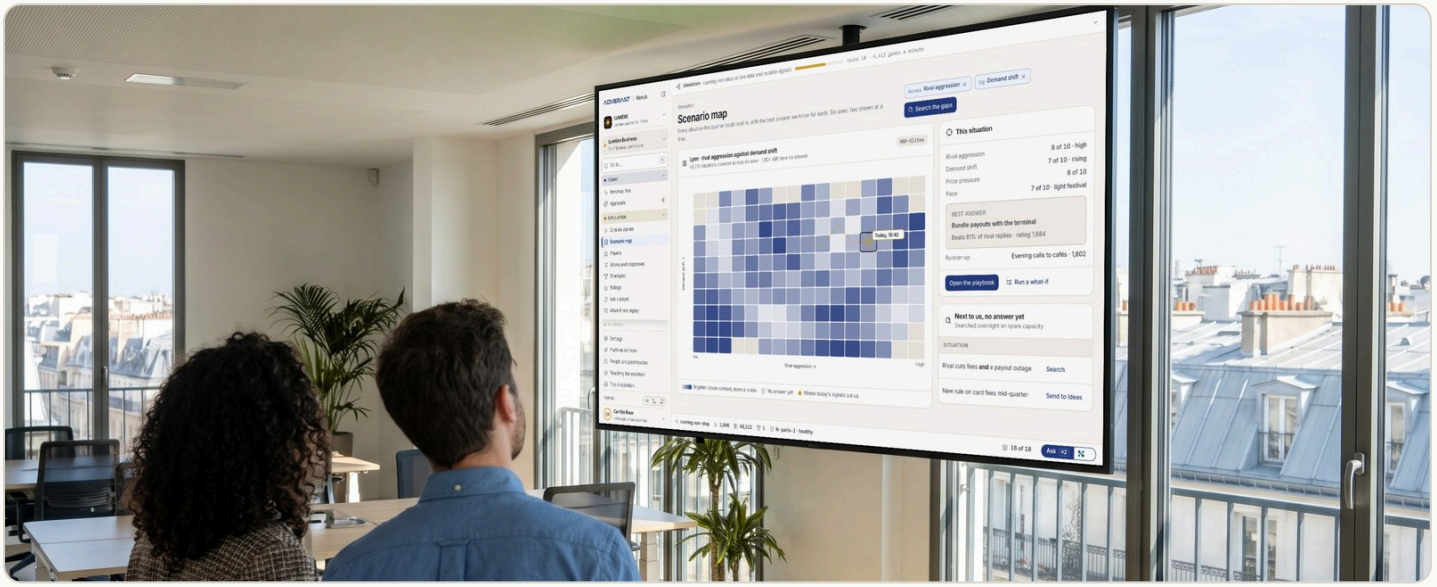
See your move before you make it. One simulation engine for the whole platform.

The simulation engine plays out what rivals, customers, partners and rule-makers could do, thousands of times a minute, on your live data and on what is happening outside. It keeps the best answer for every situation, tests each strategy against every way rivals adapt, and hands people a playbook they can approve.



Lumière Business. A French money app's revenue team looks at the scenario map: every situation the quarter could land in, with the best answer for each. It appears in our film.

How it plays the game

The same steps as the film

01

Outside signals

Rival price changes, job posts, reviews, rules and local events are picked up as they happen, each with its source and grade.

02

Every situation, mapped `MAP-Elites`

The engine keeps the best answer for every kind of situation, and searches the gaps where nobody has a plan yet.

03

Players, with sources

Rivals, customer groups, partners and rule-makers each have a profile. Every figure is cited or marked pending, never guessed.

04

Moves and responses `Stackelberg · Nash · Shapley`

How a rival will answer if we move first, where a price war settles, and who really earned each deal.

05

The Red Queen race `Red Queen`

Strategies and rivals' answers evolve against each other. The winner still wins after they adapt, and becomes a playbook.

06

Rated like chess players `Elo · Bradley-Terry`

Playbooks, campaigns and ideas are rated head to head, and ideas are compared in pairs, so the best rise on evidence.

07

Ask a player

Question a simulated rival about its likely next move. Every answer is labelled advice and shows what it came from.

08

What-if and replay

Try a change on a copy of the live business before doing it for real, and replay any quarter move by move.

Watch the film
The simulation engine, 4 minutes
adverant.ai/film/simulation

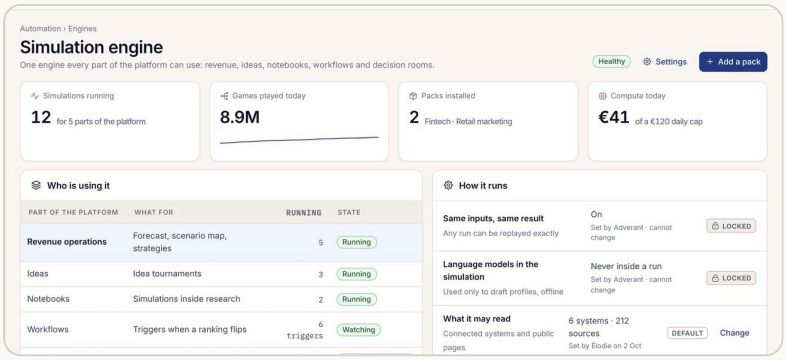
Talk to us
Book a briefing for your team
sales@adverant.ai

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One engine, every part of the platform

Like files or notebooks



For administrators. Who uses the engine, what it may read, and the rules it runs under.

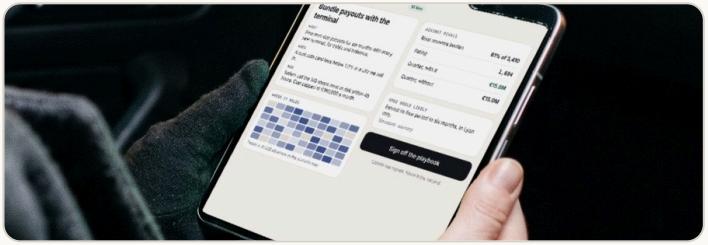
- **Revenue** forecasts, scenario maps and strategies
- **Ideas** tested across every situation
- **Notebooks** run it inside research
- **Workflows** start when a ranking flips
- **Decision rooms** get the playbook as evidence
- **Files** feed signals from documents
- **Maps** draw scenario heat as a layer

Strategies that survive the rival's reply

Lumière, Lyon cafés



Crowned. Free payouts with the terminal beats 81% of 3,410 rival answers. What, when and how are written up for sign-off.



Signed on the way home. The chief executive reads the playbook on her phone and signs second.

Any business: packs, not code

Change the pack, change the game



An insurer plays a storm 12,000 times and books loss adjusters before it lands.



A port weighs fog, a strike and shipping lines, and keeps ships moving.

Fintech · Insurance · Ports and shipping · Energy supply · Retail · Business software · Hospitality · Manufacturing · Telecoms · Healthcare services

Honest by design

Built in, not optional

- The same inputs always give the same result, so any decision can be replayed
- Language models never run inside the simulation
- Only a named person can act on what it finds
- Public sources and your own systems only. It models rivals, never coordinates with them

For business leaders

See what could happen before it does, and act on a plan that has already been tested against every rival reply.

For platform builders

Every platform on Nexus can use the engine. Pick or copy a pack, connect your data, and it runs on your cluster.

See it with your own work

Bring one market and one quarter. We'll set it up on your cluster with you.

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