



**FOR IMMEDIATE RELEASE:**

**Definitive Business Solutions Announces the Release of Definitive Choice<sup>®</sup>, Decision Support App**

*Reston, Virginia (PRWEB) December 29, 2020 – Definitive Business Solutions, Inc. (Definitive) announced today the release of their new decision support app, Definitive Choice<sup>®</sup>, making complex decisions easy for individuals and small teams. Definitive Choice<sup>®</sup> complements their leading group decision support solution, Definitive Pro<sup>®</sup>, which is used by corporations and government agencies, and is now in its fifth year.*

Definitive Choice<sup>®</sup> enables individuals and small teams to make decisions using the latest advancements in decision science and the leading methodology in multi-criteria decision-making, the Analytic Hierarchy Process. Users benefit from a careful, logical, and dispassionate analysis of the alternatives when selecting a location for a new office or business, hiring a key person, or making a technology investment. Definitive Choice<sup>®</sup> also helps users make personal "life decisions", such as selecting a college, a new home, or a new career opportunity. Early adopters of Definitive Choice<sup>®</sup> are using it for healthcare and long-term care decisions.

John Sammarco, the President of Definitive, stated "Times have changed. People are more sophisticated. Autocratic decision-making is no longer acceptable in business, teams, or even families. When someone is affected by a decision, they expect to participate in the decision-making process. We have seen an early interest in the healthcare field, where shared decision-making incorporates a patient's preferences and values. With our patented approach, users benefit from being able to thoroughly evaluate their choices with the input and advice from their family, friends, and most trusted advisors.

Greg Potteiger, Definitive's Chief Technology Officer, shared "With Definitive Choice<sup>®</sup>, the technological barriers to participate no longer exist. People can now participate in any decision regardless of time, distance, or location." He went on to add that in addition to the app being available in the Apple Store<sup>®</sup> and Google Play Store<sup>®</sup>, "We also have a partner portal for businesses that want to integrate it with their proprietary data to help their employees, clients, and customers make individual or team decisions."

**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<sup>®</sup> (a managed service) and Definitive Choice<sup>®</sup> (an app) that enables businesses, teams, and individuals to build consensus and make complex, multi-criteria decisions in a wide range of scenarios using the latest advancements in decision science. Details about Definitive, Definitive Pro<sup>®</sup>, and Definitive Choice<sup>®</sup> can be found at [www.DefinitiveInc.com](http://www.DefinitiveInc.com) and [www.DefinitiveChoice.com](http://www.DefinitiveChoice.com). Definitive Choice<sup>®</sup> can be downloaded from the [Apple Store](#) and the [Google Play Store](#).

"Definitive", "Definitive Business Solutions", "Definitive Pro", and "Definitive Choice" are registered trademarks of Definitive Business Solutions, Inc.

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