

Introducing Mathematical Optimization



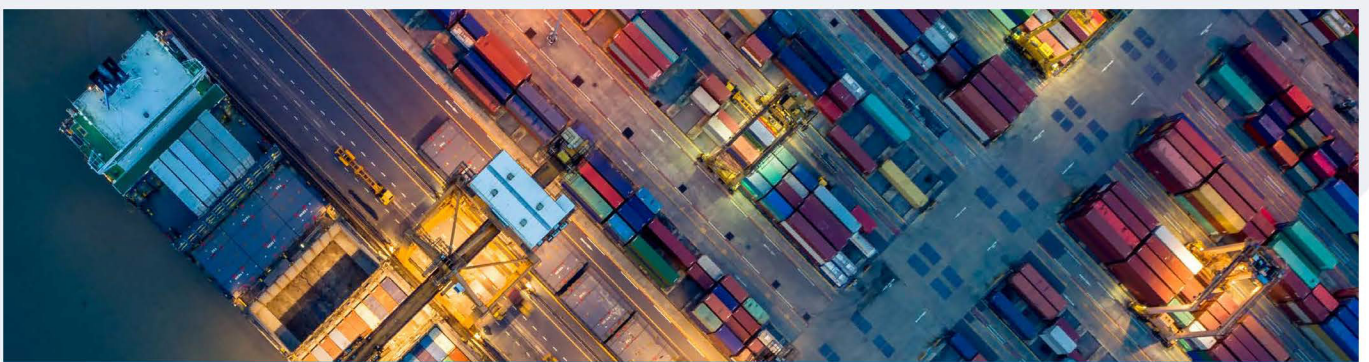
Dear [First name],

As supply chains continue to face disruptions, many leading companies are turning to Mathematical Optimization to drive efficiency and build resiliency.

[Space for partner to add in 1-2 sentences on the USPs they offer to help solve more problems in the supply chain arena E.g. As well as Mathematical Optimization Partner X offers X in order to help improve supply chain planning accuracy by 20%, therefore boosting productivity].

I wanted to share an insightful blog post on how **Gurobi's** Mathematical Optimization could be your powerful weapon in combating supply chain disruption.

[\[Read the Blog\]](#)



The blog uncovers why mathematical optimization has become an indispensable tool for managing supply chain planning and how it helps businesses mitigate disruption, identify risk, and proactively plan for the future.

Mathematical optimization uses algorithms and a model or 'digital twin' of your entire supply chain network to find optimal solutions to complex problems with many variables and constraints.

By reading the blog you will learn:

- The fundamental features in the Mathematical optimization model that make it uniquely well suited to handle supply chain disruptions.
- How Mathematical optimization will help you uncover hidden risks and make strategic decisions that boost long-term supply chain resiliency and profitability.
- How Mathematical optimization will continue to evolve so that it can enable enterprises to generate optimal, data-driven solutions to the problems of the day.

Mathematical optimization provides powerful capabilities for supply chain leaders to thrive despite the inevitable challenges they will face, indeed many customers have experienced more than 30% improvement in supply chain efficiency. **Learn more in the blog.**

Yours sincerely,

[Your name]

Why Mathematical Optimization for Supply Chain



Dear [First name],

As supply chain disruptions persist, advanced AI like Gurobi's Mathematical Optimization is crucial for visibility, agility, and resilience.

[Space for partner to add in 1-2 sentences on the USPs they offer to help solve more problems in the supply chain arena E.g. As well as Mathematical Optimization Partner X offers X in order to help increase supply chain efficiency by 30% which helps drive profitability].



Gurobi uses AI algorithms to model operations and deliver optimized, prescriptive analytics. It empowers businesses to react to and mitigate disruptions by:

- Providing a digital twin model of your real-world supply chain for visibility into disruptions. The model can flexibly adapt as conditions change allowing you to determine the optimal course of action.
- Leveraging up-to-date data across your network for real-time, optimized decision-making so you can be agile and prepared in the face of impending disruption.
- Delivering scenario analysis to uncover risks and opportunities within your supply chain to boost your resilience.

Gurobi's Mathematical Optimization drives greater efficiency, profitability, and strength across the supply chain – many customers have achieved more than 20% improvement in supply chain planning accuracy.

Read the attached infographic for more reasons why Mathematical Optimization is an essential technology for your supply chain.

Yours sincerely,

[Your name]

Optimize the Design of Your Supply Chain Network



Dear [First name],

Optimally designing your supply chain network is crucial for controlling costs improving efficiency and driving growth. Gurobi's Mathematical Optimization is proven to enable you to make the best strategic decisions, fast.

[Space for partner to add in 1-2 sentences on the USPs they offer to help solve more problems in the supply chain arena E.g. As well as Mathematical Optimization Partner X offers X in order to achieve up to 12.9% annual freight bill savings for supply chain operators, allowing for the savings made to be invested elsewhere in the organization to help improve efficiency].

Our guide explains the **5 key steps you should take to design a robust and profitable supply chain**, plus how by employing mathematical optimization you can:



Our guide explains the **5 key steps you should take to design a robust and profitable supply chain**, plus how by employing mathematical optimization you can:

- Design an optimal supply chain network, gain end-to-end visibility, and control, and evaluate numerous what-if scenarios.
- Decide on the best courses of action to achieve your strategic business objectives.
- Deliver product and service excellence for your customers and increased profit margins for your shareholders.
- See up to a 500% improvement to time-horizon supply chain planning capacity.

Your supply chain can make or break your business, so read our guide and take your first steps toward designing a supply chain that drives long-term competitive advantage and growth.

Yours sincerely,

[Your name]

Gurobi Value Accelerator Program

Dear [First name],

Looking to optimize your supply chain, overcome disruption and solve your complex challenges? **Gurobi** is the world's fastest, most feature rich solver and the **Gurobi Value Accelerator Program** can get you on the fast track to optimization success.



With 12 hours of expert guidance plus Gurobi Optimizer licenses at no cost to you, you could:

- Reduce costs whilst increasing efficiency.
- Optimize inventory, production and capacity planning and your supply chain network design.
- Increase customer satisfaction and top-line growth.
- Enrich AI/Machine Learning with next level analytics to create an actionable plan.
- Make optimal decisions in seconds.

Join hundreds of household names who are already using **Gurobi** mathematical optimization to solve their extremely complex business challenges, extremely quickly.

[Space for partner to add in 1-2 sentences on the USPs they offer in addition to Gurobi to drive even greater profitability/efficiency/resiliency etc. Explain why Gurobi + Partner = optimal solution].

Get started on the **Gurobi Accelerator Program** today.

Yours sincerely,

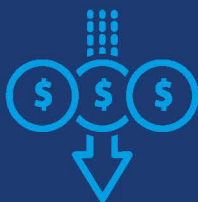
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Gurobi Value Accelerator Program

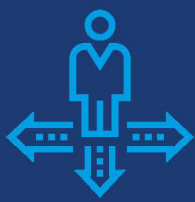
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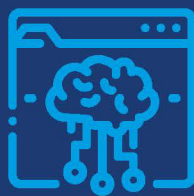
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[Your name]