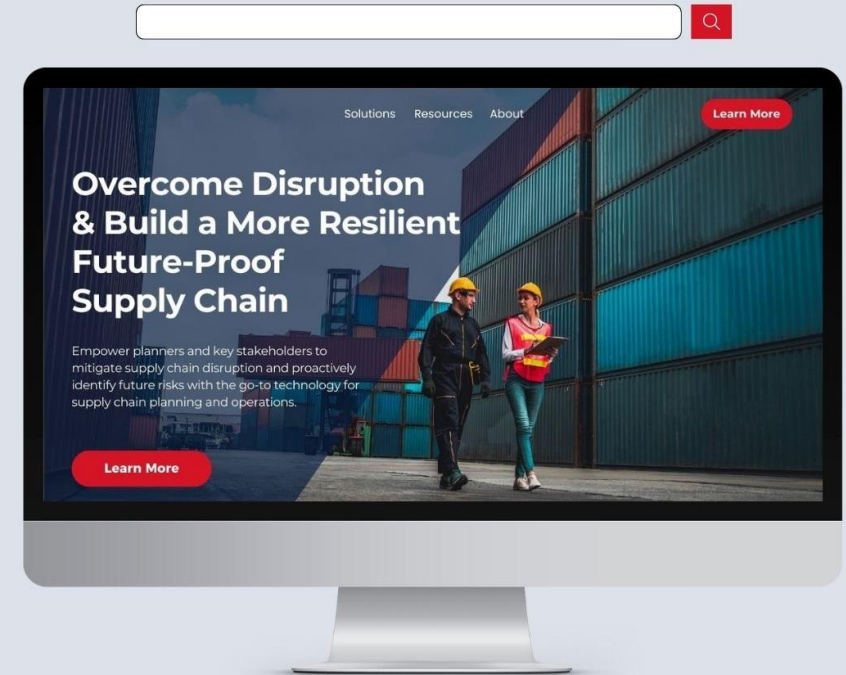


Landing Page

Our Landing Page helps showcase the key benefits of Gurobi for supply chain, it also includes areas for you to customize with your own narrative detailing the added value you deliver. The landing page signposts to other downloadable assets that help support our bold, yet accurate, statements around the Gurobi + partner value.

The page will be hosted on your own CMS, the image opposite is a suggestion as to how the page could look, but please personalize it with your own content and imagery to align with your brand.

What's in the Box?



Use the contact form to collect prospect data that you can follow up and nurture through the funnel.

Note: Within the content provided, the highlighted in pink is for you to personalise and share your joint value proposition with Gurobi.

Industry Solution Sheet

Optimize your supply chain planning, decision making and operations, to keep supply and demand in balance.

Leading companies across numerous industries use Gurobi's mathematical optimization solver – in a wide variety of applications – to optimize their supply chain planning, decision making, and operations and keep supply and demand in balance.

What's in the Box?



The World's Fastest Solver

Industry Solution Sheet: Supply Chain

Challenges and Capabilities

There are many different types of companies (from manufacturers to retailers to logistics, MRO, and other service providers) from many different industries operating in the supply chain space, but they all face the same fundamental challenge: Keeping supply and demand in balance.

This may sound simple in theory, but in reality, aligning supply and demand is a major challenge for companies due to:

- The complexity, volatility, and disruption throughout today's global supply chain landscape – which is made up of intricate and interconnected supply, production, distribution, and retail networks spanning the world.
- The uncertainty and risk inherent in today's supply chain dynamics – which are prone to severe and sudden fluctuations on both the demand side and the supply side.
- Increasing operating costs and intense competition for market share – which put immense pressure on profit margins.

To keep supply and demand in balance and deliver products and services to customers in the most efficient and profitable manner possible, companies today need to leverage the most powerful data-driven, analytics-based technologies – and, without a doubt, mathematical optimization is one of those technologies.

With mathematical optimization, your company can effectively manage your supply chain by becoming:

- **Reactive**
Utilize your real-time data to make optimal business decisions – so that you can react and respond rapidly and effectively to changing conditions and disruptions across your end-to-end supply chain.
- **Proactive**
Use your historical and real-time data as well as forecasts, and what-if scenario analysis to optimally design and configure your supply chain network – so that you can make the best possible strategic and tactical decisions and proactively identify and handle uncertainty and risk.

Efficient

Optimize your operational efficiency and automatically balance the tradeoffs between conflicting business objectives (such as maximizing profitability and customer satisfaction and minimizing costs and risk).

Leading companies around the globe and across numerous industries use mathematical optimization technologies – in a vast array of different applications – to optimize their supply chain planning, decision making, and operations.

With mathematical optimization, you can:

- Make dynamic, data-driven decisions that optimize your company's efficiency and profitability.
- Attain visibility, agility, and control over your end-to-end supply chain network.
- Achieve your business goals by balancing cost and service-level tradeoffs – simultaneously satisfying customer demand and spurring bottom-line growth.
- Transform your supply chain from a source of costs into a source of competitive advantage.



Gurobi Optimization in collaboration with Professor Haitao Li, PhD

Example Customers

Here is a selection of Gurobi customers that use mathematical optimization to revolutionize their supply chain operations:





Opportunities for Optimization

Mathematical optimization is used by companies to optimize many different strategic, tactical, and operational planning and decision-making processes across their end-to-end supply chain operations including:



Strategic

- Supply Chain Network Design
- Transportation Mode Selection
- Supplier/Vendor Selection
- Labor Strategy Optimization
- Yield and Revenue Management
- Capacity Planning



Tactical

- Inventory Optimization/Positioning/Safety Stock Optimization
- Maintenance Planning/Predictive Maintenance
- Production Planning
- Supply Planning
- Demand Sensing/Forecasting/Planning
- Project-Based Planning
- Order Fulfillment Planning
- Spare Parts Inventory Planning
- Sales & Operations Planning
- Workforce/Shift Planning
- Replenishment Planning



Operational

- Vehicle Routing
- Workforce Scheduling/Rostering
- Resource Allocation/Utilization
- Project and Machine Scheduling
- Logistics/Shipments Planning and Routing
- Real-Time Dispatching

For more information, visit [Gurobi.com](https://www.gurobi.com), email us at info@gurobi.com, or call +1 733-871-9341

Sales Enablement Guide

This guide provides insights and information to help you frame sales conversations with your supply chain prospects. None of the information contained within the guide should be used verbatim, but it provides some context and messaging that should be tailored to the individual circumstances of each prospect.

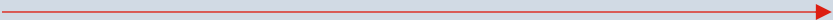
What's in the Guide?



- Clarification of the target market and their current challenges
- The opportunities for Mathematical Optimization in supply chain and the business benefits it delivers.
- Stats to provide proof and back up your claims.
- Key messages you can use to inform your calls.

How to Build Your Campaign

Here is how we recommend running the campaign – with suggested timings

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Build Campaign 				
WEEK 1	Read and share Sales Enablement Guide				Publish blog on website
WEEK 2	Publish Infographic	Post 1 st Social @9am	Send email 1 @10am* <i>Awareness</i>	Resend email 1 to non-openers @1pm	Measure & record results
WEEK 3		Post 2 nd Social @9am	Send email 2 @10am* <i>Awareness</i>	Resend email 2 to non-openers @1pm	Measure & record results
WEEK 4		Post 3 rd Social @9am	Send email 3 @10am* <i>Consideration</i>	Resend email 3 to non-openers @1pm	Measure & record results
WEEK 5		Post 4 th Social @9am	Send email 4 @10am* <i>Consideration</i>	Resend email 4 to non-openers @1pm	Measure & record results
WEEK 6	Prepare list of engaged prospects	Segment and prepare call list			

*Optimal day of the week and time of day to post/send

Other Useful Resources

Other assets and resources that you may find useful when designing and building your campaign.

Co-Brand guidelines

View and download the official Gurobi co-brand guidelines [here](#).

Video Links

Access a selection of a variety of Gurobi videos you can use within your campaign.

Image Library

Access a selection of appropriate imagery you can use within your campaign.



Take Your Supply Chain to the Next Level

Gurobi is committed to enhancing your search for new opportunities using the Supply Chain Marketing Kit. Once your campaign is ready, Gurobi will provide up to USD 2,000 for a collaborative event that's designed to seamlessly transition your leads into your sales funnel.

For more details and to delve deeper into this opportunity, speak with your dedicated Gurobi Alliances and Partners Marketing contact. They will provide you with all the necessary information you need to make the most of this exciting collaboration.



Get in Touch!

For more support on this toolkit, or
anything related to Gurobi, please contact:

Gurobi Alliances
alliances@gurobi.com