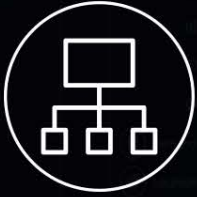


# RIVER LOGIC PLATFORM DATA SHEET



architecture



components



features



applications



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### RIVER LOGIC'S **PRESCRIPTIVE ANALYTICS**

**PRESCRIPTIVE ANALYTICS** ↻ is a breakthrough form of advanced analytics that, when used across business functions, can optimize performance with dramatic returns.

Prescriptive analytics applies mathematics and algorithms to data and suggests a preferred course of action. It uses a model that describes how a business works and gives the system the intelligence to analyze data in order to establish the optimal solution to be able to guide business decision making.

River Logic has been a global leader in prescriptive analytics (specifically, optimization) since 2000. Rather than relying on sub-optimal rules-based approaches or resource-intensive optimization engines, River Logic has developed a single platform that brings enterprise-wide optimization to the business user, from analysts to C-levels. It's able to output optimal, feasible plans and provide full visibility into the "why" and "how" questions executives most want answered.

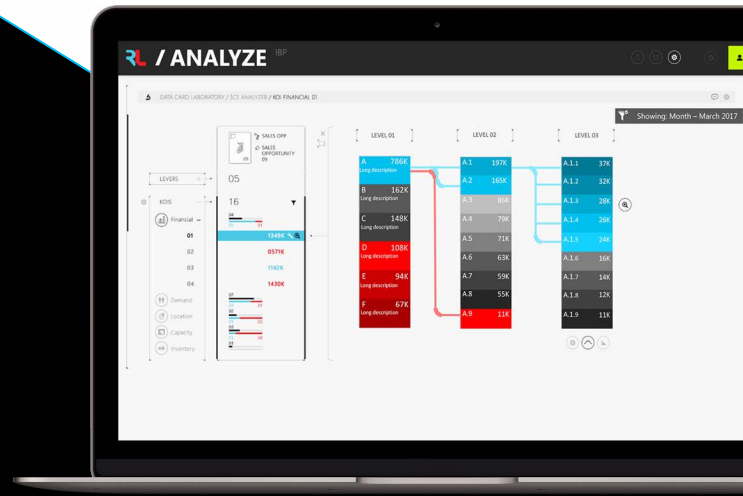
The **RIVER LOGIC PLATFORM** ↻ enables cross-industry, enterprise-wide deployment of prescriptive analytics solutions for planning and decision support through two interoperable modules. It enables organizations to plan, continually optimize, and track the ongoing progress of plans.

“ While all types of analytics ultimately support better decision making, prescriptive analytics outputs a decision rather than a report, statistic, probability or [rules-based] estimate of future outcomes. ”

**Gartner,**  
Forecast Snapshot:  
Prescriptive  
Analytics, Worldwide,  
2019

# RIVER LOGIC'S PRODUCT ARCHITECTURE

River Logic enables you to uncover hidden insights across all business silos by combining the power of collaborative scenario planning with the most advanced optimization capabilities on the market. With intuitive user interfaces built specifically for the business users, anyone from a Data Scientist to a CEO can understand and socialize the “why” and the “how” of optimization runs.



RIVER LOGIC'S PRODUCT ARCHITECTURE CONSISTS OF **TWO MAJOR COMPONENTS:**



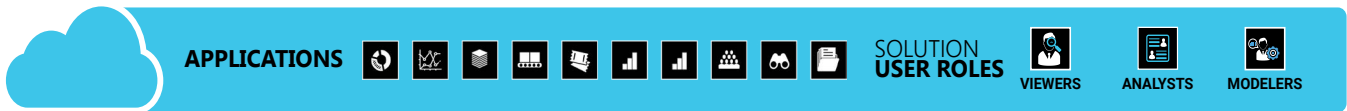
## THE RIVER LOGIC **PLATFORM**

Built for the Business User: It enables enterprise-wide optimization, collaborative planning, and performance management, all delivered through a revolutionary user experience.



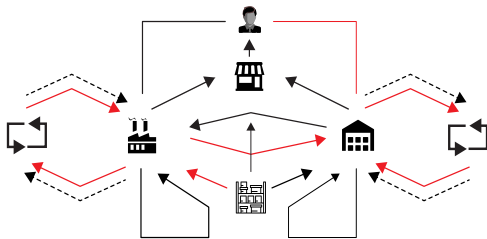
## RIVER LOGIC **APPLICATIONS**

These are configurable, easy-to-use, and scalable applications that are built by River Logic, its partners, and its customers.



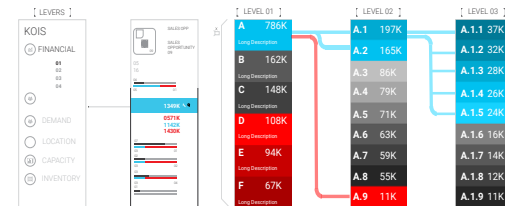
## RIVER LOGIC **PLATFORM**

**EO** VISUAL MODELER | CODE-FREE PRESCRIPTIVE ANALYTICS MODELING



**EO+** SCENARIO AND OPPORTUNITY ANALYSIS

REVOLUTIONARY USER EXPERIENCE



Microsoft Azure

BI-DIRECTIONAL INTEGRATION WITH EXISTING ON-PREMISE AND CLOUD SYSTEMS AND DATA WAREHOUSES

POWER BI | SQL SERVER | ACTIVE DIRECTORY | SECURITY CENTER | BATCH PROCESSING

**Figure 1.** THE RIVER LOGIC PLATFORM ENABLES ENTERPRISE-WIDE DEPLOYMENTS OF PRESCRIPTIVE ANALYTICS SOLUTIONS.

# RIVER LOGIC'S INTEROPERABLE PLATFORM COMPONENTS

River Logic's Planning and Prescriptive Analytics Platform enables a wide range of capabilities across all applications. The Platform consists of two interoperable components that enable unique capabilities within River Logic Applications.

## EO

**ENTERPRISE OPTIMIZER®**

Business modeling, optimization & scenario management

## EO+

**ENTERPRISE OPTIMIZER+™**

Performance management capabilities built to enable enterprise adoption of prescriptive analytics

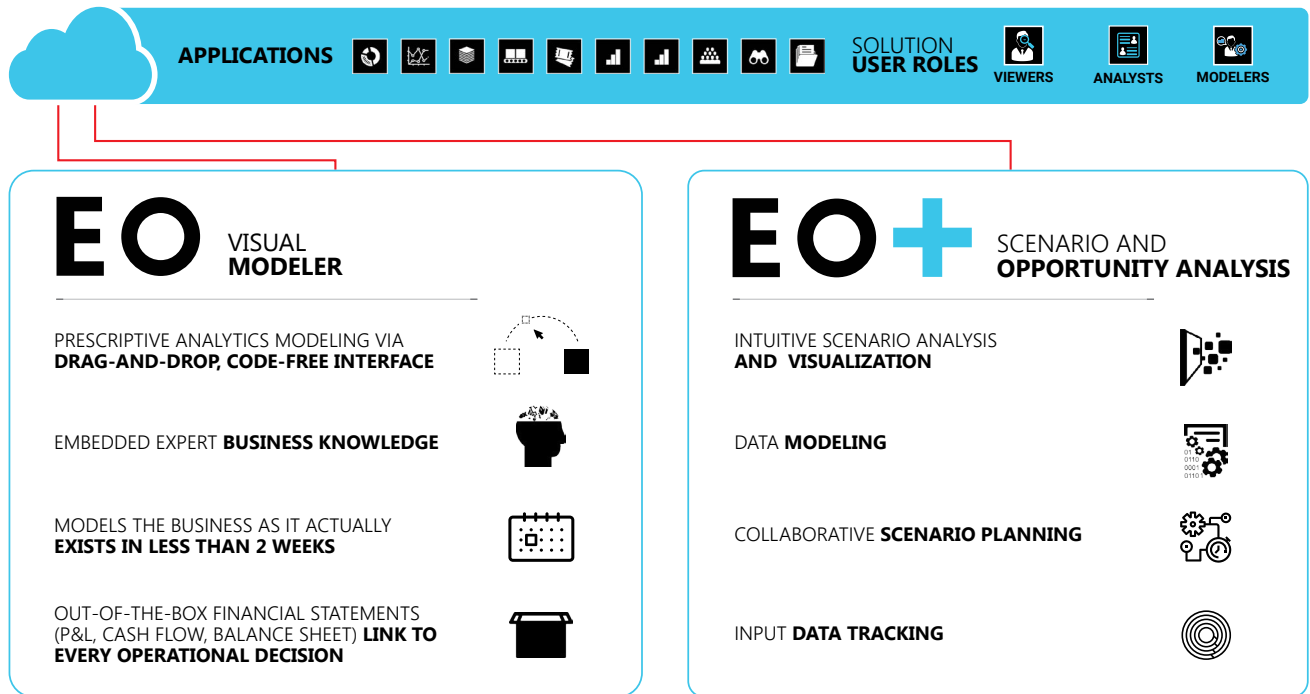


Figure 2. River Logic's interoperable platform components

## PLATFORM **FEATURES**

# EO

## **ENTERPRISE OPTIMIZER®**

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EO is the foundation of the platform — it creates the prescriptive analytics model that powers the other two modules, EM and EO+.

- ◆ Represent your end-to-end business in terms of business objectives, decision variables, and constraints for high fidelity models and accurate plans
- ◆ Fully account for all business silos, associated constraints, and decision variables in your models
- ◆ Leverage a code-free, visual modeling interface that represents financial and physical/process flows

# EO+

## **ENTERPRISE OPTIMIZER+™**

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EO+ is a purpose-built scenario analysis and visualization tool designed for the business user, so executives can visualize the “why” and “how” of complex optimization questions. It allows business users to create new scenarios based on assumptions, modify objective functions & levers, manage input data, and track performance against plans.

- ◆ Socialize results of scenario analysis across 100s of colleagues and collaboratively draft plans
- ◆ Simultaneously evaluate millions of scenarios around decision variables, business constraints, and objectives to create optimal, plans)
- ◆ Publish optimized plans to your System of Record
- ◆ Track the results of published plans and take corrective actions when necessary
- ◆ Perform scenario input adjustments through spreadsheet-like input forms
- ◆ Perform compelling scenario visualizations and comparisons using Power BI dashboards and reports
- ◆ Utilize Microsoft Azure-based machine learning in conjunction with River Logic’s prescriptive analytics capabilities

# RIVER LOGIC **SAMPLE USE CASES**

## **UTILITIES**



- ◆ Asset Investment Planning
- ◆ Long-Term Business Planning & Risk Management
- ◆ Sludge Network Optimization
- ◆ Sludge Tankering
- ◆ Leakage Repair & Replacement Planning

## **MINING**



- ◆ Short Term Supply Planning (Stockpiles Blending, Transportation, Port)
- ◆ Tactical 6-12 Month Nominations, Mine Plant and Supply Chain Planning
- ◆ Medium Term 24-36 Month Mine to Customer Planning
- ◆ Product Mix, Blending, and Substitution

## **TELECOM**



- ◆ Product Portfolio Optimization
- ◆ Spectrum Allocation Optimization

## **OIL & GAS**



- ◆ Commodity Trading Optimization
- ◆ Marine Network Logistics Optimization

## **MANUFACTURING & CPG**



- ◆ Sales & Operations Planning
- ◆ Capacity Planning
- ◆ Network & Capital Expense Optimization
- ◆ Customer Profitability & Bid/Tender Support
- ◆ Trade Promotion Planning

## **HEALTH PROVIDERS**



- ◆ Program Investment Allocation
- ◆ Planning and Negotiations Under Different Payment Models
- ◆ Human Resource and Asset Optimization

## **GOVERNMENT**



- ◆ Workforce Planning
- ◆ Key Personnel Training Optimization
- ◆ Pandemic Drug Inventory Optimization
- ◆ Logistics Planning/Network Optimization (Army, Navy)

## ABOUT **RIVER LOGIC**

River Logic has been a global innovator in prescriptive analytics (optimization) since 2000. Its platform — designed for business users — enables enterprise-wide optimization, collaborative planning, and performance management, all delivered through a revolutionary user experience. By understanding how to best utilize cross-functional resources and manage trade-offs, companies make more impactful decisions.

River Logic goes to market primarily through partner organizations like PWC, West Monroe Partners, Accenture, and Deloitte, helping them develop high-value applications that monetize their IP. Recent clients include Unilever, BHP Billiton, Russia Post, Boise Cascade, and Peabody. Typical client value-add ranges from 10% cost reduction to 2-5% of sales in additional profit.

## EXPLORE **ADDITIONAL READINGS**

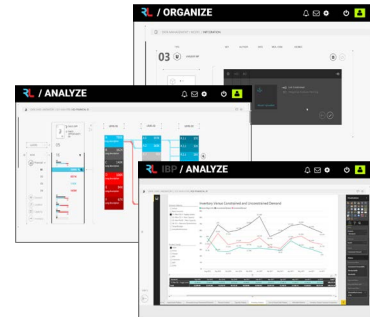
Review our Primer on Prescriptive Analytics [➔](#)

Explore A Few Prescriptive Analytics Use Cases [➔](#)

See How Prescriptive Analytics has Helped our Partners [➔](#)

# GET A DEMO OF **RIVER LOGIC'S**

PRESCRIPTIVE **ANALYTICS PLATFORM**



**INTEGRATED MODEL**

**OPTIMIZED DECISIONS**

**PRESCRIBED EXECUTION**

# DEMO

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