



OptiU AOMs: The AI That Decides

The Problem with the Rest of AI

- **GenAI:** Conversational, descriptive, and creative — but **non-prescriptive**. It cannot compute optimal actions under constraints, uncertainty, or volatility.
- **Operations Research (OR):** Powerful for static optimization, but produces **snapshot solutions** that become obsolete as conditions change.
- **Result:** Enterprises still rely on human intuition in the “decision gap” between forecasts and execution.

The AOM Breakthrough

Autonomous Optimization Models (AOMs) — powered by OptiU’s **Reinforcement Learning Automation (RLA)** — are the **world’s first closed-loop, prescriptive, and adaptive optimization framework**.

Core Differentiators:

1. **Continuous Optimization** – Learns and re-optimizes in real time as data changes.
2. **Multi-Objective Trade-Offs** – Balances profit, risk, ESG, and resilience simultaneously.
3. **Closed-Loop Execution** – Pushes actions directly into ERP/CRM/EMS systems.
4. **Explainability & Trust** – Every recommendation comes with a transparent rationale.
5. **Scalable Across Personas** – From CFOs reallocating budgets to plant managers sequencing production.

Where AOMs Win

- **Scheduling & Sequencing:** Fab wafer sequencing, OR block scheduling.
- **Flow & Routing:** Last-mile delivery, energy dispatch.
- **Procurement & Sourcing:** Supplier mix optimization balancing cost vs. risk vs. ESG.
- **Pricing & Promotions:** Airline seat pricing, CPG bundle optimization.
- **Scenario Planning:** Utilities simulating demand & policy shocks.
- **ESG Trade-Offs:** Logistics balancing speed vs. carbon footprint.

Impact & ROI

- **Cost** ↓ 5–15% via routing, sourcing, blending.
- **Revenue** ↑ 2–8% via price/promo optimization & sequencing.
- **Working Capital** ↓ 8–20% via inventory & fulfillment optimization.
- **Sustainability** ↓ 8–20% CO₂ via mode/fuel mix & energy dispatch.
- **Service** +5–15 pts SLA/fill rate improvements.

The Category-Defining Leap

- **Not GenAI. Not OR.**
- **AOMs = The AI That Decides.**
- OptiU is pioneering the **optimization backbone for the world**, moving organizations from **descriptive analytics to autonomous decision-making at scale**.