

Optimal Reality®

Imagine harnessing the power of AI to capture any moment in time, create a digital replica, test countless scenarios, and make decisions that achieve optimal outcomes in the real world.

What if we could drastically reduce the impact of flight delays caused by bad weather? What if digitising and simulating all hospitals across a state could alleviate strain on healthcare systems? Picture a future where increased electric and autonomous vehicles transform our transportation options.

Optimal Reality® is our cutting-edge AI-powered digital twin and simulation platform. It replicates dynamic systems, enabling operators to analyse millions of permutations in real-time and respond optimally to the ever-changing physical world around them.

WHAT

Solving critical challenges

At Deloitte, we partner with ambitious clients to tackle previously insurmountable problems using Optimal Reality's cutting-edge AI technology. Our platform addresses critical issues across diverse industries, from reducing flight delays due to bad weather to alleviating strain on healthcare systems by simulating hospital operations.

HOW

Empowering Decision-Makers

Optimal Reality bridges the gap between operational technology and information technology data, transforming decision-making processes across organisations. By leveraging our advanced AI and digital twin capabilities, decision-makers can unlock hidden value, optimise operations, and drive strategic insights that propel their businesses forward.

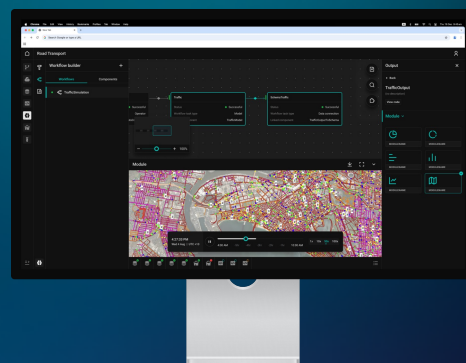
Leveraging Existing Infrastructure

Optimal Reality seamlessly integrates with your existing data sources and software, enhancing rather than replacing your current systems and models. This ensures a smooth transition and maximises the return on your existing investments while introducing powerful new capabilities.

WHY

Enabling Humans-in-the-Loop

Our platform empowers humans to oversee and make optimal decisions from millions of scenarios in a risk-free environment. By simulating and analysing potential outcomes, operators can confidently implement changes knowing they have explored all possible avenues, thus avoiding costly or risky real-world implementations.



The Benefits of Optimal Reality

It allows clients to see their business differently

- Gain a fresh perspective on business operations by seamlessly integrating historically siloed networks.
- Engineered to simulate and analyse millions of what-if scenarios simultaneously
- Designed with a user-centric approach, supporting decision-makers at all levels of the organisation that fosters a collaborative environment where informed decisions are made swiftly and confidently, driving overall organisational efficiency.

It allows clients to operate their business differently

- Integrate macro and micro decisions into a unified model. OR enables comprehensive future planning, day-of operations, and post-operation decision-making by connecting all levels of decision-making processes.
- Leveraging simulation techniques pioneered in Formula 1 racing, OR allows organisations to run millions of permutations on a digital replica of their network within seconds.
- Our low code developer tool empowers organisations to update and maintain applications independently, reducing reliance on expensive expert help

Sectors suitable for Optimal Reality

The world is rapidly evolving, placing pressure on our physical infrastructure and networks. We've designed OR to tackle these complex challenges in the physical environment effectively.



Transport & Logistics



Energy & Utilities



Mining



Defence



Agriculture



Health

EXAMPLE USE CASES



Situational Awareness



Disruption Management



Fleet & Asset Maintenance



Strategic & Operational Planning



Workforce Optimisation



Scenario Planning



Logistics Optimisation



Event Management

A connected future

Optimal Reality is changing the way we live, move and work. It can help tackle challenges across the entire ecosystem, allowing organisations to collaborate with one another and improve decisions made for society.

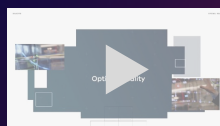


Principles of Optimal Reality®

Optimal Reality enables your organisation to revolutionise decision-making. Experience this transformation through the videos provided.

Key product components

- *Take the complexity out of solving your business problems*
We've made it easy to integrate with languages and technologies in our OR platform. This accelerates deployment of applications that can analyse and optimise vast amounts and varieties of data as well, meaning the business can focus their attention on solving their most critical challenges.
- *Bring your data together*
Bring operational technology to the boardroom. Optimal Reality bridges the gap between operational technology (OT) and information technology (IT) systems through real-time synchronization and data fusion. This integration enables customers to gain a holistic view of their organisation, optimising people, processes, and hardware with minimal latency.
- *Enhanced collaboration*
Optimal Reality's application-based approach, combined with its secure role-based access control (RBAC) system, facilitates seamless collaboration across the organisation. The platform's human-centered design simplifies and encourages team collaboration, ultimately enhancing decision-making processes before actions are implemented.

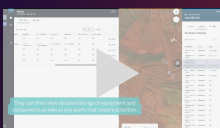


Optimal Reality

Get an overview of Optimal Reality and the different applications it can be used.

[Watch Here>](#)

bit.ly/optimal-reality



Predictive Asset Maintenance

See how OR can be used to understand your fleet wide asset maintenance needs.

[Watch Here>](#)

bit.ly/4j92l8N



Strategic and Operational Planning

See how OR can be used to make long term strategic decisions and then support operationally as you roll it out.

[Watch Here>](#)

bit.ly/4gQyobV

More questions?

For more information, contact the team

Or visit [our website](#).

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