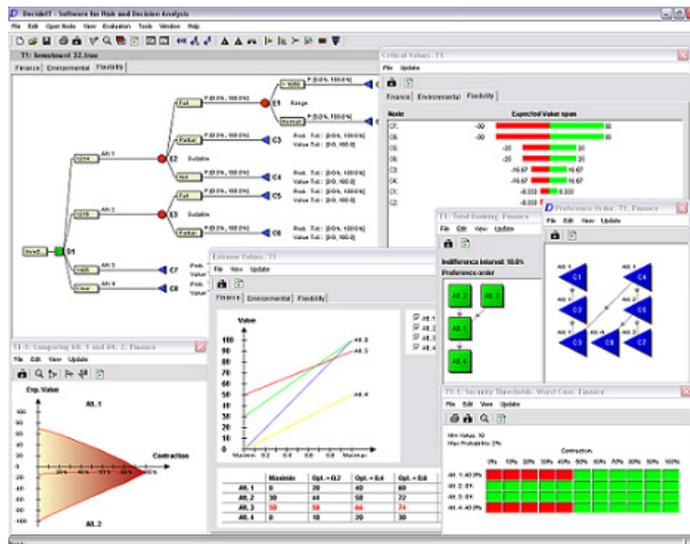


# DecideIT



A New Method for Qualified  
Decision Analysis from

**Preference**  
Calculated Risks - Rational Decisions

Preference's decision tool *DecideIT* enables you to carry out reliable risk and decision analyses. *DecideIT* constitutes of state-of-the-art decision methodologies and mathematical analysis in an efficient and user friendly software.

The decision tool *DecideIT* comes with an easy-to-use graphical user interface in which decision trees forms the main schematic overview of the decision architecture. Decision trees are very useful in cases of complex decisions, where the decision tree provides the decision maker with a graphical presentation of the core of the decision and shows all internal relations between options and uncertain parameters.



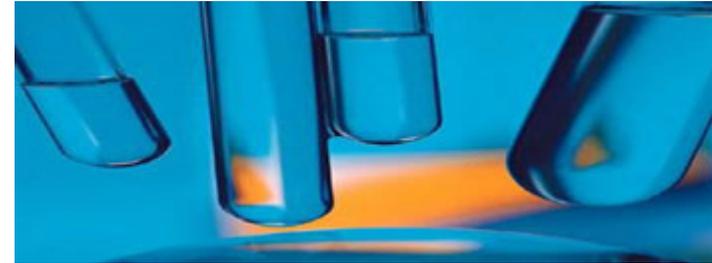
## Decision situation today

Today, major decisions made by governments, public organisations and companies have, to a large extent, not used decision tools. Here intuition is the primary tool, but decisions can in fact be improved by using more advanced decision processes and tools.

This state persists despite the well-attested findings as to the shortcomings of the human brain in such situations; see e.g. Daniel Kahnemann who received the Nobel Price for these findings.

One reason for this state of affairs is that most decision supporting tools until now seem to demand too much from the decision makers in terms of accurate estimates.

*In practice, it is impossible to assign exact numbers to values, costs and belief.*



## History of Preference

For several years, the focus of our work has been on decision and risk analysis for process and management applications. A main problem has been to investigate how to handle vague and numerically imprecise information in decision situations faced by decision makers.

The main results are published in over 70 book chapters, journal and conference papers, and we have now unique mathematical algorithms for analysing large systems of alternatives and consequences, based on more than twenty man-years of research and development.

Preference was founded in 2002, under the name Doctor Decide, and delivers products and consulting services for companies in need for risk and decision analysis. Our customers make big savings due to the efficiency and improvement of the decision process.



## **DecideIT**

*DecideIT* makes our results available for a wide group of users. The mathematical complexity of the tools and processes is fully hidden behind an easy-to-use graphical interface.

*DecideIT - A decision tool for analysis and interpretation of complex decision situations*

*DecideIT* enables you to:

- Save time through a more efficient decision process and resource allocation
- Minimise and avoid undesirable risk taking
- Easier interpret and analyse decisions
- Identify the best possible course of action
- Handle experts with differing opinions
- Obtain transparency in the decision process
- Reach consensus in decision making groups
- Learn about decision analysis through a pedagogical and user friendly way of work



## **Consulting Services**

Preference offers qualified consulting services within risk analysis, decision analysis, decision support, and risk management.

We assist you in making the wisest decision in every situation given the objectives that your organisation has decided on. There is no need for guessing there is no insecurity whether it what the gut feeling or the relevant arguments and facts that were the bases of a decision.

Our consultants have deep and wide experience in analysing decision processes and decision situations and in aiding companies and authorities towards rational decision making. It does not matter whether the decision involves a few or several hundreds of parameters; we give you the overview, the control, and in the end a better result!



## **Training and Seminars**

Whether you currently are using a decision tool or not, Preference can help you become a wiser decision maker. In the long run this will give you and your company competitive advantages no matter your line of business.

Our courses and seminars provide anyone involved in complicated decision making with a solid knowledge base in the area. Theories for decision and risk analysis are mixed with practical exercises and case studies. The courses also introduce computer support in connection to decision making analysis.

All our presenters and instructors have long and solid international experience in leading courses and are at your disposal for questions after the course as well.



## **Contact us**

We are world leading experts in advising corporations and organisations to make wiser decisions achieving higher results. Please do not hesitate to contact us with your inquiries about how our products and services can improve effectiveness and profit in your organisation!

Kjell Borking, CEO

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