



**FOR IMMEDIATE RELEASE:**

**Definitive Business Solutions Announces the Release of Definitive Pro™ to Provide Group Decision Support for the Mobile Workforce**

*Reston, Virginia (PRWEB) October 11, 2016 – Definitive Business Solutions, Inc. (Definitive) announced today the release of their new group decision support solution, Definitive Pro™, to help groups and organizations strategically align their investments and make decisions based on group consensus. Definitive Pro™ is the first Analytic Hierarchy Process (AHP) based product specifically designed and developed to support mobile and distributed workforces through the use of an innovative “anytime / anywhere / any device” approach. AHP is the world’s leading theory in multi-criterion decision-making according to Gartner, Inc.*

Organizations can now have their decision participants use smartphones, tablets, and laptops to provide their judgments, freeing themselves of the need to be in the same room at the same time with other decision participants in order to build consensus on decisions. Using Definitive Pro™, decision participants can provide their judgments using any device in either of three scenarios: 1) same time / same place; 2) same time / different place; or 3) different time / different place. Until now, the primary methods of collecting judgments from decision participants has been through facilitated discussion and/or the use of radio frequency keypads where the number of participants has been limited to the number of available keypads.

John Sammarco, the President of Definitive, stated that “Definitive Pro™ is based on the Analytic Hierarchy Process (AHP), which is the world’s leading theory in multi-criterion decision-making according to Gartner, Inc. Over the last four decades, the AHP has been used by universities, governments, and businesses around the world to make complex decisions and set priorities. Through a series of pairwise comparisons of two criteria at a time, groups are able to establish consensus around the relative importance (i.e., weighting factors) of the decision criteria. Then, by systematically assessing the contribution that each alternative investment makes to each criterion, Definitive Pro™ instantly combines and synthesizes the qualitative and quantitative aspects of each alternative to build a list of priorities that reflect the consensus of the group.”

Regarding the market’s need, Definitive’s Jacqueline Ross stated that agencies and organizations that have a mobile or distributed workforce are often unable to effectively collaborate and build consensus on important decisions such as strategy development, budget formulation, investment prioritization, business opportunity selection, product/feature selection, vendor/source selection, risk assessments, and key hiring decisions. With Definitive Pro™, there is now an innovative solution that addresses this need. Moreover, the benefit of Definitive Pro™ is amplified by its simplicity and ease-of-use, hallmarks for all of our solutions.”

Product features, aside from the “anytime / anywhere / any device” approach, include the ability to:

- Conduct surveys to collect initial information from decision participants
- Build scoring models consisting of objectives that will serve as decision criteria
- Establish the relative importance of objectives using the AHP pairwise comparison methodology
- Score alternatives using weighted objectives and rating scales
- Link decision models to support decision-making by a multi-level governance system
- Generate charts and reports to support analysis, decision-making, and transparency
- Manage the read/write access to information by facilitators, participants, and observers

**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](http://www.definitiveinc.com).

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