

SEMINAR SERIES
Department of Quantitative Analysis and Operations Management
College of Business Administration
University of Cincinnati

In Your Face: Using Visualization for OR

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The Procter and Gamble Company
Cincinnati, Ohio

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12:30 p.m.
214 Lindner Hall

In the past ten years computer hardware and software have improved to the point that complex visualizations of models and data can be delivered on standard desktop systems. In just the past two years, the spread of the internet has permitted the publishing and sharing of such data to global groups. This talk will review the emergence and use of visualization systems at the large corporation. I will cover the evolution of the visual environment, and its use to support simulation, optimization, collaborative decision making and data mining. I will also discuss the use of visualization within the context of the corporate intranet, through the use of VRML.

Franz Dill is leader of the Global Center of Expertise for Analytics at the Procter and Gamble Company. He has a MS from the University of Florida in Operations Research, and a BS in Astronomy from the University of Pennsylvania. Franz has worked for P&G for the past 17 years, and during that time has been involved in a number of groups involved in the delivery of operations research, artificial intelligence and interactive computer visualization. Recently, Franz worked with a group from UC and P&G on a project to optimize P&G's North American Sourcing System. The project has saved P&G in excess of \$250 million per year. This project was one of the finalists for the 1996 INFORMS Edelman Award. Franz has a broad range of research and study interests: including Geographical Information Systems, Artificial Intelligence, VRML and botany.