



Experience the World's Leading Risk and  
Decision Analysis Software and Solutions



*Minimize risk. Maximize potential.*

# Who is Palisade?



*Minimize risk. Maximize potential.*

## Palisade Company is the world's leading provider of risk and decision analysis software solutions for science and industry.

Our array of software products and custom services enhance the management experience by combining the latest in cutting edge technology with over 35 years of analytics experience. Palisade's unified software platform helps clients increase margins, improve performance, expand market share and maximize operational efficiencies. We have a very simple mission: to minimize risk while maximizing potential.

**This approach is achieved by our client-based strategy:**



Identifying customer needs



Instituting the best software solutions



Supporting solutions with customization and training



Providing superior bottom-line returns



## Raising the Bar

Palisade's vision is to raise the bar for decision-making across all verticals by leveraging its position as the world's preeminent provider of risk and decision analysis solutions. To fulfill this vision, Palisade continues to advance its comprehensive software platform with the needs of multiple industries in mind.

With a best-in-class solutions portfolio, combined with a proven support methodology, our solutions are delivered by a dedicated and experienced team of experts who will support you throughout the partnership. Our resilient, client-based operation is specifically tailored to exceed expectations, in turn setting us apart from our competition. Simply put, we deliver the best client experience in the industry.

# Why @RISK<sup>®</sup> & DecisionTools<sup>®</sup> Suite



**@RISK**



**DecisionTools**

As the pace of change in business continues to increase, organizations are challenged to increase margins and explore new opportunities for growth, all while reducing risk.

Palisade's @RISK and DecisionTools Suite are designed to meet these challenges. @RISK is an add-in to Microsoft Excel that lets you analyze risk and uncertainty using Monte Carlo simulation—no matter what industry you're in. 93% of the Fortune 100 companies use @RISK to assess the impact of risk by examining all the possible outcomes of their decisions. This allows for better decision making under uncertainty and directly improves company performance.

Palisade's DecisionTools Suite is an integrated set of applications for risk and decision-making for enhanced outcomes of key organizational performance indicators. The Suite includes @RISK along with a host of analytics solutions covering decision

analysis, sensitivity analysis, statistics, neural networks, and optimization. Companies use DecisionTools to structure complex decisions, make predictions from data, and allocate limited resources.

While @RISK and the DecisionTools Suite provide sophisticated analytics, don't be intimidated by the techniques they use. All are intuitive applications that integrate seamlessly with your existing Excel spreadsheets and provide actionable results with point-and-click ease.

@RISK and DecisionTools are the leading risk and decision support solutions for a multitude of industry sectors. At present more than 150,000 people use Palisade's software in fields that range from finance to oil and mineral exploration, real estate to heavy manufacturing and pharmaceuticals to aerospace. @RISK and DecisionTools have helped more than 90 percent of Fortune Global 500 companies increase revenue opportunities and optimize outcomes.

## FEATURES

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See all possible outcomes with Monte Carlo simulation

Map out decisions with decision trees and influence diagrams

Works in Excel

Genetic algorithms and OptQuest optimization methods

Sensitivity of What-If Analysis

Distribution viewing and fitting

Presentation-quality graphs and reports

Full integration between programs

Parallel processing

## BENEFITS

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Avoid pitfalls and identify opportunities

Identify and illustrate the best alternatives

No need to learn new applications from scratch

Solve both linear and nonlinear problems quickly and accurately

Accurate description of uncertainty

Easily explain results and recommendations to others

Easily install and migrate between component tools; apply analyses from one tool to another tool's model for greater insight

Speed up large Monte Carlo simulations by using available CPUs within a single machine

# Risk Analysis using Monte Carlo Simulation



## @RISK®

What are the chances of making money—or taking a loss—on your next venture? How about the probabilities of staying within budget or needing a contingency? Armed with that information, you could take the guesswork out of big decisions and plan strategies with confidence. With @RISK, you can answer these questions and more—right in your Excel spreadsheet.

@RISK is the flagship of Palisade’s analytics solutions, performing risk analysis using Monte Carlo simulation. It computes and tracks many different possible future scenarios, and shows you the probability of each occurring. @RISK’s analytics guide your decision-making process to achieve the optimal outcome.



## INDUSTRY SAMPLE APPLICATION

<b>FINANCE AND SECURITIES</b>	Retirement planning Currency valuation Real options analysis Discounted Cash Flow analysis Value-at-risk Portfolio optimization
<b>INSURANCE / REINSURANCE</b>	Loss reserves estimation Premium pricing
<b>MANUFACTURING</b>	Six Sigma and quality analysis New product analysis Production siting Plant shutdown Product life cycle analysis
<b>OIL / GAS / ENERGY</b>	Exploration and production Oil reserves estimation Capital project estimation Pricing Regulation compliance
<b>PHARMACEUTICALS / MEDICAL / HEALTHCARE</b>	New product analysis R&D estimation Disease infection estimation
<b>ENVIRONMENT</b>	Endangered species preservation Pollution cleanup and projections
<b>GOVERNMENT AND DEFENSE</b>	Resource allocation War games Welfare and budgetary projections
<b>AEROSPACE AND TRANSPORTATION</b>	Cost estimating Highway planning and optimization Supply chain distribution



# Decision Trees in Microsoft Excel



**PrecisionTree**

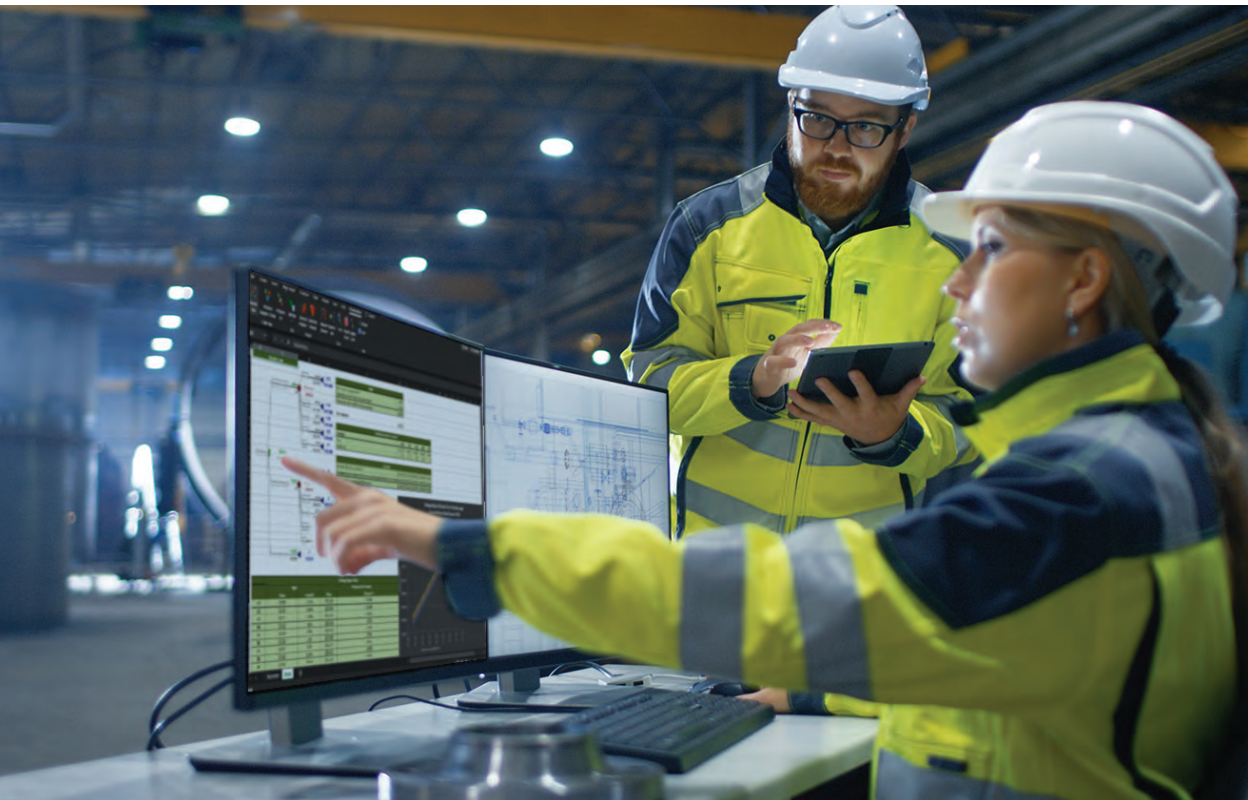
## PrecisionTree®

Have you ever been faced with a complex, multi-stage decision like what is the best strategy for testing and drilling for oil? Or, should we build a new plant or buy an existing one?

What about bidding on a new project—what should you bid, and how should you react to your opponent's bid? Or perhaps you are faced with determining what the best litigation strategy is in a legal dispute, or the best series of medical tests and procedures to maximize a patient's chance of recovery?

PrecisionTree helps you tackle these types of complex, sequential decisions. With PrecisionTree, you can visually map out, organize, and analyze decisions using decision trees, right in Microsoft Excel.

Decision trees are quantitative diagrams with nodes and branches representing different possible decision paths and chance events. This helps you identify and calculate the value of all possible alternatives, so you can choose the best option with confidence.



# Automated “What-if” Analysis for Excel



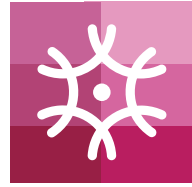
## TopRank®

In a large, complex spreadsheet model, how do you determine the most important factors? What if you need to determine how sensitive your profits are to particular variables, such as material costs or market share? Or perhaps you want to run a risk analysis in @RISK, but don't know which variables are important enough to add distribution functions to.

TopRank performs automated “whatif” sensitivity analysis on Excel spreadsheets. Define any output cell and TopRank will find and vary input cells which affect your output. The result is easy-to-understand reports which clearly identify and rank the factors that affect your bottom line the most.



# Sophisticated Neural Networks for Microsoft Excel



**NeuralTools**

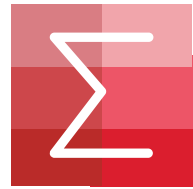
## NeuralTools®

NeuralTools performs predictions in Microsoft Excel using sophisticated neural networks. NeuralTools imitates brain functions to “learn” patterns in your known data, and uses those patterns to make predictions from new, incomplete data.

In addition, NeuralTools can automatically update predictions live when input data changes, saving time and enabling more robust analyses. NeuralTools is used for loan underwriting, credit scoring, call center planning, fraud detection, and much more.



# Advanced Statistical Analysis for Excel



**StatTools**

## StatTools®

Have you needed forecasting, regression, quality control charts, or other statistical analyses beyond the basics that are provided with Excel? Have you ever doubted the accuracy of some of Excel's statistical results? StatTools addresses both of these issues, providing a new, powerful statistics toolset for Excel. StatTools covers the most commonly used statistical procedures, and offers unprecedented capabilities for adding new, custom analyses. StatTools is used for sales forecasting, real options analysis, Six Sigma, and much more.





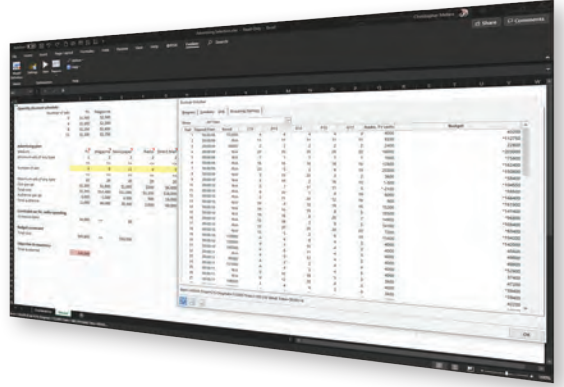
# Sophisticated Optimization for Spreadsheets



**Evolver**

## Evolver®

Evolver uses innovative genetic algorithm (GA), OptQuest, and linear programming technology to quickly solve problems in finance, distribution, scheduling, resource allocation, manufacturing, budgeting, engineering, and more. Virtually any type of problem that can be modeled in Excel can be solved by Evolver, including otherwise unsolvable, complex nonlinear problems. Evolver has a unique ability to arrive at the best overall “global” solution to a problem—solutions traditional solvers typically miss.



# Optimization With Simulation



## RISKOptimizer

### RISKOptimizer®

Wouldn't you like to know the best allocation of your limited resources to maximize your profits? Or the most efficient schedule to minimize costs? But what about the uncertainty inherent in sales projections, returns from individual investments, or production costs?

Traditional optimization methods ignore this uncertainty, a very risky approach. RISKOptimizer tells you not only the best combination of inputs to use, but the risk associated with each strategy. It does this by combining optimization algorithms with Monte Carlo simulation. You can seek out strategies that enable you to minimize your risks while achieving your goals.



# Manage Uncertainty in Project Schedules

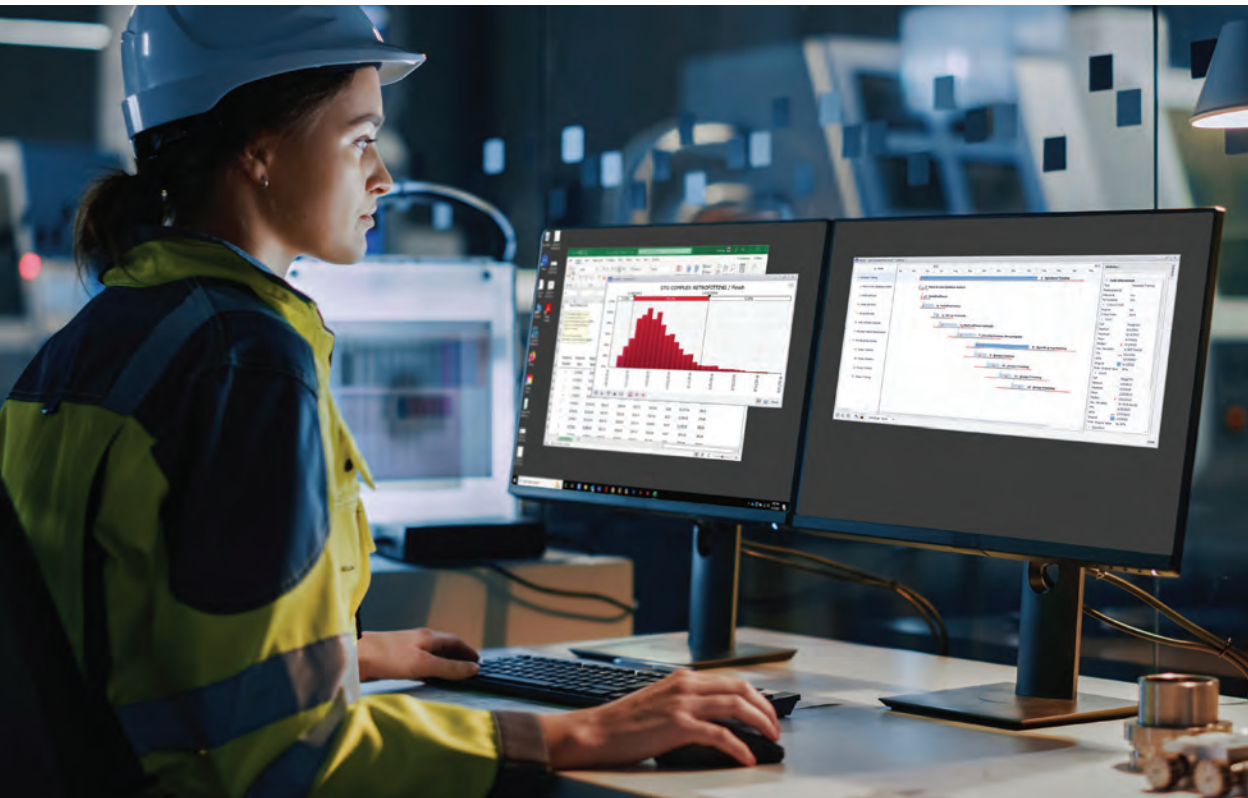


**ScheduleRiskAnalysis**

## ScheduleRiskAnalysis

Answer questions like “Will this project finish on time?” or “Will we be within budget?” using ScheduleRiskAnalysis (SRA), a product included in DecisionTools Suite Industrial designed specifically for project managers dealing with uncertainty in project schedules. SRA is a complete toolset that works within the familiar Excel environment, letting you perform risk modeling on project files created in Primavera P6 or Microsoft Project.

Many leading scheduling applications lack the ability to account for uncertain variables, such as unknown task dates, durations, or resource usages. SRA fills this gap by bringing the most powerful risk analysis technology on the market to your schedules, while preserving 100% of the integrity and logic of your original model. With SRA, you can combine your cost risk models with your schedule models all in one place – integrated project risk management in your spreadsheet!



# Training and Consulting

## Real People, Real Solutions

At Palisade, we set ourselves apart from the competition not only because of our client-based focus, but also because we provide a fully integrated software and support solution. Palisade prides itself on listening to our clients and understanding their visions. Through this process we are able to provide solutions that reflect their immediate needs, while leveraging the most cost-effective and efficient solutions available to ensure that future needs are met as well. We are committed to developing risk and decision services that deliver value through superior care with a complete service-based approach. Our dedicated, experienced team of experts follow rigorous implementation schedules and have delivered models and applications that are unsurpassed in the industry.



## Palisade Training



### Making Risk and Decision Analysis Accessible

When performing risk and decision analysis, how you apply your software tools is just as important as which tools you choose. Palisade Training services show you how to apply @RISK and the DecisionTools Suite to real-life problems, maximizing your software investment. Palisade offers:

- Customized On-Site Training
- Public Regional Seminars
- Live Web Training

[Learn more at palisade.com/training](https://palisade.com/training)

## Business Consulting

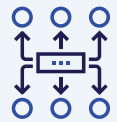


### Custom Risk Modeling and Analysis

Palisade offers business consulting and model-building services in quantitative risk analysis independently of the software side of our business. Clients range across all industries and functions, and include large and small corporations, private equity firms, and financial institutions.

[Learn more at palisade.com/consulting](https://palisade.com/consulting)

## Custom Development



### Personalized Risk Solutions for Your Company

@RISK and DecisionTools Suite software ship with full-featured development environments that allow you to create custom applications using Palisade technology directly in Excel. Palisade offers custom software development services to create tailored applications right in your spreadsheet. We can also create custom applications using @RISK and other technology for any application outside of Excel.

We have written applications for cost estimation, asset management, retirement planning, oil and gas prospecting, and more—each with a customized interface to include only what the users need, hiding unused @RISK functionality and preventing user access to the underlying model logic. And because the application is in Excel, the training required for users is minimal.

[Learn more at palisade.com/development](https://palisade.com/development)



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# Academic Software



## Significant Discounts on Academic Licenses

Available at steep discounts, Academic Course Licenses are an economical and trouble-free solution that enables schools to install the DecisionTools Suite in a computer lab, on individual machines, or on a secure

server for students to download to their computers. Software is fully functional with no model size limitations and is available for twelve-month licenses, renewable annually to ensure the latest version.

Learn more at [palisade.com/academic](https://palisade.com/academic)



# Who Uses the DecisionTools<sup>®</sup> Suite?



*Minimize risk. Maximize potential.*

**Palisade software is used by 93% of Fortune 100 companies.**

Palisade software can be applied to any decision or process, and is fully integrated with the modeling platforms in Microsoft Excel. Whether you are a large corporation, academic institution, or a growth-stage organization, we have a solution for you.



## **Procter & Gamble uses @RISK and PrecisionTree World-Wide**

*"We've trained well over a thousand people throughout the company on @RISK," says Procter & Gamble's Bob Hunt, Associate Director for Investment Analysis in P&G's Corporate Finance organization. They are now using PrecisionTree: "Its attraction is its capacity to value complex decisions, which often involve multiple, sequential decision steps."*



## **Unilever Employs Decision Making Under Uncertainty for High-Stakes Decision-Making**

Unilever's Decision Analysis Group aims to bring Decision Making Under Uncertainty techniques to the entire worldwide organization, for all high-stakes decision-making. The DecisionTools Suite is an integral part of that effort. *"It was the integration of decision-making tools and Monte Carlo in one package that seemed quite attractive to us,"* explains Dr. Sven Roden, Senior Decision Analyst for the Finance Academy's Decision Analysis Group.



## **Met-Mex Peñoles Optimizes Precious Metal Refining**

Because of the costliness of its raw materials, the metallurgical giant Met-Mex Peñoles, the world's largest refiner of silver and Mexico's largest refiner of gold, tries to avoid expensive pilot projects. To cut down on the number of trial runs, the company simulates the refining process by using the DecisionTools Suite in Six Sigma Design of Experiments. This allows the company to work on process optimization and sacrifice a minimum of gold and silver to its experiments.

A background network diagram consisting of numerous grey circular nodes connected by thin, light grey lines, creating a complex web of connections across the entire page.

# Comprehensive Risk and Decision Solutions for Your Organization

Learn more at  
[Palisade.com](https://www.palisade.com)



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