



The objective or goal of the V(ma) Decision Analysis Software System is to provide the manager and the analyst with effective graphic charts called, "Vectorgrams"TM that show the scoring results of an elaborate set of tests of criteria requirements against a proposed set of alternative solutions.

For example:

1. an RFP of vendors bidding on a the development of a complex system,
2. the review of several strategies to be considered for a major advertising campaign,
3. the review of candidate resumes, psychological and technical examinations and interviews for a new President,
4. data presented regarding the possible acquisitions needed to enter a new market of opportunity, etc.

For all such complex decisions, a hierarchical outline of criteria and priorities has to be established and then a team of experts must be let loose not only to identify the set of alternative candidates but also to score them criteria by criteria.

V(ma)'s functionality addresses those problems and produces the ultimate roll up of scores within the hierarchy of criteria. At that point, what is needed next is the presentation of facts and scores in a manner that will enable both the manager and analyst to defend their recommendations by presenting the material in a logical structure that can be perused as easily as one points and clicks through the morning news reports on a laptop.

The V(ma) Metaphor and Vision

The hierarchy of a criteria outline can be likened to that of a circuit... and just as an engineer can examine a specific circuit position with a probe . . . so now can the manager and the analyst examine specific key (blue) intersections of the criteria outline to determine how well the proposed solutions met those criteria . . . and just as the circuit engineer has an oscilloscope for better graphic analysis . . . so now do the manager and analyst with Vectorgrams.

