



Definitive Pro®

Definitive Pro® helps groups build consensus and make complex 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 patented design supports mobile and distributed workforces by enabling an unlimited number of decision-makers to quickly prioritize the decision criteria and efficiently evaluate all of 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.

Leading Business Analytics

Definitive Pro® synthesizes data and judgment to prioritize investments by business strategy value and financial value. It also optimizes 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.

