

Patrick Callaghan  
is helping to build  
ACT OR's stateside  
presence.

# ACTing now

## Italian-Based Analytics-Control Company Chooses Pittsburgh for Growth

BY JONATHAN KERSTING, ASSOCIATE PUBLISHER

When Italian-based ACT Operations Research (ACT OR) decided to grow its North American footprint, Pittsburgh was a logical choice to set up shop. After all, Pittsburgh is close to many of ACT OR's partners, research universities, customer base and home to seasoned software business development executive Patrick Callaghan.

He took on the role of building ACT OR's stateside presence in 2012, and he is ecstatic about the opportunity to be part of a math-based engineering company that provides advanced forecasting, optimization and simulation services.

Pat worked closely with ACT OR during his days at Rockwell Software and was always impressed with the company's capabilities and approach to business.

"It was a natural fit for me," said Callaghan. "What I like about the company is that we want to be world renowned for what we do and we are driven by results."

ACT OR is set up with two distinct business lines. ACT OR's Optimization & Simulation Division provides proprietary math-based modeling for demand and risk-based forecasting, simulation and optimization. Its Process & Control Division upgrades and optimizes plant/facility performance and safety with control systems design and simulation.

Pat explained that ACT OR works in a multitude of different industries, including manufacturing, retail, distribution and warehousing. The company is also doing research and development in the financial industry by working with hedge funds to optimize returns.

ACT OR is always looking into new uses of the technology and finding ways to improve it.

"We have strong university ties and constantly do research and development for improvements and new technologies," Callaghan said. He noted that ACT OR will not add new features to its software until they have been thoroughly researched and proven to help customers.

What makes ACT OR unique in the marketplace, according to Callaghan, is its use of neural networks to model complex relationships between inputs and outputs or to find patterns in data. Couple that with its expertise in learning machines and genetic algorithms, and the business really starts to charge away from the competition.

Formed in 1996, ACT OR is a privately-held company headquartered in Rome with offices in the UK and USA (Charlotte, N.C. and Pittsburgh).

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