

∴dash optimization

COSYTEC

LISCOS: Exploitation

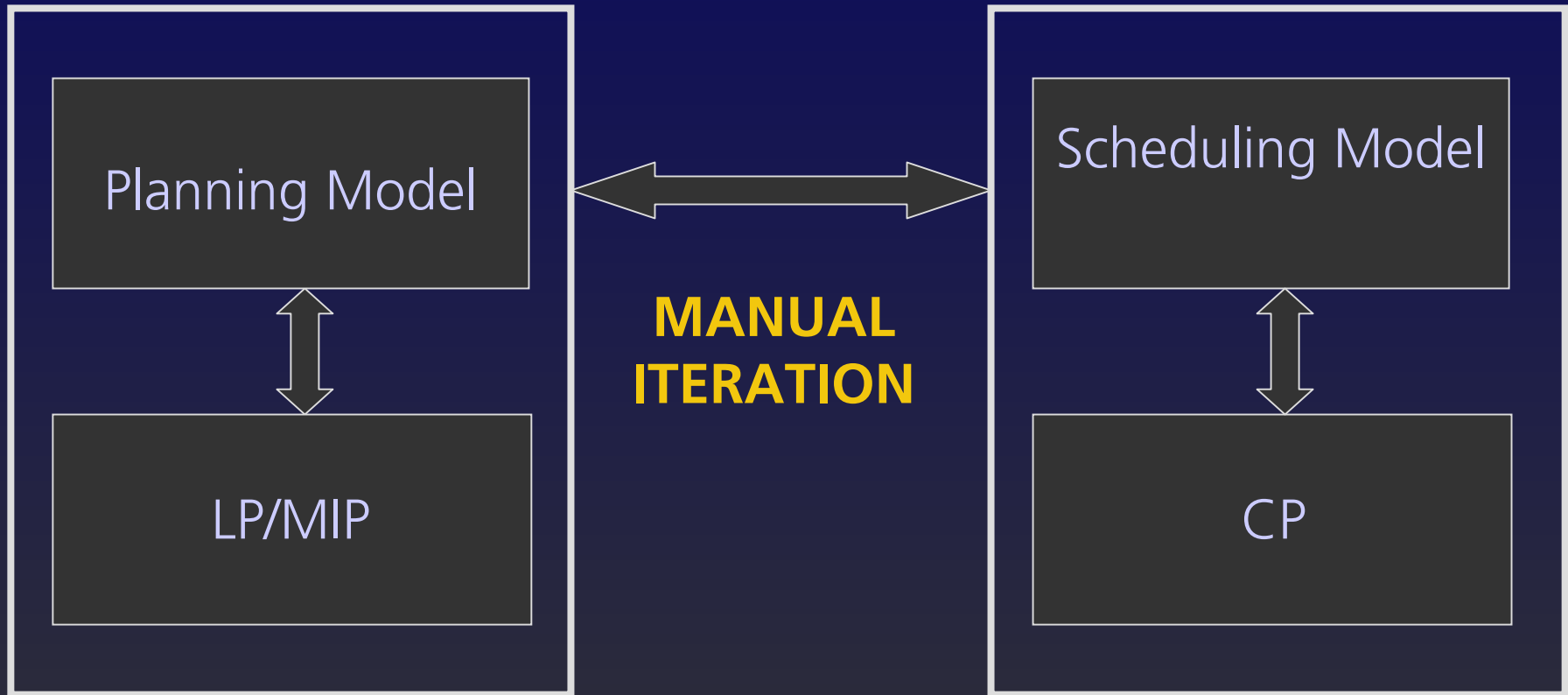
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Dash Optimization

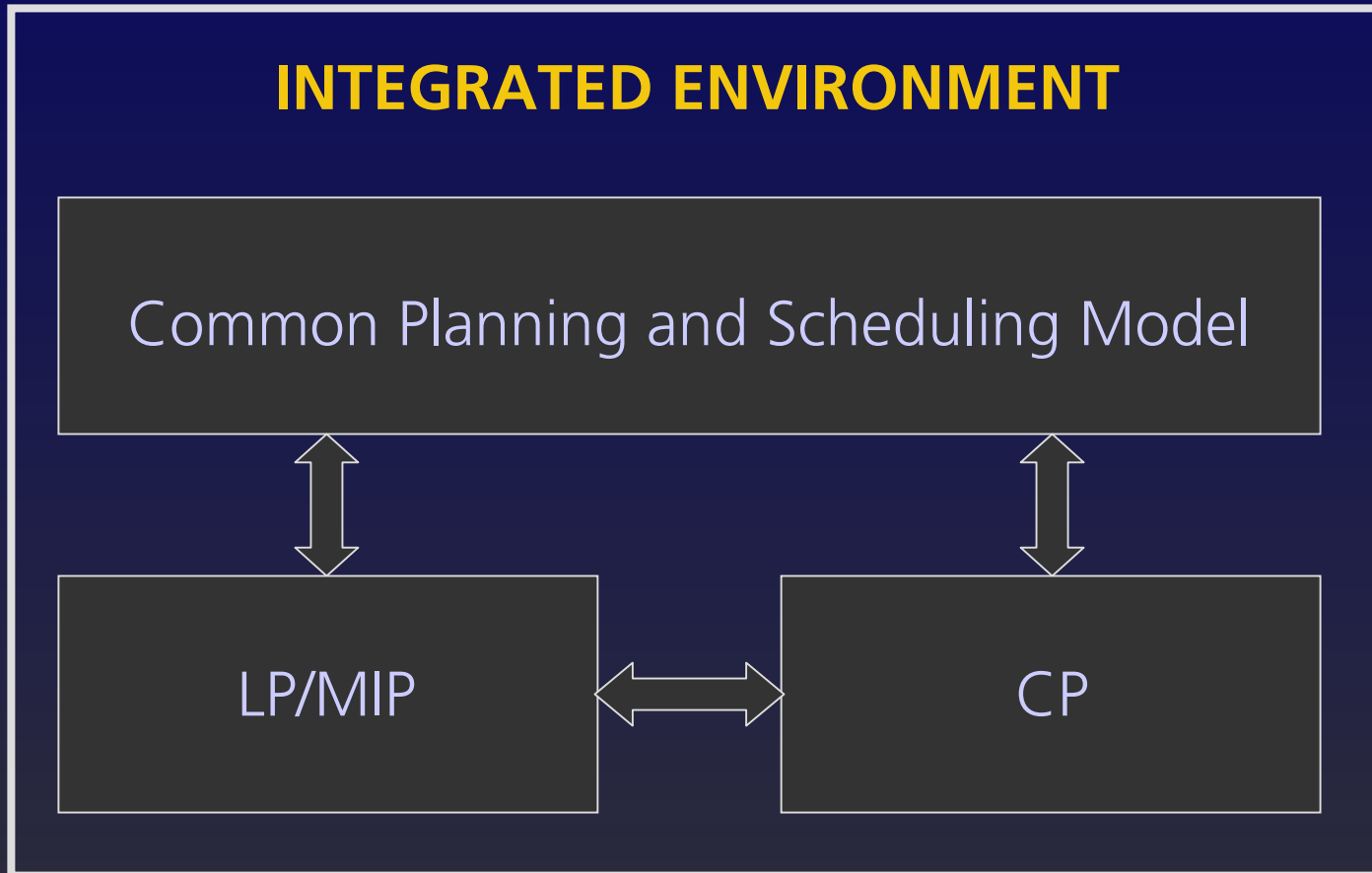
● ● ● LISCOS Exploitation

- The Challenge
- Results
- Benefits
- Advantages
- Target Markets
- Opportunity
- Marketing
- Commercialization
- Commercial Schedule
- Technical Schedule
- Summary

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- Typical Architecture



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- Ideal Architecture



● ● ● Results

- Tools and products
 - Add-on Modules for Xpress-MP and CHIP
 - Bundled product: Xpress-MP and CHIP
 - Tools: bc-gen/cp-gen
- Prototypes / pilot applications
 - For industrial partners
- Know-how
 - For all partners

● ● ● Benefits

- Solve problems (that could not be solved)
- Solve problems quicker



- Better plans
- More responsive operation
- Increase capacity

• • • Advantages

- Layer on MIP and CP
 - Increasing the usability of MIP & CP
 - Increasing development productivity
 - Reducing maintenance cost
 - Increasing the generality of solutions
- Combination of MIP and CP
 - Enlarging the scope of applications
 - Getting better performance

Advantages

- Single model
 - Quick to build
 - Cheap to maintain
- Single environment
 - Easy to learn
 - Easy to use
- Configurable
 - Minimal programming
 - Defaults
 - Options, templates

● ● ● Target Markets

- Outside the consortium
 - Software editors in ERP, SCM, WMS, ...
 - Software houses / integrators
 - Large industrial companies their own applications
- Inside the LISCOS consortium
 - Software partners: for new/improved products and services
 - Industrial partners: for internal use
 - Academic partners: for scientific purposes

● ● ● Opportunity

- Market for Supply Chain Planning
 - Estimated US\$ 3 billion in 2002 (AMR)
 - Expected US\$ 4 billion in 2006 (AMR)
- Expand the market
 - Cost-effective
 - Easy-to-use
 - Solve new problems
 - New customers (e.g., SMEs)
 - Market set to take off in 2006 (Forrester)

● ● ● Marketing

- By software partners
 - As add-on modules with their own products
 - As a common “bundled product”
- Marketing actions
 - E-mail newsletter
 - Marketing material (overview, case studies, etc)
 - White papers
 - Software download/evaluation
 - Demo CDs
 - Web site
 - Press release

● ● ● Commercialization

- Commercialization of product:
software partners
 - Define the scope of the product
 - Industrialization and further developments
 - Marketing and commercial actions
 - Contract between COSYTEC and Dash
 - Agreements with academic partners

• • • Commercialization

- Industrial partners
 - Deployment of prototypes / pilot applications
 - Making case studies
 - Testimonials for marketing of product
 - Favourable license terms

Commercial Schedule

- March 2003
 - Invite press to LISCOS event
 - Press release on LISCOS success
 - Publish Case Studies
- Q2 2003
 - Recruit Beta testers
 - Announce product (e-mail, wire service, etc)
- Q4 2003
 - Dash & Cosytec User Groups
 - Version 1.0 release

Technical Schedule

- March 2003
 - Define scope of final product
- Q2 2003
 - Build Alpha version
 - Alpha test program
- Q3 2003
 - Add, modify, fix
 - Beta test program
- Q4 2003
 - Add, modify, fix
 - Version 1.0

• • • Summary

- Successful proof-of-concept
- Application to real problems
- Case studies
- Real opportunities in Supply Chain
- Exploitation plan agreed
- New products for 2004

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