

# Decision Lens

## Our Story

### The Company

Decision Lens is a prioritization and resource optimization software solution that enables organizations to make critical decisions in IT prioritization, capital planning, budget optimization, and R&D. The cloud-based software rapidly engages decision-makers to achieve better outcomes in a resource-constrained environment. Driven by sophisticated analytics, the software empowers organizations can quickly identify those investments that will deliver the best future outcomes.

While there has been a tremendous investment into technologies that improve operations, the area of resource allocation decision-making is one of the last to change. The vast majority of resource optimization decisions are still approached through ad hoc, advocacy driven actions rather than as a rational, repeatable process that engages stakeholders, looks at decisions comprehensively, and establishes decision priorities.

The name of the company --“Decision Lens” -- in fact comes from the idea that more focus needs to be on the decision itself. At the beginning we did not presuppose that there was one right path - we wanted to spend time listening to customers and crafting what would be the best way for us to engage with them.

It could have been through a software-enabled methodology; perhaps through expert consulting; possibly a combination? In fact, what has resonated with customers and the market is a technology-driven approach that has world-class delivery and implementation bundled with it. We seek to make the complex simple, and this is shown in every aspect of how the business is driven, from the design of the products, to the pricing, to our values, to the way that we communicate internally. Simplicity provides clarity and value in what is an increasingly complex environment.

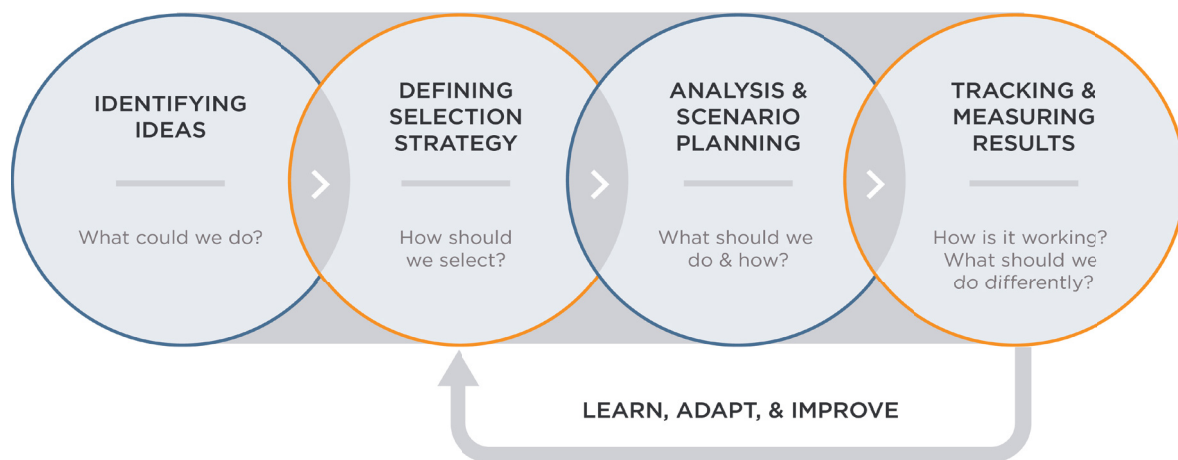


THE ANALYTIC HIERARCHY PROCESS (AHP) MODEL

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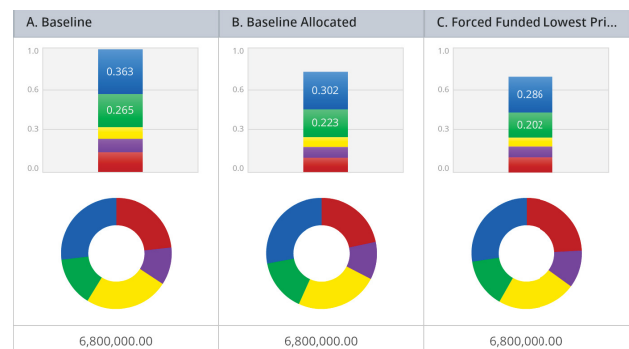
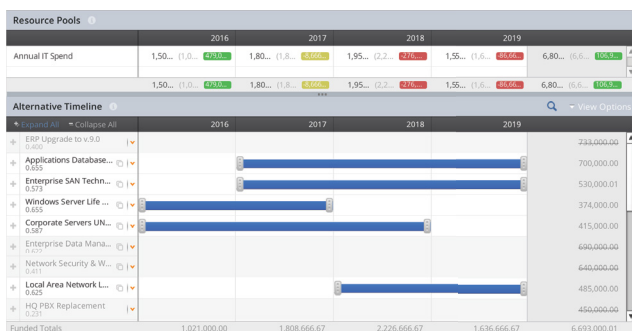
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Ranked as one of the fastest growing private companies in the US by Inc Magazine's "Inc 500" listing, named in the top 100 most innovative companies by Red Herring magazine and listed as a Great Place to Work by Entrepreneur. Decision Lens boasts an impressive customer list, ranging from well-recognized enterprise customers including AstraZeneca, Genentech, and Immunogen; top-tier Federal agencies such as the Joint Staff, Navy, Army, and USDA; State and Local Government agencies including New Hampshire Department of Transportation, San Francisco Municipal Transportation Agency, Pennsylvania Department of Transportation, Nevada Department of Transportation and others.



## The Product

The software is based upon a structured framework that allows users to put their goals and objectives at the center of the decision process. The criteria are then prioritized in order to assess the people, projects, resources or ideas that are being evaluated. The software enables on the fly scenario analysis and data analytics to provide insights to the organization in order to converge on those investment outcomes that will deliver the greatest returns.



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Dr. Thomas Saaty, a world-renowned mathematician and professor at The Wharton School at the University of Pennsylvania, developed the underlying theory that drives the software. The theory is called the Analytic Hierarchy Process (AHP). This is a psychosocial theory that enables people to prioritize and evaluate things that seem impossible to quantify. There is no scale for subjective intangibles, for example, whether a person has more risk tolerance for bungee jumping or kayaking, and if a person prefers a convertible vehicle or a station wagon.

Decision Lens combines a rich user interface with a web service API to deliver powerful decision process technology and a first rate user experience via a distributed platform. The product enables participants and facilitators to contribute remotely to decision processes from anywhere in the world.

### How It All Began

Decision Lens was founded in 2002 by John and Daniel Saaty with a simple premise: we want to improve the way that organizations make their most critical decisions. Arguably, decision-making is the single most important activity in an organization.

John and Dan saw the business possibilities of their father's work when growing up in Pittsburgh. They decided, "We've got to take it out of academia and apply it to the real world".

Their first office was in an attic of a Falls Church, VA house and their first customer was Military Health Systems, which in 2005 paid them \$65,000 to use their software to improve military health care facilities. Decision Lens earned \$400,000 that year. In 2006, that more than doubled to \$1 million,

providing enough of a safety net so that the brothers could quit their day jobs. Today the company is recognized as one of the fastest growing private companies in the US.

