

# Company Overview

Dash develops and markets Xpress<sup>MP</sup>, the world's leading software product for modeling and optimization. Xpress<sup>MP</sup> solves large-scale optimization problems and enables better business decisions and resulting financial benefits in areas such as supply chain management, operations, logistics and asset management. It has been applied in sectors as diverse as manufacturing, processing, distribution, retailing, transport, finance and investment.

Dash is completely focused on optimization software and works in close partnership with its customers and partners, enabling them to get the best possible performance from Xpress<sup>MP</sup>. Xpress<sup>MP</sup> is embedded in many software products and solutions as a component, making leading edge optimization accessible to a wide range of customers and applications. Through expertise in the product and its application, excellent customer support and fast track product development, Dash continues to maintain Xpress<sup>MP</sup> at the cutting edge.

Dash has offices in the UK and US with distribution partners in Europe, the Far East and Japan.

## Dash Optimization Mission

Our mission is simple, we supply optimization tools and components that enable our customers to enhance the value of their business. In other words, we:

- develop and deliver state-of-the-art optimization software tools and components, and excellent software support services.
- enable our customers to add significant value to their businesses by using such optimization tools and components.

## Dash Optimization

As the name suggests, Dash Optimization is all about optimization. We believe that by focusing on this one area we are uniquely placed to deliver the highest quality optimization software and support. Our basic company principles are:

- We specialize in optimization software
- Our people are all experts in their field
- We provide friendly, high quality support
- We are easy to do business with

Simply put, Dash Optimization is **the** optimization company.

## Software Products

Dash provides software for modeling and optimization. Our linear and integer programming optimizers are designed for speed and robustness, giving the highest performance on a wide range of hardware. Always at the forefront of optimizer developments, we have the top performance optimizers in all classes. Our modeling system is the most advanced and productive in the world. Dash has tools specifically designed for model development and debugging, and for high speed optimization in embedded systems.

### UK Office

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Dash is committed to maintaining its product, Xpress<sup>MP</sup>, as the preferred optimization software of developers, consultants and OEMs. The guiding principles are:

- Capability to solve large, difficult problems
- Speed of solution
- Ease of use
- Reliability
- Ease of integration

Xpress<sup>MP</sup> is used across the whole spectrum of industry by companies as diverse as airlines, breweries, food processors, banks, manufacturers, government bodies, petrochemicals and utilities such as gas, electricity and water companies.

End users and consultants use Xpress<sup>MP</sup> to build models and optimize their businesses. For example, manufacturing and retail companies use it to optimize the movement of stock between factories and warehouses; oil companies use it to optimize feedstock and production parameters to give the required outputs at least cost. These models are often embedded into systems specially designed for the end user, so that non-specialists with no formal modeling or optimization skills can routinely optimize their business.

Software product developers and solution providers (OEMs) use Xpress<sup>MP</sup> as a component giving their products the ability to solve the complex problems that arise in areas such as planning, scheduling, yield management, etc. Xpress<sup>MP</sup> is rapidly becoming the number one choice for OEMs in the fast growing Supply Chain and e-commerce areas.

Connectivity to spreadsheets and databases is provided by Dash's Xpress-Connect product which enables the data for a model to be held in the place that is best for the end user. This might, for instance, be a remote SQL database, or a spreadsheet running on the same PC or departmental workstation or corporate server. Dash also has an alliance with Frontline Systems, the world leader in spreadsheet optimizers, whereby the power of Xpress<sup>MP</sup> has been seamlessly incorporated into the Excel environment.

### Support Services

Dash is well aware of the importance and value of software support, and devotes considerable time and energy to dealing with enquiries effectively and efficiently. We also place a high level of priority on the development needs of current and potential customers. By diligently attending to both, we maintain Xpress<sup>MP</sup> as the leading optimization software product.

Dash also provides a range of consultancy services to enable our customers to get the best value and performance from Xpress<sup>MP</sup>. We also have a number of consultancy partners who provide further assistance, including complete turnkey model building assignments, which leaves Dash free to concentrate on software development and support.

Dash conducts in-house training for customers to achieve and maintain high levels of productivity in their modeling, optimization and system building tasks.

### Summary

Dash's objective is to remain the premier optimization company in the world, with the best tools available to aid the development and deployment of applications.

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