

**North Carolina State University
Operations Research Graduate Program
OR 601/801**

**Tuesday, March 20, 2007
Daniels Hall Room 218
4:30 p.m.**

Some Optimization Applications at SAS Institute

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Abstract

SAS Institute has just released a comprehensive suite of new, state of the art optimization solvers. These solvers also play an important role in SAS business solutions which are targeted to solve specific classes of analytical problems faced by industry. After a brief overview of optimization based solutions at SAS, we will focus on two solutions, one for marketing applications (SAS Marketing Optimization) and one for the retail industry (SAS Pack Optimization). Both solutions involve sophisticated use of integer heuristics and large scale optimization techniques. For each of these solutions we will describe the problem context, the associated optimization models, and the analytical difficulties in solving these models in real business situations.

Refreshments will be served in 401 Daniels Hall at 4:00 p.m.