VERACITY
FORECASTING AND ANALYSIS

What We Do—In Simple Terms

We provide Decision Support services to help clients make complex 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 coordinate perfectly. You must also keep costs as low as possible. How do you arrive at an optimal solution, not just for next month but for the next 20–30 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.

But 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 for cost-effective evolution.

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

Our 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, today's most advanced form of business intelligence.
- We are extremely sensitive to an organization's culture. We do not "camp" or 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

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valid. Our analysis moves an organization away from turf protection into in-depth discussion about what is best for the organization.

Past Performance

• Since 2013 we have performed on multiple, successful contracts providing unique forecasting and inventory management support to the Department of Navy's F/A-18 community and more recently the E-2D community. The ability to plan and execute aircraft maintenance, capability upgrades, and squadron transitions more efficiently continues to save the Navy tens of millions of dollars.

• We have performed initial fleet management analysis with the F-35 program and currently support the Department of Navy F-35B/C program.

• Based on 3 years of conceptual and strategic planning support for the Navy's manpower and training transformation project, we are developing a forecasting model that addresses the complexities of Recruit Training Command's throughput needs.

• We have supported ALQ-99 asset inventory management since 2017 and were recently awarded work supporting the Next Generation Jammer fleet introduction.

• In 2018 we completed an SBIR contract for developing a unique, physics-based model for evaluating the condition of solid rocket motor fuel. We have since been awarded another SBIR contract for modeling rocket motor reliability using machine learning, along with an award on the Motor Aging and Surveillance Technology Broad Area Announcement Call 3 contract for predicting rocket motor service life.

Our Corporate Values

At Veracity, we

• Thrive on challenge and exceeding 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 also 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:

• They 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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