

## ORTEC

### Company Profile

ORTEC is one of the largest independent consulting and software development companies, operating in Operations Research and Management Science. Headquartered in Gouda, The Netherlands, ORTEC employs over 500 employees. ORTEC has subsidiaries in the Netherlands, Belgium, Germany, France, and USA.

#### Our mission

We are committed to providing our customers with enhanced decision-making processes and improve business operations. We accomplish this by using mathematical models and optimization techniques, used to develop advanced planning systems. Our goal is to become the leading provider of these highly sophisticated advanced planning systems. We will organize this by not restricting ourselves to a limited number of markets and by operating as broadly as possible. This will present ORTEC as the company for advanced planning systems that truly lead to better, more cost effective decisions.



#### Our vision

We register a number of trends that contribute to achieving our ambitions. Competition is getting tougher in all markets, forcing companies to be as efficient as possible. Our models and systems can help in this process. Additionally, today's companies are not just cutting costs, they are increasingly applying Revenue Management techniques to increase their turnover and profitability. Today, there is a growing need for managers to justify their actions (towards their own organization as well as society) and our models can help them make objective decisions. Also, the increasing analytical skills demanded for management decision-making processes require support by mathematical analyses.

Finally, the pressure on information technology will lead to a better availability and quality of data. This provides great opportunities for us to apply this data for improvement of business processes.

#### Our strategy

We want to be the number one developer of planning systems using advanced mathematical methods and optimization techniques worldwide. Our services consist of the following:

- Standard software products
- Turnkey projects
- Consulting and training

The three activities have a strong synergy. The turnkey projects provide us with market knowledge. By out silar projects for various companies we are able to generate a standard system.

Consequently, our sales and service organizations can sell and support this system, which often leads to new turnkey projects. Consultancy and training are important factors in this process. To be successful in various markets and to have good in-depth knowledge of business in these areas, we continuously look for partnerships with companies that have a strong market position in a specific market. This is equally so for our international sales, partnerships and joint ventures with companies, which contribute to the improvement of our success.



### The results

Since our founding in 1981, we have completed a large number of projects that have been very successful. Our efforts have led to various standard software products that are used around the world. Most importantly, our customers are able to make better decisions, which often lead to substantial increases in profit.

### Business areas

Generally speaking ORTEC focuses on two areas: logistics and finance. In the field of logistics, ORTEC provides services to various markets including:

- Transport & Distribution
- Aviation and Rail & Bus Transportation
- Oil & Gas
- Workforce Management
- Process industry
- Various small markets

The financial side of ORTEC focuses on:

- Asset liability management
- Asset management
- Performance measurement
- Real-Estate management

Clients in this area are pension funds, banks, insurance companies and investment funds.

### References

Some of our well-known clients are for example:

- Logistic service providers, Hessenatie Logistics, TNT, Post Group, Hödlmayr International, Frans Maas, Danzas
- Logistic companies  
KLM, Royal Dutch Navy, Dutch Railways, Amsterdam Airport, Airbus, Railion
- Others  
Schuitema, Vendex KBB, Bayer, BP Amoco  
Texaco, Shell, Henkel, BASF

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