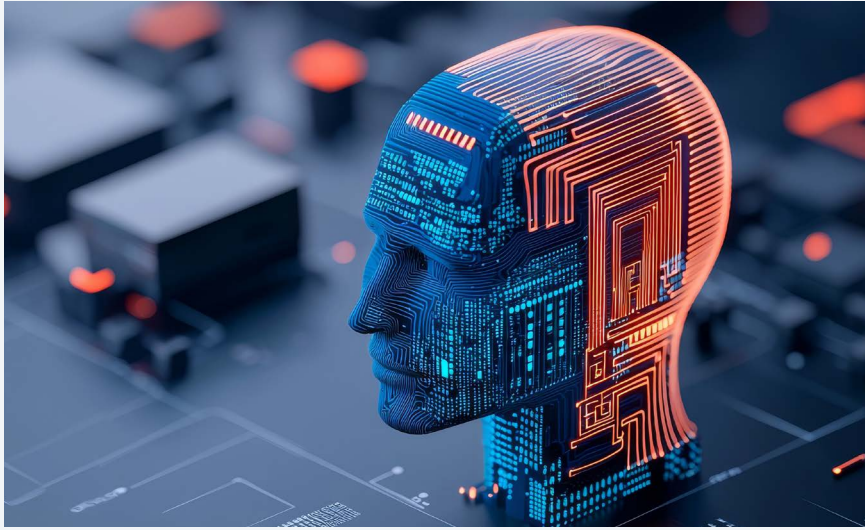




CAMPAIGN IN A BOX

Sales Enablement Guide





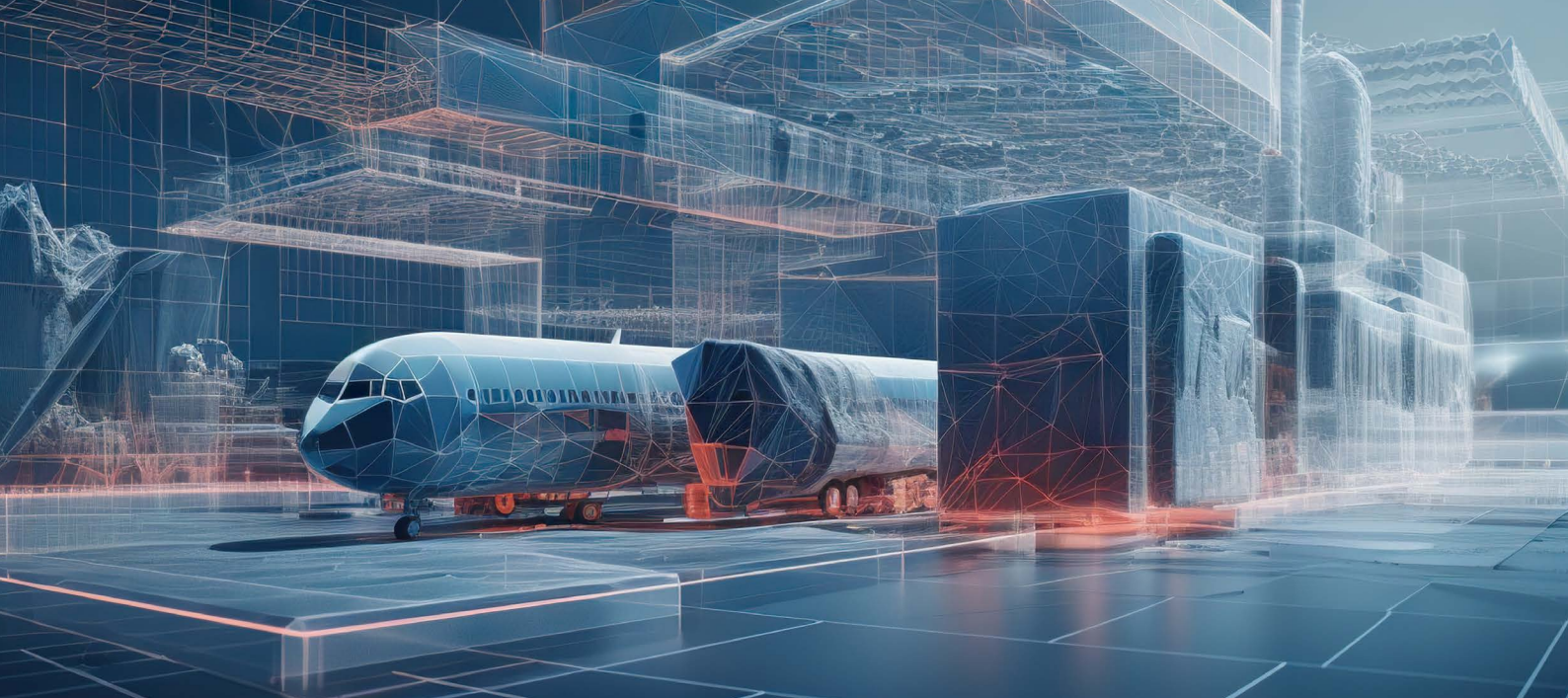
This guide provides insights and information to help you frame sales conversations with workforce scheduling prospects. **It includes:**

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

Overview

For organizations seeking to move beyond manual scheduling to optimized workforce management, Gurobi-powered solutions offer transformative capabilities. As the fastest optimization solver on the market, Gurobi enables businesses to make real-time, data-driven decisions with unparalleled capabilities, speed, and accuracy. These advantages means that organizations can generate optimal schedules faster than ever, respond quickly to changes in demand or staffing, and reduce planning time significantly. For instance, one aviation services company achieved a 92% faster scheduling process, allowing them to adapt swiftly to workforce needs and save over \$1 million annually.

By leveraging Gurobi's powerful solver, companies can quickly create schedules that align with both operational needs and employee preferences, ensuring peak performance and minimal resource expenditure. Organizations using Gurobi-powered solutions report up to 100% alignment with employee preferences and needs, reduced scheduling time, cost savings, and improved workforce morale, ultimately gaining a competitive edge through agile, efficient decision-making.



Supported by a network of trusted Alliance Partners, Gurobi provides not only cutting-edge optimization technology but also comprehensive support. Together, Gurobi and its partners enable clients to address complex workforce scheduling needs while positioning themselves for long-term success.

Help your clients optimize scheduling efficiency, improve employee satisfaction, and transform workforce scheduling into a strategic advantage.

Primary Target Audience

TARGET ORGS

Industries: Healthcare, Retail, Manufacturing, Transportation, Utilities, Logistics, and Hospitality

Company Size: Large, medium or small businesses

TARGET PERSONAS

Operations Managers: Focused on efficient resource allocation and smooth daily operations.

HR Leaders: Prioritizing compliance, employee engagement, and effective scheduling.

Workforce Planners: Responsible for creating schedules that balance business needs with employee needs.

AUDIENCE CONTEXT

The target audience understands the importance of workforce scheduling but may not be fully aware of the capabilities of advanced optimization technology.

Many rely on manual or legacy scheduling systems that lack the precision, flexibility and performance of Gurobi-powered solutions. Gurobi's optimization technology shifts workforce scheduling from a time-intensive task to a strategic tool, empowering organizations to achieve real-time flexibility, increased efficiency, and enhanced compliance.

CURRENT CHALLENGES

Scheduling Complexity: Organizations struggle with balancing varying demand, availability, and compliance requirements. Inflexible schedules can lead to operational inefficiencies and lower employee satisfaction.

Compliance and Regulatory Risks: Navigating complex labor regulations is challenging, especially for industries with strict compliance standards. Inadequate scheduling systems increase the risk of non-compliance and associated fines.

Employee Retention and Satisfaction: Rigid or unfair schedules lead to employee dissatisfaction, impacting retention rates. A lack of flexibility can also hinder work-life balance, which is increasingly prioritized by employees.

Resource Inefficiencies: Overstaffing or understaffing during peak periods can drive up costs or leave demand unmet, impacting profitability and customer satisfaction.

Opportunities for Optimization



STRATEGIC

Long-Term Workforce Planning: Align workforce capacity planning with business growth and demand variations.

Cross-Functional Alignment: Ensure workforce scheduling aligns with broader business objectives, such as customer satisfaction and operational efficiency.



TACTICAL

Resource Allocation: Optimize the distribution of staff across multiple locations or departments based on demand changes.

Scenario Planning: Simulate potential scheduling scenarios to prepare for fluctuations in demand and staff availability.



OPERATIONAL

Shift Assignment and Scheduling: Match shifts to demand while factoring in employee preferences and availability.

Compliance Automation: Integrate regulatory requirements to ensure adherence to labor laws.

Real-Time Scheduling Adjustments: Adjust shifts and resources dynamically in response to real-time demand changes.



Business Benefits

Companies utilizing mathematical optimization technologies for workforce scheduling can boost their operational efficiency, balance the tradeoffs between conflicting business objectives, and realize numerous business benefits including:



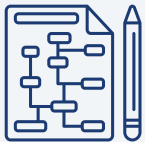
1. Maximized machine and resource utilization.



2. Improved demand forecasting.



3. Enhance delivery reliability.



4. Flexible planning – create, and recreate, optimal production plans in seconds to accommodate unexpected changes.



5. Minimized set-up time and shortened lead times.

Proof points for workforce scheduling

**\$1
million+**
Annual Savings

Swissport saved over \$1 million each year with optimized scheduling.

92%
Faster
Scheduling

Swissport accelerated scheduling speed by 92%.

Up to
100%
Alignment

Swissport met 95-100% of employee scheduling preferences.

4%
Staffing Cost
Reduction

Discher Bakery cut staffing costs by 4% and temp hires by 6%.

Instant
Crew Schedules

A regional airline created optimal rosters in minutes.

Boosted
Compliance

Workforce Analytics reduced compliance risks with optimized schedules.

**Future
Proof**
Scheduling

KLM can calculate projected crew needs 3-5 years ahead – far faster than legacy systems.

**3x
Faster**
Shift Optimization

Geneva Airport optimizes shifts to accommodate customer and staff needs 3x faster.

Key Campaign Messages



Maximize Operational Efficiency

Gurobi-powered optimization transforms workforce scheduling from a resource-heavy task into a highly efficient process. Automation reduces scheduling time, aligns staffing with demand, and minimizes downtime. Seamlessly integrated with existing systems, the Gurobi-powered solution ensures workforce supply meets operational needs with optimal results e.g. reducing overhead costs.

Enhanced Compliance and Risk Management

With Gurobi's optimization, organizations ensure that schedules automatically account for labor laws and regulatory requirements, minimizing compliance risks. The system's proactive approach reduces human error and allows managers to focus on strategic initiatives rather than day-to-day scheduling concerns.

Improved Employee Satisfaction and Retention

Gurobi-powered scheduling fosters a positive work environment by enabling fair, transparent, and flexible scheduling. By considering employee preferences and adapting to individual needs, companies can support work-life balance, boost morale, and improve retention.

Scalability and Flexibility

Gurobi-powered workforce scheduling can adapt as organizations grow, from single-site operations to global enterprises. Real-time adjustments meet fluctuating demands, making the system invaluable for scaling operations and managing complex scheduling requirements across multiple locations.

Unmatched Speed and Reliability

As the fastest optimization engine on the market, Gurobi's powerful and reliable solver tackles complex scheduling challenges with unprecedented speed. This performance enables timely, data-driven decision-making, allowing businesses to adapt instantly to operational changes and maximize efficiency.



Comprehensive Support for Seamless Implementation

Gurobi and its partners provide end-to-end support to ensure seamless integration and sustained success. With training, technical assistance, and implementation guidance, businesses can maximize the benefits of workforce scheduling optimization without disrupting operations.

Data-Driven Precision in Decision-Making

Utilizing real-time data and advanced algorithms, Gurobi-powered scheduling solutions create actionable, precise schedules that align with demand shifts and employee availability. This data-driven precision empowers companies to make proactive, informed decisions, optimizing efficiency and profitability.