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What We Do—In Simple Terms

Veracity provides Decision Support services that help clients with big decisions at the enterprise level.

For example

Large enterprises can choose alternative paths for solving a problem. Let's say your operation needs to rotate 4,000 units of X to different locations, and not all units go to the same location at the same time, but the units are all part of a system that must function perfectly. You must also keep costs as low as possible. How do you arrive at an optimal solution, not just for next week or month but for the next 20 or 30 years as conditions change? Spreadsheets aren't powerful enough, and neither is the human brain.

At Veracity we use our customers' historical data combined with our scientific expertise to build software that models and solves the toughest problems. The software helps managers clearly distinguish among potential courses of action and optimal long-term outcomes.

We don't sell software like most people think of it. We don't shrink-wrap a solution and lock a client into a proprietary dead end. We *do* write custom programs for our clients based on their data, and we

leave the programs at the prototype level. That way the software can be easily adapted to accommodate evolving customer needs. We also develop an ongoing analytical services relationship with our clients, who become intensely involved with our process once they see what's happening.

Data-driven Decision Support makes a huge and often unprecedented difference to an enterprise.

Core Competencies

We offer Decision Support services that help large enterprises clarify complex choices. Services include

- Operations Research
- Data Science
- Modeling and Simulation
- Descriptive, predictive, and prescriptive analytics, the latter being an area of special expertise
- Custom solutions for investigating exceptionally complex decisions

Areas of Expertise

- Optimization
- Inventory Management and Logistics
- Revenue Management
- Stochastic Models
- Data Visualization

Why Our Clients Choose Us

- We are trusted agents. We have no conflicts of interest and work solely for the customer's benefit.
- We begin by constructively questioning assumptions. We help customers refine and validate the questions they want answered to ensure realistic results.
- We employ Ph.D.-level experts in multiple disciplines. We work on flexible teams created to match customer needs for different levels of analytics.
- We build prototype models for the customer to own and grow. We do not sell proprietary, fee-based, or packaged software.
- We provide ongoing services at the customer's request to explore evolving areas of analytic interest.

Why Our Services Stand Out

- We are already experts in prescriptive analytics. According to Gartner, as of 2016 only 10% of organizations are using prescriptive analytics. That portion is expected to grow to 35% by 2020, underlining the importance of this advanced field of analytics.

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- We are extremely sensitive to an organization's culture. We view ourselves as visitors to a worksite and do not "camp." We do not require undue time commitments from the customer. Our expertise in operations research allows us to learn a customer's business quickly and effectively.

- Our analytical products dig deeper than packaged software programs. For example, we prepare stakeholders for seeing the effects of different decisions when multiple stakeholder positions are valid. Our analysis moves an organization away from turf protection into in-depth discussion about what is best for the organization.

Past Performance

- During the last 5 years, we have performed on multiple, successful contracts providing unique support to naval aviation fleet management.

Since FY15 we have saved F/A-18 fleet managers over \$44 million.

- In the latter half of 2016, we successfully performed initial fleet management work with the USAF F-35 program. Ongoing work is expected.

- Since early 2016, we have been deeply engaged in the US Navy manpower and training transformation project, developing a model for right-sizing and scheduling the complex training program for new recruits, among other efforts.

- We have completed phase 2 of developing a unique, physics-based model for evaluating the condition of solid rocket motor fuel through the SBIR program.



Our Corporate Values

At Veracity, we

- Thrive on challenge and exceed expectations
- Demand integrity in all we do
- Collaborate and are collegial
- Enjoy humor and a relaxed workplace
- Are committed to quality and to our people
- Provide honest and unbiased results for our customers
- Hold management to be approachable, transparent, and supportive

Available Facilities

- Virginia office convenient to Washington, D.C., the Pentagon, and Tysons Corner
- Utah office covering West Coast customers

Now For Some Depth

We start the Decision Support process by helping customers refine their issues into statistically useful questions. Getting the questions right is critical for the analysis to be on target. We use historical data, pulled from as many of the customer's sources as possible, to create the basis for robust statistical analysis. We distinguish between descriptive, predictive, and prescriptive analytics:

Descriptive Analytics

- Backward-looking insight into "what has happened" until now
- Filters, sorts, and visualizes historical data

Predictive Analytics

- Forward-looking insight into "what is likely to happen" if no intervention occurs
- Not interactive. Shows historical data trends; uses statistical models.

Prescriptive Analytics

- Forward looking and interactive
- Compares competing Courses of Action to achieve optimal outcomes
- Based in modeling and simulation

We do most of our work using prescriptive analytics. For example, in our work for the Navy, our methods are used to develop the plans for where each F/A-18 will be 30 years from now. Our model allows the user to interact with the data to answer "what if" questions after we've established an accurate baseline.

Being able to see individual aircraft is a "bottom up" approach, very different from top-down organizational planning. The view our modeling provides—for any enterprise—is far more insightful and actionable than traditional planning allows.

The Value of Prototyping

When we build models, we keep them at the prototype level. Prototypes provide distinct advantages to the customer:

- Prototypes are more economical than continuing to build the model. We can answer the customer's questions when we reach a certain point in the prototype. Development beyond that is usually overkill.
- We can easily modify a prototype to answer future questions rather than build another model.
- We can develop powerful new capabilities within a prototype, which customers prefer to starting over.

Company Information

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