



## Definitive Pro®

Definitive Pro® helps groups build consensus and make multi-criteria decisions. It leverages 20+ years of consulting and product experience to deliver best practices with simplicity and high ease of use.

## Our “Anytime, Anywhere, Any Device” Design

Our innovative design supports mobile and distributed workforces by enabling an unlimited number of decision-makers to quickly prioritize the decision criteria and efficiently evaluate and score all the alternatives.

## The Analytic Hierarchy Process

Definitive Pro® uses the Analytic Hierarchy Process (AHP), which is the world’s leading theory in multi-criterion decision-making according to Gartner, Inc.

## The Gurobi Optimizer®

Definitive Pro® employs the use of the Gurobi optimizer, which is the fastest and most powerful solver, to optimize the allocation of resources by finding the most favorable solution that satisfies all dependencies and constraints.

### Collaboration

*Allows unlimited participation;  
Promotes cross-functional insight;  
Prevents groupthink*

### Prioritization

*Accurately weights decision criteria;  
Enables efficient alternative scoring;  
Builds team consensus*

### Optimization

*Optimizes the allocation of  
resources by finding the most  
favorable solution*

## Benefits

Definitive Pro® provides a world class decision-making methodology that delivers the following benefits:

- ✓ Process consistency and transparency
- ✓ Easier participation in decisions
- ✓ Improved stakeholder engagement
- ✓ Increased cross-functional insight
- ✓ Greater consensus and buy-in
- ✓ Optimized allocation of resources
- ✓ Faster and better decisions
- ✓ Justifiable decision rationale
- ✓ Historical record of decisions

## Contact us to schedule a demo.

