

Palisade Corporation

make better decisions with risk and decision analysis solutions

There is enough uncertainty in the world. The tools you use to gain insight into your opportunities and risks should leave no room for it. Every day, more than 100,000 Palisade users have the advantage of better decision-making with top-notch risk analysis solutions.

Our Mission

Palisade Corporation is committed to developing the world's most robust, innovative, and comprehensive risk and decision analysis software and training services.

Over 20 Years of Innovation

Founded in 1984, Palisade released its first decision analysis tool the same year. This program, PRISM, gave desktop computer users the ability to quantify risk by running Monte Carlo simulations. It was soon succeeded by @RISK, the company's flagship product and the world's leading risk analysis tool.

Building on the success of @RISK, Palisade has developed other programs to meet the growing professional demand for technically refined decision analysis tools. These innovations, along with comprehensive training and consulting services, keep Palisade at the forefront of risk and decision analysis solution providers.

Customer-Driven Technology

Customer feedback drives the development of Palisade tools. Software features, interface, and capabilities are directly affected by input from Palisade users. The process is guided by leading-edge concepts in risk and decision analysis. Palisade software incorporates techniques such as Monte Carlo simulation, decision trees, statistical analysis, optimization, and genetic algorithms. Nearly all Palisade products "add in" to Microsoft Excel, making this powerful technology extremely accessible to users in many industries.

Because decisions can be complex and involve massive amounts of data, all Palisade software is designed for maximum computational speed and capacity. With Palisade software, performance is not sacrificed for ease of use.

Analyze Risk in any Industry

Palisade software can be used to analyze any decision, course of action, or process. Used by professionals across a surprising range of disciplines, it has been most widely adopted in the following industries and management processes:

Accounting	Insurance and reinsurance
Aerospace	Manufacturing
Consumer products	Medical
Defense	Mining and metallurgy
Economics	Oil, gas, and energy
Engineering	Pharmaceuticals
Environmental sciences	Project management
Finance and investment	Real estate
Government	Six Sigma
Health care	Utilities

A Global Presence

Headquartered in Ithaca, New York, where the company was founded, Palisade also maintains offices in London, England, and Sydney, Australia. Palisade users can be found in over 100 countries, and training services are available on five continents, making the company a truly global force.



Palisade Product Services

"We use @RISK to quantify and analyze business risks that are involved in international venture transactions. Adding @RISK to company valuation techniques like Discounted Cash Flow (DCF) gives us a more realistic view of future performance developments and lets us make more accurate investment decisions. The ease of use in Excel, the richness of distribution functions, and the powerful sensitivity analysis functionality makes @RISK fun to work with."

– Martin Kroeger, Venture Manager, Siemens

"@RISK is the easiest risk analysis tool on the market, with the most capabilities. Risk analysis within Fluor has moved up to a different level because of Palisade training on the software."

– Waymon Lofton, Oil and Gas Global Estimating, Fluor Corporation

Risk Analysis

@RISK – The World's Leading Risk Analysis Tool

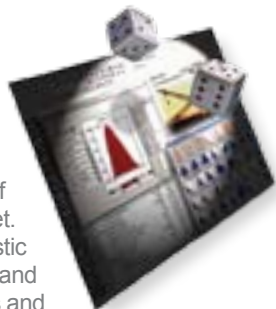
@RISK is the risk analysis and simulation tool for Excel. Using Monte Carlo simulation, @RISK tells you not only what could happen in a given situation, but how likely it is to happen. You'll discover the probabilities of outcomes that will help you avoid pitfalls and uncover new opportunities. Simulation results can be displayed as high-resolution, presentation-quality graphs and charts, and in full statistical reports. Sensitivity and scenario analysis determine the most important factors in your simulation.

@RISK for Project – Cost and Schedule Risk Analysis for Projects

@RISK for Project is the risk analysis add-in for Microsoft Project. It allows you to run Monte Carlo simulations on your Project schedules, so you can assess the chances of completing projects on time and within budget. If/then conditional modeling and probabilistic branching let you model contingencies and events. Sensitivity analysis shows critical tasks and resources affecting your project.

The DecisionTools® Suite – The Complete Risk and Decision Analysis Toolkit

The DecisionTools Suite is an integrated set of risk and decision analysis programs that add in to Excel. It includes @RISK for risk analysis, PrecisionTree® for decision analysis, TopRank® for sensitivity analysis, and BestFit® and RISKview™ for defining uncertainty with probability distributions. The Industrial edition of the Suite adds RISKOptimizer® for optimization under uncertainty.



TopRank® – Automated Sensitivity Analysis for Excel

TopRank will determine which variables in your spreadsheet have the greatest influence on your bottomline. Automatically, TopRank scans your spreadsheet to identify influential factors, and then varies them to see how results change. TopRank is great for first identifying critical factors to help focus a risk analysis with @RISK, saving you valuable time. No more wasted hours performing "what if" analysis by hand.



BestFit® – Define Uncertainty from Historical Data

BestFit can analyze up to 100,000 data points or pairs and find the probability distribution function that best fits that data. A probability distribution function is just a range of values that is a quantitative way of describing uncertainty in your model's variables. BestFit is useful for analysis in @RISK, @RISK for Project, process simulation, and statistical analysis.



RISKview™ – Visually Represent Uncertainty

RISKview is a powerful tool for viewing, assessing, and creating probability distributions. It can be used to draw probability distribution functions and then place them in @RISK simulations. With RISKview, you can visually describe your uncertain variables.



@RISKAccelerator®

@RISKAccelerator speeds up @RISK simulations by using parallel processing. It utilizes additional CPUs available over a network or within a single machine. @RISKAccelerator splits up a single simulation to be run on several CPUs simultaneously. This dramatically reduces simulation run times.

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the right decisions start with the right software

"DecisionTools is a really important suite of tools, and I applaud Palisade's effort to better integrate some of them into the @RISK modeling framework. BestFit is a really solid distribution selector, and @RISK is a good backbone for the qualitative and quantitative work I perform. I like the flexibility."

– Bruce Siegel, Engineering and Business Process Consultant

"StatTools makes me a better analyst. I can provide more analysis, in a shorter time than I could before. I find it easier to use than setting up an Excel analysis. Also, StatTools has the standard statistical tests already set up."

– Richard Cotman, Computer Sciences Raytheon

Decision Analysis

PrecisionTree® – Visual Decision Analysis in Excel

PrecisionTree creates decision trees and influence diagrams in Excel spreadsheets. Decision trees let you visually and chronologically map out complex decisions in an organized fashion. The best decision is clearly identified. Influence diagrams allow you to see the relationships between events and define the general structure of a decision concisely. You can even combine PrecisionTree with @RISK to factor in uncertain payoffs and chance events.



Data Analysis

StatTools® – Advanced Statistical Analysis for Excel

StatTools, an Excel add-in, replaces Excel's statistics with a new, powerful set of statistical functions. By combining an intuitive data manager with analyses that rival the top statistics software, StatTools brings you the best of Excel ease-of-use and robust statistical power. Create your own statistical procedures in StatTools using Excel's VBA language.



Optimization

RISKOptimizer® – Optimization and Risk Analysis Combined

RISKOptimizer performs optimization in Excel to arrive at the best possible solution to a problem, while utilizing Monte Carlo simulation to account for uncertain factors you can't control. Optimization is performed using genetic algorithms, which add both accuracy and speed to your analysis. The result: solutions to problems that were never before solvable.



NeuralTools™ – Sophisticated Neural Networks for Excel

NeuralTools is a Neural Networks add-in for Excel that "learns" the structure of your data, detecting patterns and trends. Once it understands your data, NeuralTools makes intelligent predictions from new input data with uncanny accuracy. The Live Prediction feature automatically updates predictions when input data changes, so you don't have to manually re-run your analysis. Combine with Evolver or Excel's Solver to optimize tough decisions. With NeuralTools, your spreadsheet can "think" for you like never before.



Evolver™ – Find Better Solutions Faster

Evolver is an optimization add-in for Excel that uses an innovative genetic algorithm-based solving engine. Evolver is well-suited for complex, nonlinear problems, arriving at the best "global" solution rather than a sub-optimal "local" solution as most solvers would. Problems involving lookup tables and macros, as well as the classic Traveling Salesman, are just a few tough examples Evolver can handle.



Select Companies Using Palisade Software

AT&T · Bank of America · Boeing · Bristol-Myers Squibb · Citigroup
Cummins Inc. · Dow Chemical · Eastman Kodak · ExxonMobil
Fidelity Investments · Ford Motor Company · General Electric
Hewlett Packard · Hitachi · IBM · Lockheed Martin · Merck · Microsoft
Mitsubishi · NASA · Procter & Gamble · Schlumberger · Shell · Swiss Re

Palisade Books

Palisade publishes a range of reference books related to the software packages we develop. Palisade titles include the following, all of which include example files you can apply to your own analyses. In addition, we list dozens of books at www.palisade.com from other publishers related to risk and decision analysis.

Financial Models Using Simulation and Optimization: A Step-by-Step Guide with Excel and Palisade's DecisionTools Software — by Wayne Winston



This book is the most in-depth book ever written about using @RISK, Evolver, PrecisionTree, and TopRank to solve today's complex financial problems. Topics include portfolio optimization, acquisitions modeling, value-at-risk, and much more. Over 60 examples are included.

Financial Models Using Simulation and Optimization II: Investment Valuation, Options Pricing, Real Options and Product Pricing Models — by Wayne Winston



Building on the success of *Financial Models*, Wayne Winston uses @RISK and Evolver to model stock prices, hedge interest rate risk, price options, minimize portfolio risk, value a firm, and much more. Over 65 chapters are included. New examples and techniques in financial analysis make this book a must-have.

Decision Making Under Uncertainty with RISKOptimizer: A Step-by-Step Guide Using Palisade's RISKOptimizer for Excel — by Wayne Winston



This book uses Excel and RISKOptimizer to solve many previously unsolvable real-world business problems. Wayne Winston teaches by example using clear concise language. Packed with over 30 examples, topics include: product mix decisions, yield management, scheduling production, retirement planning, and much more.

Decisions Involving Uncertainty: An @RISK Tutorial for the Petroleum Industry — by James Murtha



A great extension of Jim Murtha's successful seminar series, this book first debuted in 1994 and has been a staple risk analysis text for oil and gas companies worldwide ever since. Petroleum engineers and others benefit from examples in topics ranging from volumetric reserves to production forecasts.

Learning Statistics with StatTools: A Guide to Statistics Using Excel and Palisade's StatTools Software — by S. Christian Albright



This book shows you how to apply statistics to problems you face. Each chapter discusses a set of statistics procedures, grouped logically as they appear in StatTools. The author illustrates each procedure with a representative data set, explaining how StatTools can be used to analyze the data in a meaningful way.

Palisade Training CDs

Introduction to Financial Modeling with @RISK



In this multimedia CD-ROM, author Wayne Winston outlines how to use @RISK to solve a range of financial problems. As he speaks, he performs the keystrokes and constructs the models step-by-step. Topics covered include optimal ordering, sales forecasting, cash flows, and more.

Decision Making Under Uncertainty with RISKOptimizer



Use this multimedia CD-ROM to see how to solve a wide range of problems using RISKOptimizer. Taking examples from the book of the same title, the instructor demonstrates step-by-step how to solve problems ranging from manpower scheduling to value-at-risk of a portfolio.

Palisade Developer Kits



Palisade developer kits allow you to add powerful risk and decision analysis techniques to applications outside of Excel. Bring the features of @RISK and other software to any Windows-based program running on a desktop, over a network, or over the web.

@RISK Developer's Kit for Monte Carlo simulation and @RISK for Excel's reporting and charting capabilities.

BestFit Developer's Kit for distribution fitting.

RISKOptimizer Developer's Kit for optimization and Monte Carlo simulation.

Evolver Developer's Kit for high-speed genetic algorithm-based optimization.

Palisade Training and Consulting

On-site Training is a powerful way to maximize your investment in Palisade's software. On-site training is customized to client needs and is the most popular way for companies to implement risk analysis quickly and effectively.

Seminar Training is offered in major cities throughout the world. These software seminars enable users to get hands-on training with Palisade software using real-world examples and case studies.

Consulting Services are utilized by clients seeking help creating risk and decision analysis models to suit their organizational demands. Palisade also offers custom programming services using Palisade developer kits.

Live Web Training offers many of the benefits of Seminar Training without the cost and hassle of travel. Live Web Training uses the Internet and a telephone conference to connect you with the instructor and other attendees.



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