



eBestMatch™: Enhancing the Decision-making Process

What is a decision support system?

A decision support system (DSS) is a vital instrument for any organization involved in complicated decision-making. A DSS is an information system that provides integrated support and value-added insight to stakeholders during complex decision-making processes. It aids in rational, justifiable decision-making by organizing, quantifying, ranking, and analyzing criteria about one or more alternatives.

Organizational decision-making has become increasingly complex for three reasons. First, organizations must weigh a growing amount of data (criteria) representative of their complex needs. Second, they have more alternatives to consider than ever before. And third, they must mitigate the high risk and cost associated with the decision-making process and clearly communicate their findings to all stakeholders. Nowhere is this more apparent than in the enterprise software selection process. Organizations face vast amounts of data on critical operations that must be analyzed accurately. Stakeholders can become overwhelmed with information and easily swayed by the self-interest of a vendor or the subjectivity of key internal decision makers. To mitigate the ensuing risks of error and bias, stakeholders need a DSS that uses sound decision-making methodology.

Our decision support system, eBestMatch, not only works harmoniously with the human decision-making process, but it enhances it by minimizing the risks resulting from human error or bias and mitigating any resultant costs.

To be fully effective in today's collaborative environments, a DSS must go beyond technical, mathematical models. DSSes must consider subjective criteria and different human viewpoints by offering a means to accurately and objectively measure them.

eBestMatch: Excelling where traditional DSSes fail

eBestMatch is a web-based decision engine that structures a problem and gives all stakeholders the opportunity to increase the range and depth of information needed to make the best possible decision. It makes vast quantities of information manageable by using analytical hierarchical processes to structure decision criteria so they are comprehensible and easy to work with.

eBestMatch can rank and analyze thousands of criteria on hundreds of alternatives, and multiple stakeholders can define and weigh criteria relevant to their area of expertise. Stakeholders can consider all possible outcomes by easily changing rankings and generating "what-if" scenarios. Because it is Web-based, eBestMatch allows any number of stakeholders to access, share, and revise data 24/7 within a secure, distributed environment through a flexible user-friendly interface.

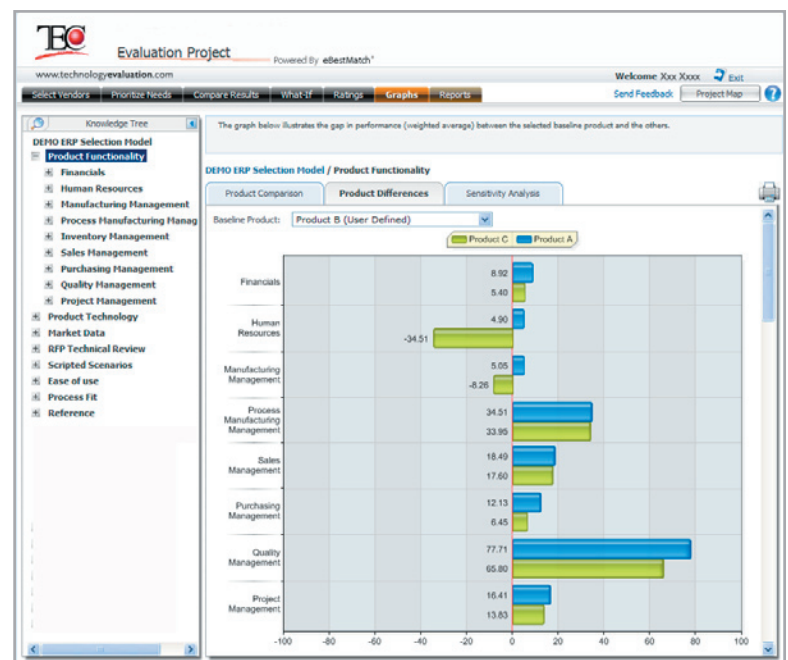


Figure 1. Product Comparison

Our BestMatch Factor™ identifies the pattern created by stakeholders and calculates and assigns numerical priorities to different alternatives, demonstrating the degree of match between what an alternative offers and what stakeholders want. By supplementing WA, BestMatch Factor provides a more accurate representation of how well an alternative can meet stakeholders' needs.

Not only does eBestMatch provide clarity to complex decision-making, its analytical capabilities surpass those of traditional DSSes. Traditional DSSes rely on weighted averages (WA) when ranking alternatives. However, there is a fundamental problem when using WA alone. With WA, criteria that scored highly against a stakeholder's needs compensate for those that score poorly. As a result, the pattern—and associated risk—of an alternative is obscured and stakeholders get a false impression of which alternative best meets their needs. eBestMatch overcomes these shortcomings through its patented algorithms.

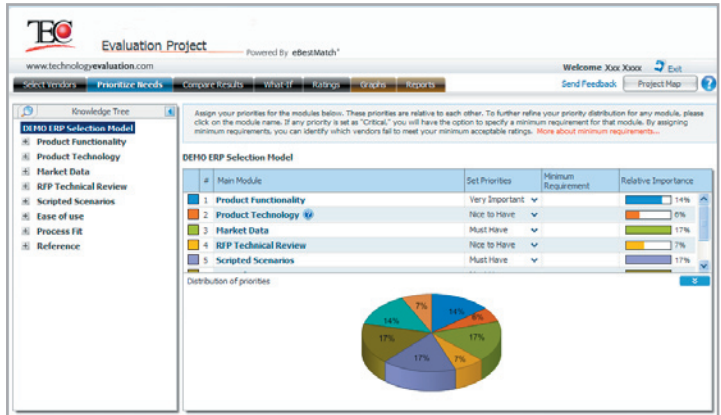


Figure 2. Decision Hierarchy and Priorities

Furthermore, eBestMatch enhances collaborative decision-making by giving all stakeholders the ability to understand how these criteria affect their overall decision. eBestMatch's sophisticated analytical capabilities are expressed through clear, multidimensional graphics and reports. Complex mathematical models are converted to images and numerical values that quantifiably describe how criteria impact stakeholders' goals. The sophistication and clarity eBestMatch provides is best illustrated through its Value Analysis. Value Analysis is a key comparative study that combines two crucial factors normally separated in complex decision-making: cost and performance. It combines these by calculating the cost per point scored by each alternative during an evaluation. With the resulting Value Equivalency, stakeholders can objectively determine which alternative has the best value, and can leverage this data during negotiations, ensuring the best value is realized.

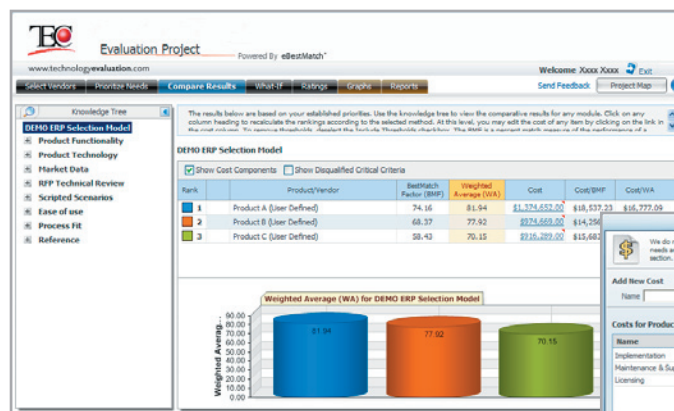


Figure 3. Compare Results and Value Analysis

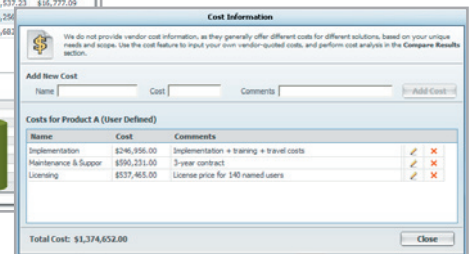


Figure 4. Capturing Costing Information

**For a free trial of eBestMatch:
Contact Information**

Corporate Headquarters
Technology Evaluation Centers
740 St. Maurice, 4th Floor
Montreal, Quebec
Canada, H3C 1L5

Phone: 514-954-3665, ext. 404
Toll free: 1-800-496-1303
Fax: 514-954-9739
E-mail: selectionservices@tec-centers.com

www.technologyevaluation.com

The potential applications for eBestMatch are unlimited. It can assist private and public organizations in a number of different decision areas, including purchasing, investments, negotiations, policy, and product development. With its accessibility, and strong analytical and reporting capabilities, ultimately eBestMatch is essential in any decision-making process.