



FOR IMMEDIATE RELEASE:

Definitive Business Solutions Announces Strategic Partnership with React, LLC for Game Schedule Optimization

Reston, Virginia (PRWEB) August 19, 2020 – Definitive Business Solutions, Inc. (Definitive) announces the formation of a strategic partnership with React, LLC (React), addressing the need for optimized pandemic-proof® game schedules for professional and college sports.

With the COVID-19 pandemic wreaking havoc on the professional and college sports world, league commissioners and university presidents are having to make complex, strategic decisions about whether to play or not, and if so, how best to plan their season. These decisions require synthesizing the latest medical data with judgment from a wide range of medical experts with insights from business leaders. With that as the backdrop, John Sammarco, Definitive’s President, announced a strategic partnership with React LLC, who are thought leaders in designing economically viable pandemic-proof® game schedules.

Sammarco stated that some have the decision-making process backwards. “The goal shouldn’t be to put the economics first, and then try to arrive at a workable approach that is safe. The goal should be to maximize the safety of players, personnel, and fans, while finding the most economically advantageous approach to the season.” He went on to add: “If you put safety first, you give your league the greatest probability of a successful season, which then opens the door to maximizing revenue by optimizing the schedule, team match-ups, and media platform revenue.”

React’s CEO Frank Maggio reinforced the value of the partnership stating that “The number of variables and constraints that need to be included to intelligently meet the new challenges of COVID-19 requires cutting-edge analytic capabilities and innovative software. [Definitive Pro®](#) has evaluated over 50,000 alternative approaches to help us build two versions of our 10-game, 17-week schedule. The computational power to deliver these game schedules is significant, and Definitive was up to the challenge.” Maggio concludes, “We think there are solutions needed at the professional and collegiate levels, across many sports, and we’re looking forward to continued collaboration with the Definitive team.”

About Definitive Business Solutions, Inc.



Definitive Business Solutions is a privately held company headquartered in Reston, Virginia. Definitive provides innovative and proven business solutions to federal oversight agencies and select industries. They specialize in facilitating technology and business investment decisions using world-class techniques for prioritizing alternatives and optimizing time and resources. Definitive’s solution portfolio includes Definitive Pro®, which provides a collaborative process to build consensus and make complex, multi-criteria decisions in a wide range of scenarios. Details about Definitive and Definitive Pro® can be found at www.definitiveinc.com.

“Definitive Business Solutions”, “Definitive”, and “Definitive Pro”, are registered trademarks of Definitive Business Solutions.

About React, LLC



Founded by adtech and media measurement maverick Frank Maggio, React LLC is an experiential advertising technology and entertainment company that thinks of “advertising as a sport™.” By adrenalizing advertising™, React excites audiences with rewarding, branded two-screen experiences during the most viewed and attended sporting and media events in the world. The company’s commitment to “respect, protect, and reward attention” honors user privacy by never selling or sharing personally identifiable information. Details about React can be found at www.react.net, and Super Squares® details are available at www.SuperSquares.com

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