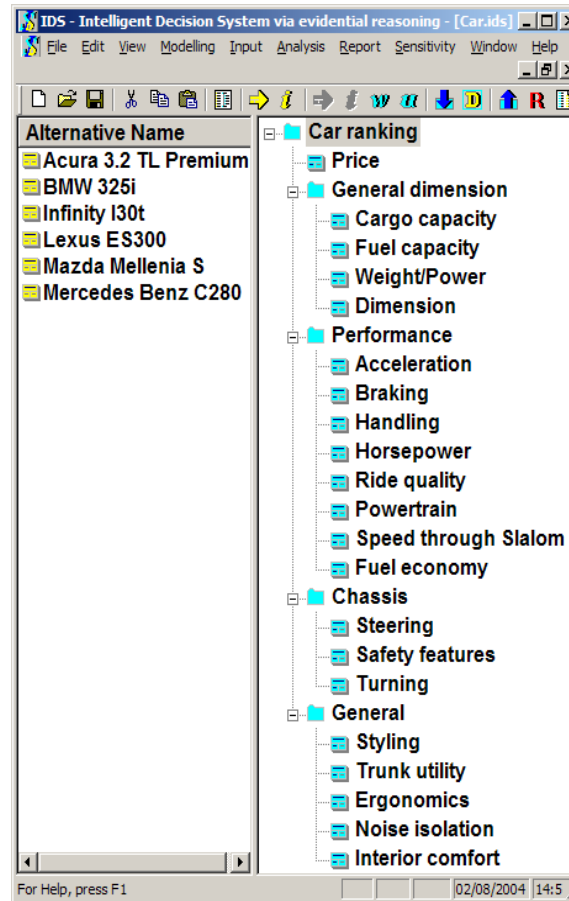


The IDS Software

- Supporting multi-criteria decision analysis under uncertainty
- Providing effective Knowledge management and decision communication
- Empowered by the Evidential Reasoning approach, a breakthrough methodology
- Informative and reliable outcomes
- Rich graphical data presentation and sensitivity analysis
- Free demo available at www.e-ids.co.uk



For more information on the IDS software and the Evidential Reasoning approach, their applications, related training, consultancy and services, please visit the website:

<http://www.e-ids.co.uk>

Intelligent Decision System



The most
advanced
software tool for
assessment and
making best
value selection

Informatively
& Reliably

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The Evidential Reasoning (ER) Approach for Decision Making

A study of 270 UK-base decision makers conducted by Capgemini in 2004 has revealed that today's business executives need to make more timely decisions. The self-reported decision 'failure rate' is 24% and the annual cost of 'wrong' decisions is over £800,000 per decision maker.

One of the main reasons for making wrong decisions is a lack of methodologies and tools in structuring complex business decisions, where conflicting options add to uncertainty and complexities in making the best value judgments.

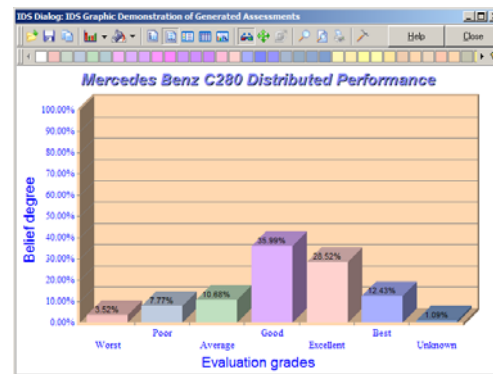
The *ER* approach is one of the breakthrough outcomes in the multi-criteria decision analysis field in the past 20 years. It is developed in The University of Manchester and judged by experts as internationally leading in the field. It is used in the IDS (Intelligent Decision System) software tool to support a wide range of decision making and value judgements.

Unique Features

- Maximum use of available data, including data with uncertainties, such as subjective judgements, random data, and incomplete data
- Supporting rational, informative and effective decision making scientifically

Benefits

- Save money by selecting the best value option and identifying its pros and cons
- Save money through
 - Structured decision making process
 - Effective knowledge management
 - Effective decision communication via automated text and graphics report



Examples of Application



- Contractor Selection
- Supplier Assessment
- Quality Management
- Policy Consultation
- Product Selection
- Safety and Risk Analysis
- Design Evaluation
- Customer Satisfaction Survey

