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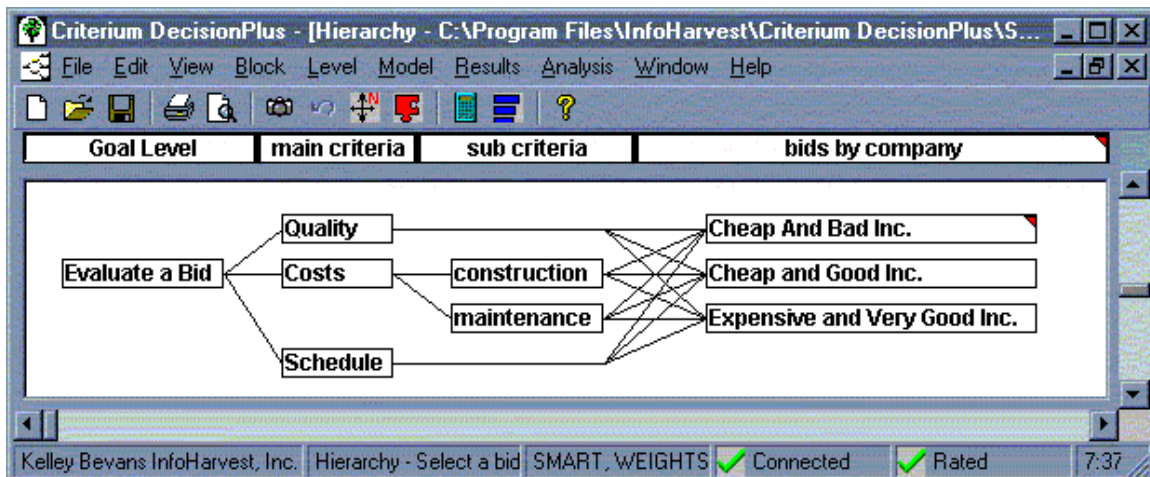


The Leading Windows™ Decision Manager that helps you move quickly to a decision and successfully promote your recommendations

Criterium DecisionPlus™ helps you make precise, thoughtful and completely supportable decisions -- even for complex problems involving hundreds of criteria and alternatives--quickly.

With Criterium DecisionPlus™ you always have both a clear rationale and record of each decision. This lets you revisit past decisions when necessary or present your recommendations to others with confidence, knowing you have the tools to justify them. By taking your group of decisionmakers through the structured process from brainstorming to analysis to decision you create buy in that will last through implementation.

Criterium DecisionPlus™ adjusts to the way you work, not the other way around. Make your evaluations the way it suits you best, whether with numbers, words or graphs. Use your industry's standards, values and scales; communicate your decisions to the people you need to convince in their language. Integrate your professional experience and instincts with the hard facts and data that matter most to your business.

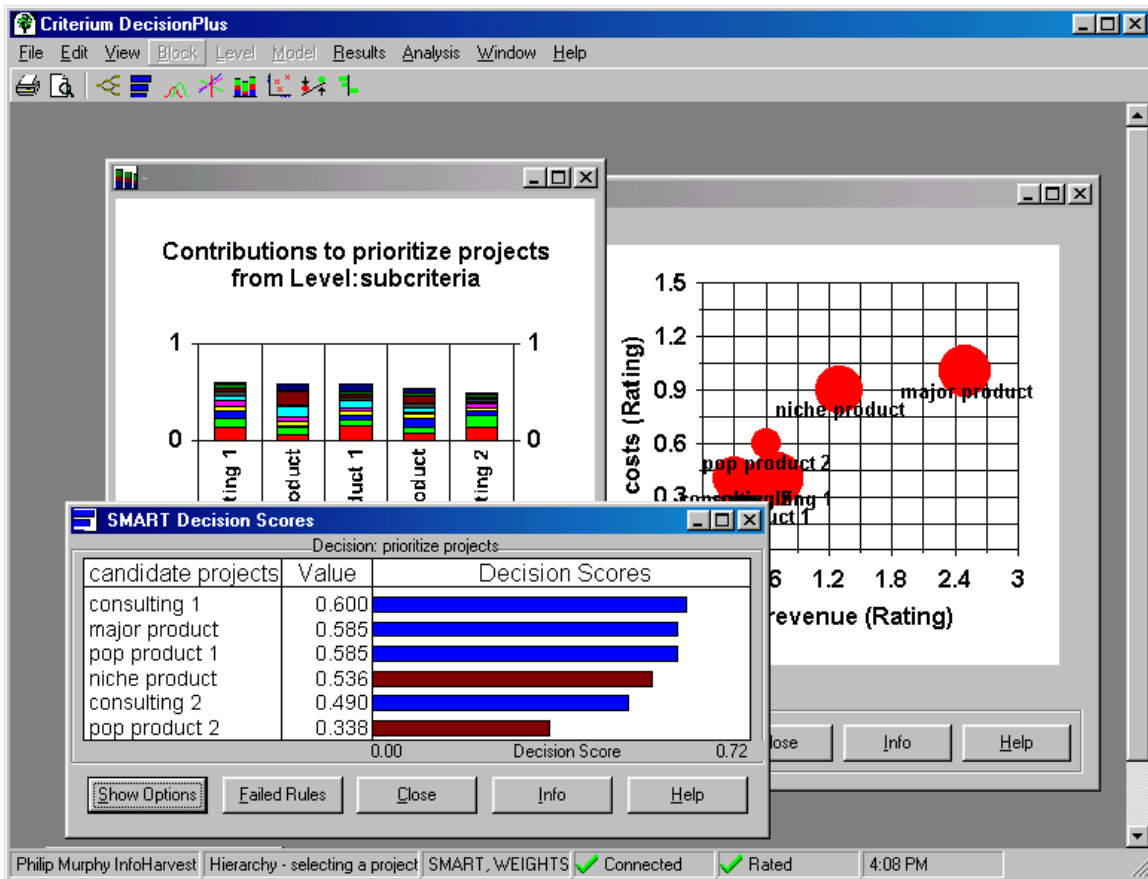


DecisionPlus™ helps you visually structure your decision to avoid costly mistakes. It uses decision analysis methodologies (SMART, AHP, Direct Trade-offs) to help you

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weight the relative importance of criteria, and how alternatives rate against those criteria to provide you with an overall assessment of how well each alternative meets your goal.



DecisionPlus™ helps you move quickly to a decision. Select the Decision Scores view to see how your alternatives compare based on the criteria and values you set. Use the Contributions view to better understand why the leading alternative outranked the others. The Alternatives Scatter Plot helps you see how your alternatives are distributed relative to their scores on the various lowest criteria and how the scatter of alternatives correlates with high decision scores.

Criterium DecisionPlus™ decision management system helps you do what you already do better and faster. A visual, structured approach to decision making simplifies the process, helping you tackle larger, more complex decision opportunities and select the best choice. Right away. But that's just part of the picture. Criterium DecisionPlus™ also provides just the right analysis and reporting tools to justify your decision to even the most skeptical of audiences. Decide and persuade with confidence.

Bring Quick Closure to your Decisions

Results views take you quickly to a decision • Decision Scores bar graph shows how the alternatives stack up against each other or how many of the alternatives you can afford

given cost constraints • Combination views speed decision making, enabling you to view simultaneously the decision results and the trade-offs associated with those results.

Reduce the Chance of Costly Mistakes

Use the methodology that best solves the problem • Toggle between weights and trade-offs to establish the relative contributions of criteria • Toggle between AHP and SMART methodologies for accurate multi-criteria and uncertainty analysis • Criteria Ratings let you incorporate subjective and objective data • Trade-offs view lets you compare one scale against another to ensure the trade-offs you make between criteria are acceptable • Failed Rules capability flags alternatives that violate conditions you set • Graphical Analysis of results by criteria, weight or sensitivity to weight changes let you quickly review your results for accuracy and robustness.

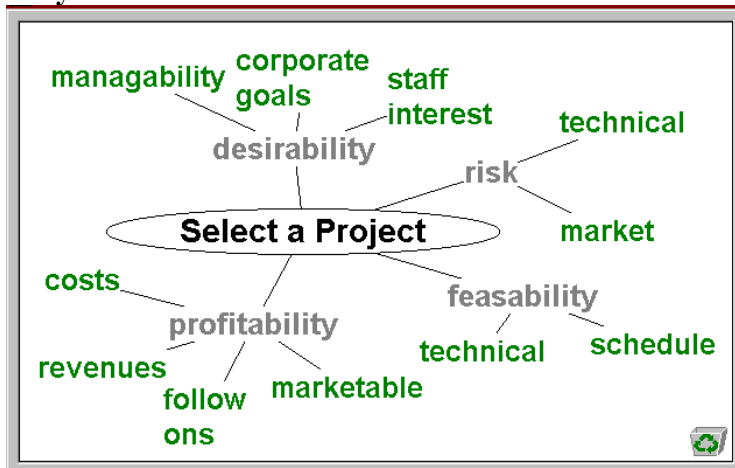
Persuade Others that your Decision is the Right One

Control and convey your decisionmaking approach • Enhanced graphics capability and custom color report generation provide compelling justification for your recommendations • Save with the project file for a permanent record of the decision that's reusable • Import / Export lets you share data and graphics with other programs for reporting or presentation • Run the program in a group setting so others see and understand the trade-offs that form the basis for you decision.

Handle Inaccurate and Incomplete Data

Uncertainty option lets you accurately reflect uncertainty about your data and understand the impact on your results • Probability based handling of uncertainty reduces thousands of what-if scenarios to a single calculation.

Easy to Learn and Use



Drag and Drop Brainstorming allows you to structure even the most complex decisions in minutes, confident that you covered all bases and considered all alternatives. Add comprehensive notes as you go complete with spell check.

Share data with other DDE supporting applications

The screenshot shows two overlapping windows. The top window is Microsoft Excel, displaying a spreadsheet with the following data:

	A	B	C	D	E	F	G
1	Projects	consulting 1	pop product 1	major product	pop product 2	consulting 2	niche product
2	Costs	m\$0.60	m\$0.50	m\$1.50	m\$0.80	m\$1.00	m\$1.10
3	revenue	m\$0.50	m\$0.80	m\$2.80	m\$1.20	m\$0.70	m\$1.40

The bottom window is Criterium DecisionPlus, titled "Hierarchy - selecting a project". It displays a table of attributes and values for the same projects:

Attributes	consulting 1	pop product 1	major product	pop product 2	consulting 2	niche product
managability	0.00	50.00	100.00	100.00	0.00	0.00
corporate goals	50.00	50.00	100.00	100.00	0.00	50.00
staff interest	50.00	75.00	100.00	75.00	25.00	75.00
Costs	0.60	0.50	1.50	0.80	1.00	1.10
revenue	0.50	0.80	2.80	1.20	0.70	1.40
follow ons	0.00	50.00	50.00	100.00	0.00	100.00
marketable	0.00	100.00	50.00	100.00	0.00	50.00
schedule	50.00	50.00	0.00	50.00	100.00	0.00
technical	100.00	50.00	50.00	0.00	50.00	50.00
technical	50.00	100.00	50.00	50.00	0.00	50.00

Save time setting up your model by copying existing data tables directly from a spreadsheet. Copy information between applications only once, and update automatically with DDE.

Make sense of Uncertainty

The screenshot shows the Criterium DecisionPlus interface displaying SMART Decision Scores for candidate projects. The decision is to "prioritize projects". The table below shows the values and the percentage of times each alternative is better than all others:

candidate projects	Value	% of times alternative is better than all others
consulting 1	0.600	61%
pop product 1	0.585	23%
major product	0.585	5%
niche product	0.536	<5%
consulting 2	0.490	<5%
pop product 2	0.338	<5%

The interface also includes buttons for "Show Options", "Failed Rules", "Close", "Info", and "Help". The status bar at the bottom shows "Philip Murphy InfoHarvest", "Hierarchy - selecting a project", "SMART, WEIGHTS", "Connected", "Rated", and the time "3:53 PM".

Use your knowledge of the unknown and factor it into the decision process. Criterium DecisionPlus helps you understand the relationship between uncertainty in your information and certainty in your decision.

CDP Provides Extensive Application Options for Increased Flexibility

Set a broad range of options governing everything from your default rating scales to how closely the blocks in the hierarchy are drawn. This flexibility allows you to set defaults that makes Criterium DecisionPlus conform exactly to your decision making approach.

To run Criterium DecisionPlus™ you need:

- Windows95, Windows98, Windows 2000, Windows NT 4.0 SP3 or higher
- VGA, SuperVGA or higher resolution video adapter
- 16MB of memory
- 10MB of disk space
- Microsoft mouse or compatible pointing device

Criterium DecisionPlus™ supports these Decision Methodologies:

- Analytical Hierarchy Process
Developed by Professor T. Saaty
- Simple Multi-Attribute Rating Technique
Developed by Professor Ward Edwards
- Direct trade-offs

Criterium DecisionPlus imports / exports data in different file formats;

- Any tab delimited data to and from applications such as Microsoft Excel™
- Graphics in Windows Metafile format