

SET PRIORITIES — MOVE FORWARD



WHO IS EXPERT CHOICE?

IMPROVING YOUR UNDERSTANDING OF THE CHOICES YOU FACE IS WHAT WE DO. Our software and approaches will help you make the best decisions when it matters the most, by combining your intuitive judgments and hard operational data.

Over 30 years, we have built an unparalleled set of skills **TO BRING THE RIGHT STAKEHOLDERS TOGETHER TO SET PRIORITIES AND MOVE YOUR ORGANIZATION FORWARD.** With the increasing complexity of modern organizations that work across state and regional boundaries, collaboration and priority setting are more important than ever before.

RAPID CONVERGENCE OF PEOPLE’S EXPERIENCE AND SPECIFIC DATA is the Expert Choice difference. The world’s most successful organizations, across government, industry, and academia rely on Expert Choice. If your team is interspersed across the globe we can support you either in real-time or at your own convenience. Whether you are trading off among multiple competing projects, or selecting the best path forward for a single decision, we have software and approaches that can help you.

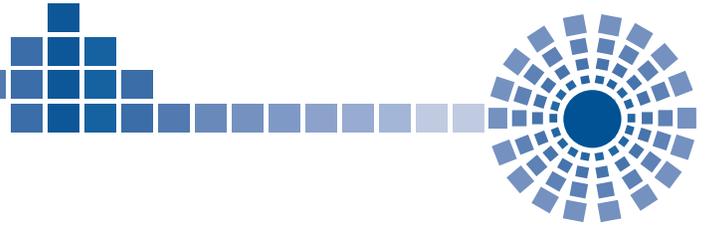


EXPERT CHOICE IS QUICK TO LEARN, EASY TO USE, AND ROOTED IN HOW WE ALL MAKE DECISIONS. Take a look at how we work with our customers to improve outcomes, reduce cost, cut travel times, improve team consensus building, and deliver results.

OUR CORPORATE CREDO “RATIONAL DECISIONS FOR A COMPLEX WORLD” HIGHLIGHTS OUR BELIEF THAT WHEN WE FACE HARD CHOICES, WE NEED TO MAINTAIN A RATIONAL WORLD-VIEW – EVEN AS THINGS BECOME RAPID-FIRE AND DAUNTINGLY COMPLEX. OUR SOLUTIONS HAVE BEEN BUILDING CONSENSUS AND ESTABLISHING PRIORITIES FOR 30 YEARS – IT’S HOW WE MOVE YOU FORWARD.

Ernest Forman, Chairman of the Board
EXPERT CHOICE, INC.

“Choose to make decisions - or live



WHO USES EXPERT CHOICE?



“It was such a great process—the conversations and the understanding of the decision context was remarkable. As one of our participants remarked: ‘Last year was a month of spreadsheet exercises and no one bought into the results. With Expert Choice it took one week and everyone supported the results.’”

Linda Cureton, CIO
NASA Goddard Space Flight Center



“Using Expert Choice neutralized a lot of what in the past has been endless arguing. With Expert Choice, we are able to explain the different points-of-view and agree on how to handle them. We found we had a lot more in common than we realized. Integrating both intuition and data now allows us to discuss benefits and trade-offs. It’s much easier to gain acceptance on final decisions.”

Pierre LaMere, Manager
3M Manufacturing and Supply Chain Services



“Expert Choice provided transparency across the organization, and visibility into what the priorities were, what things cost, and how well they aligned. It allowed people to see things more clearly and have more frank conversations. We didn’t have that visibility before. It was an eye-opening experience to see where our efforts aligned with our strategy—to truly know whether we were executing strategically.”

Jeff Evanson, Director
New Products and Market Development

CLIENTS INCLUDE:

IBM • LOCKHEED MARTIN • WASHINGTON GAS • **3M** • PROGRESS ENERGY • GM • SUN
XEROX • HOUSING & URBAN DEVELOPMENT • WORLD HEALTH ORGANIZATION
ABN AMRO BANK • BLUE CROSS BLUE SHIELD • INTEL • STANLEY BOSTITCH • BOBCAT
EDINBORO UNIVERSITY • LINKSOFT, INC. • VERIZON • ALCOA • PEPPERIDGE FARM
SPRINT • **NASA** • EXXON • US JOINT CHIEFS OF STAFF • **MEDTRONIC** • JOHNSON & JOHNSON

with the choices of others.”



GOT PROBLEMS? YOU'RE NOT ALONE...

CONFLICTING PRIORITIES

■ From Many, One

- Misalignment with core strategies
- Cross-departmental conflict
- Short-term vs. long-term focus



“Each one of us knows exactly what vendor is best. However, we don’t agree on the vendor... What we have lacked is a process for exploring and ultimately reconciling these different views – integrating the cost, technical and schedule factors.”

**Procurement Officer
Major Energy Supplier**

DATA MISMATCH

■ Mountains of Data – Anthills of Insight

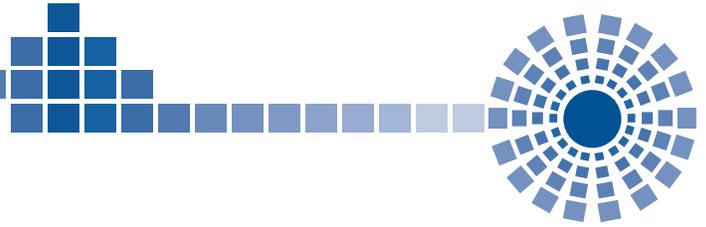
- Easy to find data instead of what’s important
- Missing qualitative input and management experience
- Priorities are lost in a sea of numbers
- Inconsistent format and presentation distract from the issues



“When we changed strategy, the key indicators we previously measured became irrelevant. We still had plenty of expertise, but lacked a way to consolidate and share our experiences.”

**VP Product Development
Packaged Goods Company**

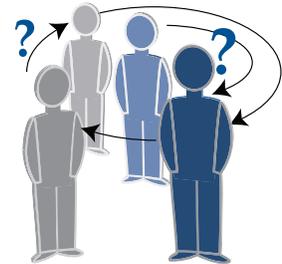
“Conflicting priorities should not



“MEETINGITIS”

■ All Cookies and Conferences Accomplishing Nothing

- 800 lb. gorillas greasing squeaky wheels
- Hours of discussion, multiple meetings, plenty of detail—no momentum...
- Lowest common denominator results



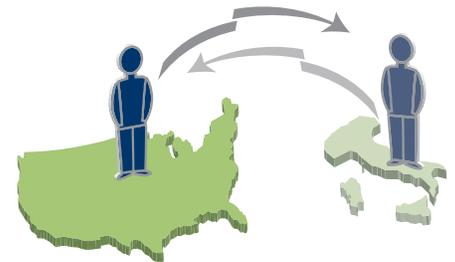
“‘I meet, therefore I am’ is a joke in our organization. Unfortunately it’s also the unproductive reality many of us face. It is very expensive and time consuming for us to gain agreement on the best portfolio of projects to invest in each year.”

Chief Information Officer
Cabinet-Level Government Agency

MISCOMMUNICATION

■ Lost in Translation - or Just Lost?

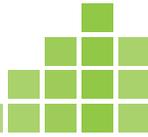
- Functional myopia
- Focus on alternatives instead of goals and outcomes
- Lack of participation, stakeholders not involved
- No documentation of what was actually agreed to



“Our new strategy was not producing the expected results. What we lacked was the ability to understand how managers were prioritizing tactics. Once we completed that, we were able to explain what wasn’t working and gain buy-in across the organization – ultimately achieving the alignment we needed for success.”

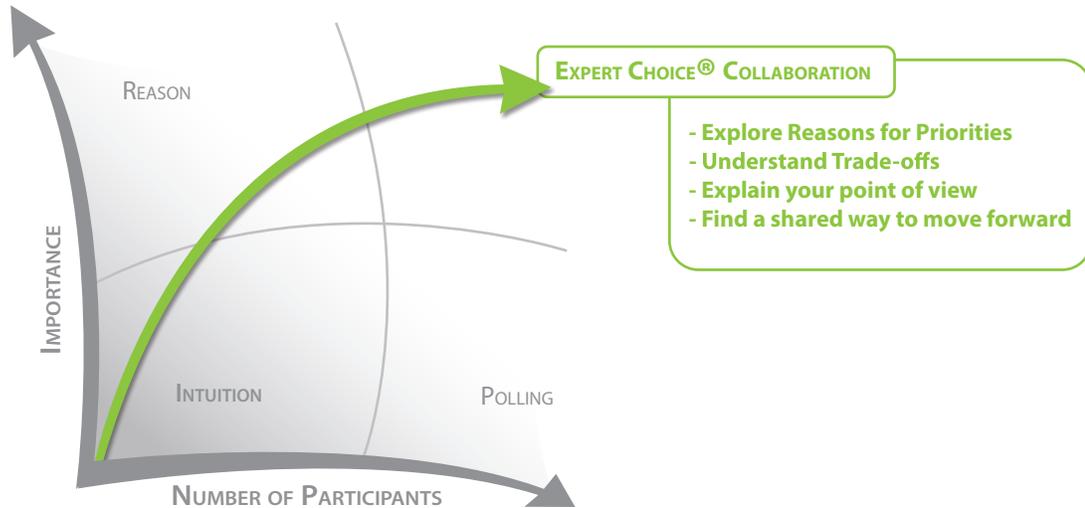
Vice President of Strategic Planning
Health Care Insurance Company

result in conflicts during execution.”



IMPROVED RESULTS

TODAY'S WORK ENVIRONMENT IS BUILT ON COLLABORATION



Working with clients we have learned the simple truth: **GOOD BUSINESS RESULTS DEPEND ON A RANGE OF INPUTS.** That's why Expert Choice software combines the four key dimensions of **INTUITION** and **REASON**, **COLLABORATION** and **POLLING**.

TYPICAL CLIENT RESULTS:



ALIGNMENT

- A more structured approach for measuring alignment
- An increased focus on the strategic goals/objectives
- An ability to synthesize both intuition and hard data



BUY-IN

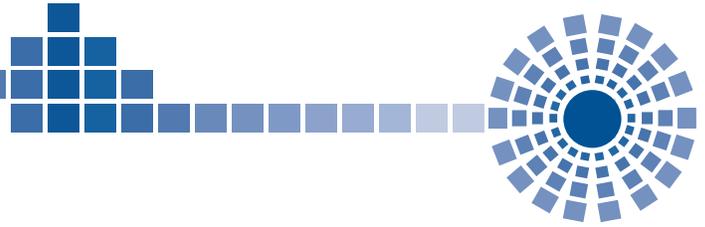
- A sense of ownership through stakeholder involvement
- A facilitated approach to leverage subject matter experts at appropriate level
- A transparent and fair process that improves accountability



CONFIDENCE

- A more direct way to communicate plans and results
- A better way to allocate resources to activities and projects
- A process to move you through the impasse of disagreement

“ Only by understanding the parts



A PLATFORM FOR MOVING YOU FORWARD

COMPARION®

Web-based collaboration and priority setting platform

The web-based Comparion platform is robust and easy to use for collaboration and prioritization. Comparion delivers organizations of all sizes transparent team decision-making, tight strategic alignment, and makes it easy to communicate results. With Comparion TeamTime® this platform provides real-time participation in Comparion Core® decision projects via a web-browser interface, or by using voting keypads in a conference room. Common scenarios include joining together team-members in multiple locations across the country – or the world.

Products available for this platform:

- Comparion Core®
- Comparion TeamTime®
- Comparion Voting Remotes®

EXPERT CHOICE® 11.5

Windows™ -based decision making analysis platform

The workhorse of decision analysts across the world for over 20 years, Expert Choice 11.5 is a stand-alone Windows client that allows same-time same-place participation, rich analysis and reporting, and data integration.

Products available for this platform:

- Expert Choice 11.5
- Resource Aligner
- Voting Remotes
- Comparion for Expert Choice 11.5

CONSULTING AND TRAINING

Our training and professional services teams are standing ready to move your organization forward with a number of public and custom solutions. Many of our clients have started off with a simple ‘decision-in-a-box’ exercise where we help you immediately tackle one of your pressing decision projects. Our team makes sure we maximize the knowledge transfer – putting you on a path to better collaboration, and better understood priorities.

How it Works

Reducing complexity by breaking it into successively smaller parts is a natural way to solve problems. Our software platforms support this by helping you understand how important each part is, and how important they are to the members of your team.

Combining expert intuition and your operational data, you can also conduct dynamic scenario analysis to gain deeper insight into potential solutions to your challenges.



WHERE WE HELP

EXPERT CHOICE SOLUTIONS

PROJECT AND PRODUCT MANAGEMENT

- Project Effort Prioritization
- [Project Portfolio Prioritization](#)
- Feature Trade-offs
- Team Meeting Management

PLANNING AND BUDGETING

- Strategic Priority Setting
- Alternative Evaluation ("What if" and Scenario Analysis)
- [Budget Allocation and Optimization](#)
- Strategic Road Map Development

VENDOR AND HUMAN RESOURCE MANAGEMENT

- Employee and Vendor Performance Assessment
- [Vendor and Source Selection](#)
- Candidate Evaluation

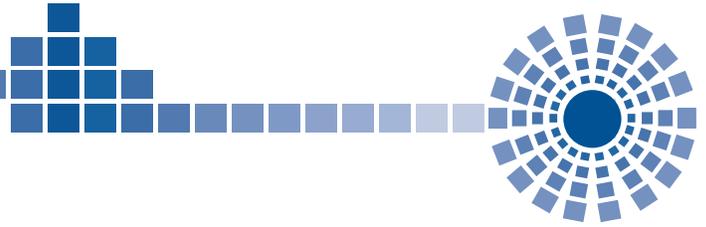
DECISION EXPERT SUPPORT AND PROCESS IMPROVEMENT

- Six Sigma Process Improvement Decisions & Quality Function Deployment (QFD)
- Engineering Trade Studies
- [Risk Evaluation and Threat Assessments](#)
- Consulting-Based Decision Facilitation

MARKET RESEARCH AND INSIGHTS

- Product Feature Evaluation
- Customer Satisfaction
- [Voice of the Customer](#)
- Service Disenrollment

“ Teams find success in diversity when



	PROBLEM	ACTION	RESULT
■	MAJOR GOVERNMENT AGENCY needs better communication and reduction in ‘meetingitis.’	Expert Choice designed a process to collect information from 100+ stakeholders for over 300 investments, across multiple funding pools and mission priorities.	Overall process time is reduced by 75%. Fewer meetings accomplished a bought-into, aligned and understood investment portfolio.
■	MAJOR AUTOMOTIVE COMPANY faces data overload and changing priorities as it responds to an economic downturn.	A short, in-depth evaluation of product platforms against key strategic objectives was conducted by technical experts, while senior leaders used Expert Choice to re-prioritize strategic objectives.	A framework for major strategic realignment was completed in weeks, ensuring a timely response to the business cycle.
■	A LARGE REGIONAL BANK faces complex acquisition with a number of internal stakeholders, each representing different functional needs.	Selection team used EC to prioritize selection criteria and evaluate vendors. Each participant was able to document his/her input and provide comments.	Substantive conversations about the results focused on dynamic sensitivity analysis. With the Expert Choice approach, the team was able to gain leverage for final price negotiations.
■	A U.S. SECURITY AGENCY assessing priority of threats. Large amount of data and information, but unable to fully leverage insight from experts.	Expert Choice allowed a rich dialogue among experts focusing on the likelihood and impact of risks, and allowing experts to meaningfully share insights on potential risks.	Results are classified.
■	MAJOR CORPORATE TRAINING PROVIDER wishes to understand the priorities of customers, but existing data lacks explanatory power.	Expert Choice worked with client to build a hierarchy of needs and surveyed 1000s of customers and internal stakeholders.	Deep insight into how customers in multiple cultures, industries, and job functions trade-off important value points when choosing a training provider.



they find a shared community.”



HOW WILL EXPERT CHOICE HELP ME?

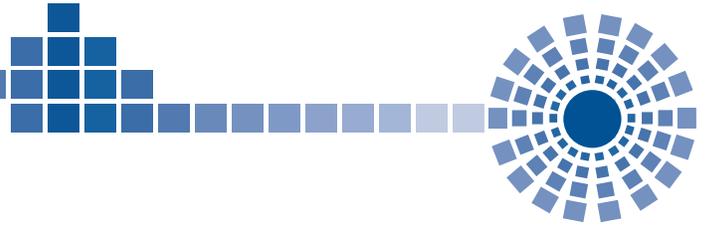
For 30 years Expert Choice has helped customers tackle their most important challenges—experience that is unparalleled in the decision support industry. Below is a list of common reasons customers choose us. We invite you to contact one of our sales consultants to discover how we can help you.

CHALLENGE	WHAT EXPERT CHOICE DOES TO HELP
Too many meetings	Focus meetings around goals/objectives. Provide a method for group priorities—guiding team efforts.
Lack of insight into others priorities	Facilitated sessions where participants can see exactly how each person is trading off the importance of criteria.
Investments not aligned with strategy	Each investment is reviewed against strategic objectives, costs and risks, and other constraints are examined in an optimization engine.
Cost and time of gathering team input is prohibitive	Web-based input in same-time and different place, or different time and different place. Web-facilitated meetings cut travel time and cost.
Critical vendor selection challenge	Establish what matters to your organization and how much it matters—and how well vendors perform. This insight is critical in final negotiation of price, terms, and conditions.
Prioritization of project features	Each feature is evaluated against the overall design specification, economic-value, and impact on customer.
Stakeholder buy-in is critical to success	Web-based collaboration to include hundreds of participants around the world in hours—not months.
Expertise required to move forward exists at many levels in the organization	Set roles to senior management to focus on priority of strategic criteria, while subject experts focus on technical detail.



1980s — IBM Selection of Core Technological Framework
 CIA Threat Assessment & Prioritization

1990s — Ford Quality is Job #1 Campaign
 Dept. of Veterans'



OUR HISTORY

In the early 1980s, when most of us were still amazed by wrist-watch calculators, the pioneers of Expert Choice started harnessing the new ‘personal computer’ to model how government officials and business leaders actually make decisions. With a list of customers that is a veritable who’s who of government and industry, Expert Choice has found success in that pioneering spirit.

As the world of computing has leaped forward, so has Expert Choice. The initial software was powered by computers less powerful than today’s mobile phones. Today our cross-platform, Internet-based collaboration tools have helped thousands of customers gain deep insight into complex problems.

Today our prioritization platforms are available in a number of languages and taught at over 60 universities around the world. Annually, our software is used to allocate billions of dollars in investments, by government agencies, Fortune 500 companies, and small enterprises alike. In government, vendor source selections have long been known to be more efficient and less prone to expensive procurement protests when supported by the Expert Choice seal of approval.

For 30 years, our approach has been successful. The speed, power, and flexibility of our software has improved dramatically as has the speed and delivery of results to our clients -- be it delivering a cutting-edge health care market research program in less than 48 hours, or enabling decision-makers to chase the sun in a 24 hour data collection effort for a major microchip manufacturer. Our latest products now allow you real-time facilitated collaboration around the globe, combining our enterprise level Internet application and popular voting equipment.

The past, however, is only prologue to where rational decision making is headed. We are constantly experimenting with new ways to combine the power of the Internet with time-tested and reliable methodologies for gaining insight into your decisions. We look forward to another 30 years of innovation, market leadership – and above all the continued success of our customers.





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