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Brenda Dietrich*, IBM, Watson Research Center, Yorktown Heights, NY. *Optimization Inside:
The use of mathematical methods in business processes.*

In this talk I will address some emerging opportunities for the application of optimization in business processes. These opportunities are enabled by years of advancement in computing performance, by automation and standardization of business processes, by the establishment of robust software libraries, and by the compilation of vast data sets. There are also emerging challenges presented by new hardware architectures and the need for near real time decision making. Examples will be drawn from a wide range of IBM projects. (Received July 06, 2009)