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# What is Hiview3?

*Hiview3* is a decision modelling tool that supports the appraisal and evaluation of options. It is equally effective for group decision making, such as decision conferences and for individual decisions.

With a host of user-defined features, *Hiview3* can be configured to address a variety of problem areas, supporting your specific business objectives. *Hiview3* enables users to make effective decisions in areas such as Capital Projects, Policy Setting, Strategy Selection, Problem Solving and Budget Resourcing… in fact, once you use *Hiview3,* you'll make only good decisions…

# How can Hiview3 help?

*Hiview3* is particularly useful in helping decision makers faced with conflicting objectives to choose the best way forward. A key advantage of *Hiview3* is the ability to include non-monetary and even qualitative decision criteria.

*Hiview3* decision models are used to support bid evaluation, setting business strategies, making capital purchases, site selection and many other tasks. All models can be reported in a transparent manner to show the entire decision process.

# How does Hiview3 work?

*Hiview3* uses world leading Multi-Criteria Decision Analysis (MCDA) techniques, to provide methods of measuring the relative importance of criteria with different units. MCDA has been developed from Decision Theory, which itself is based on a set of principles that describe logical preference. The mathematics that emerges from these accepted principles, guarantees coherence and consistency in the resulting decision.

The science behind MCDA is complex, but analysing decisions with *Hiview3* couldn't be easier. You don't have to understand the systems or equations that support decision making in *Hiview3;* all you have to do is focus on your business objectives and make judgements about your options. *Hiview3's* structured approach can then be engaged to take the guess work out of decision making.

# The main benefits of Hiview3…

- Appraise and evaluate options
- Manage conflicting objectives
- Include non-monetary and qualitative decision criteria
- Build transparent models
- Easy to use
- Ideal for group workshop decision making
- In depth analysis
- Flexible
- Based on world-leading academic research

# MACBETH in Hiview3

*Hiview3* provides the ability to evaluate criteria that are wholly qualitative.

Using exclusive MACBETH techniques it is possible to create robust and consistent decision models using entirely verbal judgements, with no numerical data.

# About Catalyze

Catalyze's services are focused on helping our clients make tangibly better operational decisions. Our processes combine decision theory techniques with a strong emphasis on social group dynamics to promote a unified team commitment to the best route forward.

Catalyze assists organisations in making more considered and effective decisions by helping to define the options and set a framework to evaluate them. This process also helps to focus individual judgments into a collective strategy, determining the best use of available budgets and resources.

Our Services include Decision Conferencing, MCDA and Facilitation Training, Process Consulting and Innovation workshops. We provide services and software in the field of Decision Analysis based on applied research and software development at the London School of Economics.

Contact Catalyze on +44 (0)1962 775923 or visit www.catalyze.co.uk

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# Decision Analysis Using Hiview3

**With unlimited scope, *Hiview3* models allow decision makers to consider all the options and choose the best route forward. Making the right decisions with *Hiview3* couldn't be easier, with a simply and easy to use 'five step process' to better decisions…**

## Stage 1: Constructing a Model

The leftmost node represents the overall project or decision to be made. It is usual for the 2 nodes directly attached to represent costs and benefits, with nodes at the far right of the tree representing criteria against which investment options will be measured.

## Stage 2: Scoring

Each of the investment/action options in the model is now scored against the criteria set out in the tree structure. Criteria can be scored in monetary terms or quantified as non-monetary assets. Scores can be input to the model either numerically or graphically.

For fully qualitative, verbal judgements, use MACBETH to score.

## Stage 3: Setting Preferences

This is the key differentiator of MCDA over other decision analysis techniques. At this stage the decision maker(s) must make a value judgement on the relative importance of the different aspects of the model.

Preferences use swing-weighting techniques, which are more robust than simply setting the relative importance of criteria.
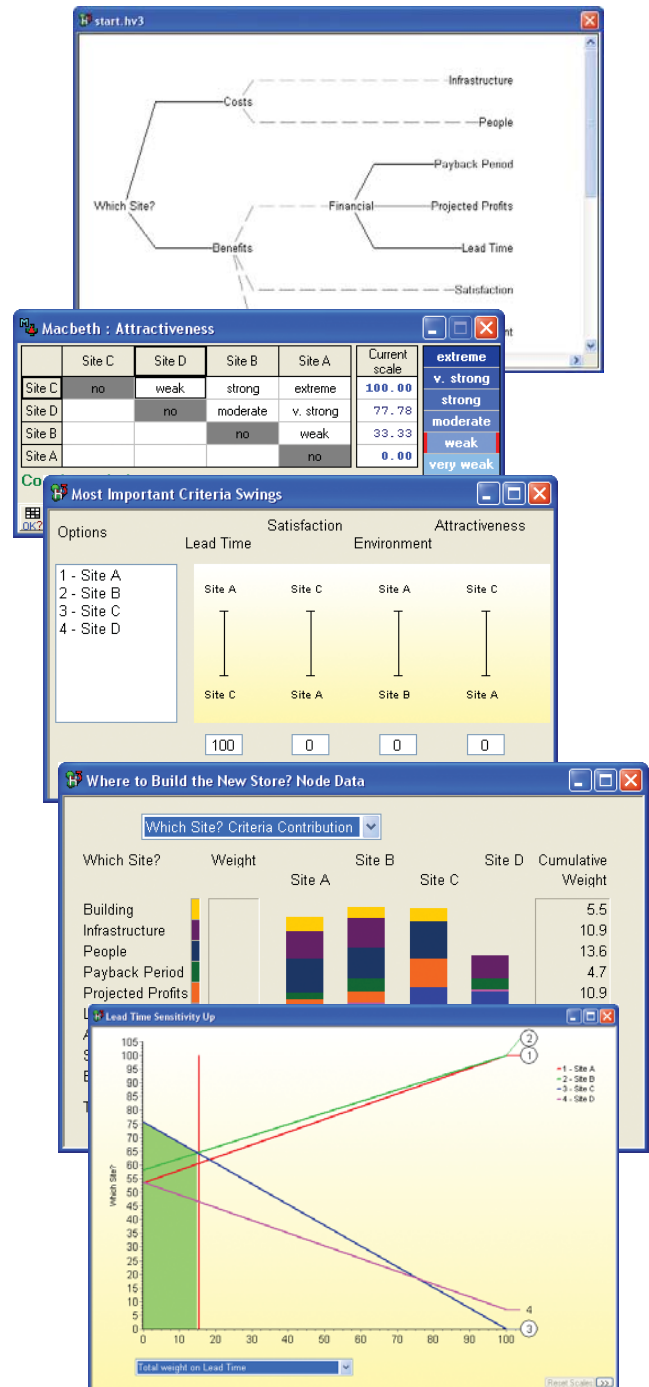
## Stage 4: Analysing the Model

Once the model is complete and the scoring preferences have been set, various analyses can be performed on the model.

Sensitivity analysis is used to demonstrate the robustness of an option over its rivals. It is easy to see graphically where one option is completely dominated by another.

## Stage 5: The Recommendation

*Hiview3* supports the decision making process and presents a number of a recommendations that clearly indicate the most appropriate options, based on the applied science of MCDA.

## Evaluate Hiview3

To see for yourself how *Hiview3* can help you to make tangibly better decisions, simply visit the catalyze website and download a free evaluation version of the software. **Visit www.catalyze.co.uk to download *Hiview*3.**

While you're there, why not download our other MCDA application, *Equity3* or find out more information about our range of decision support services.

Developed in association with **Enterprise LSE**