

MGT 40750 – Quantitative Decision Modeling Spring 2017

Spreadsheet Simulation Using @Risk

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Spreadsheet Simulation Using @Risk



@RISK
Advanced Risk Analysis for Spreadsheets

- Palisade and @Risk
 - Palisade Corporation is the maker of the market leading risk and decision analysis software @RISK and the DecisionTools® Suite.
 - Virtually all Palisade software adds in to Microsoft Excel, ensuring flexibility, ease-of-use, and broad appeal across a wide range of industry sectors.
 - Its flagship product, @RISK, debuted in 1987 and performs *risk analysis* using *Monte Carlo simulation*. With an estimated 150,000 users, Palisade software can be found in more than 100 countries and has been translated into seven languages.
 - Customers: <http://www.palisade.com/industry/customers.asp>



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Competing Product



- Oracle and Crystal Ball
 - As a result of its acquisition of Hyperion, Oracle has also acquired Decisioneering, makers of Crystal Ball software.
 - Crystal Ball software is a leading spreadsheet-based software suite for predictive modeling, forecasting, Monte Carlo simulation and optimization.
 - With over 4,000 customers worldwide, including 85% of the Fortune 500, Crystal Ball is used by customers from a broad range of industries, such as aerospace, financial services, manufacturing, oil and gas, pharmaceutical and utilities.
 - Crystal Ball is used in over 800 universities and schools worldwide for teaching risk analysis concepts.

@Risk Features

- @Risk contains a good collection of *probability distribution functions* such as RISKNORMAL and RISKDISCRETE.
- Excel cells can be designated as *output cells*. @Risk automatically keeps summary measures such as averages, standard deviations, percentiles, etc. for the output cells.
- @Risk has a special function, *RISKSIMTABLE*, that allows you to run the same simulation several times, using a different value of some key input variable each time.
- Read more about @Risk on pages 561-572 in the text.