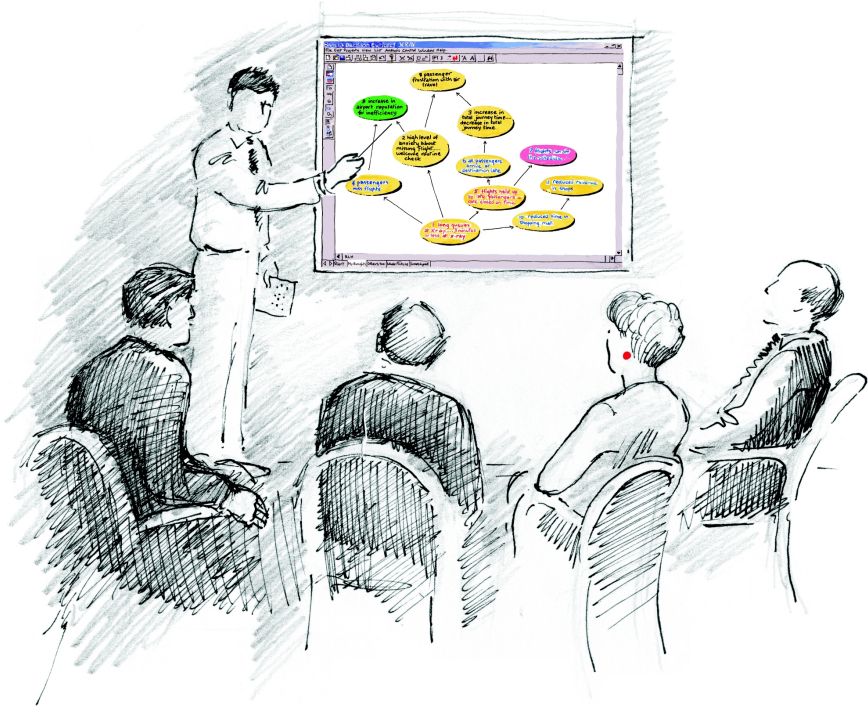


DECISION EXPLORER®



***Advanced decision support software
for ideas mapping***

BANXIA®
SOFTWARE

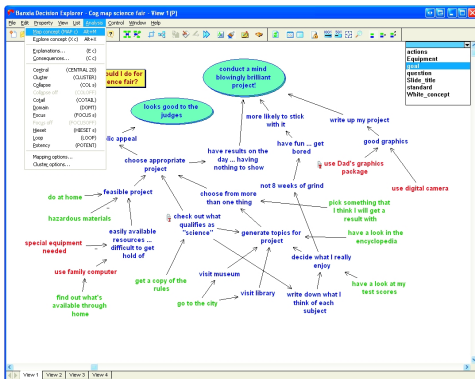
Download your free demonstration now at www.banxia.com

RLH

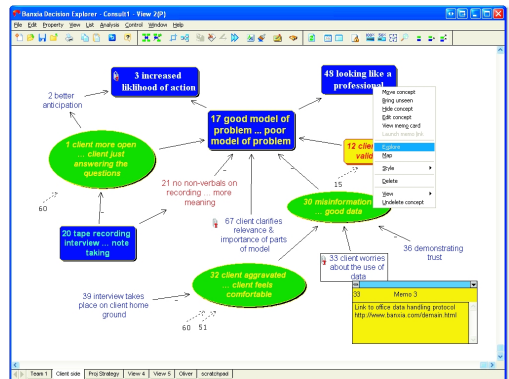
Decision Explorer® is a Windows® based ideas mapping tool. It is straightforward and easy to use - but don't underestimate the power of this tool. After brainstorming your ideas into the software they can be easily structured, restructured and explored in a variety of ways, which will trigger new ideas. Decision Explorer® helps you to organise your thinking by capturing ideas and the relationships between them, making the interdependencies explicit. The use of display colour and font variations allow you to provide emphasis and convey additional meaning. Decision Explorer® is remarkably easy to use and has been specifically designed for both personal use and seamless operation when used live, in facilitated decision-making workshops.

Using Decision Explorer® you can ...

- Develop a clear picture of an issue that shows the interrelatedness and interdependencies between different aspects of the issue, so that they can be explored and debated.
- Effectively present reasoning through the structure of the lines of argument in the map.
- Discover the real issues behind the headline information using the advanced analysis functions.
- Maintain the richness of your data by managing the complexity instead of having to use a weaker overview of the information.
- Maintain the focus in group meetings by reducing the need to repeat ideas, while building on and around the information already on display.
- Build feasible, practical and acceptable solutions by combining the opinions of different people and negotiating a shared understanding.



Ideas can be displayed and printed using styles, conveying additional meaning through colour, font and other attributes.



Maps are displayed in “views”, each of which can be worked on separately to explore different areas of your model.

The decision support tool for professionals



“Decision Explorer® has proven to be a powerful facilitative tool. Used ‘live’ in workshops it provides a very efficient and productive means of keeping participants focussed and communicating. As a means of joint decision making, I have not found better.”

Kenny Forsyth, Consultant, Strategy Group, PricewaterhouseCoopers

Banxia’s Decision Explorer® is a proven tool for managing ‘soft’ information - the thoughts and ideas that surround complex or uncertain situations. By generating ‘maps’ of ideas and pulling them together in a coherent picture, Decision Explorer® will help you to improve your understanding of a situation. It allows you to capture, in detail, thoughts and ideas, to explore them and gain new understanding and insight.

Manage complexity and release creativity

In Decision Explorer® it is the links between ideas which add structure to the model, revealing relationships and the cause and effect of different ideas. Decision Explorer® “COPE™” is not just a presentation tool - you are building up a “database of relationships”. Picture, if you can, a colourful 3-D molecular model that you can twist and turn and explore in different ways. The views in Decision Explorer® act as ‘doodle pads’ allowing you to show and hide parts of the model as desired. Textual reports add further depth to the information available providing a range of outputs from a straight listing of the ideas in the model through to in-depth structural analysis. The software will help you to analyse your model, enabling you to work quickly and effectively with many hundreds of concepts.

“Decision Explorer® has been an invaluable tool both in teaching and research. In teaching it has enabled students to enter complex situations and understand the richness of multiple understandings; it has enabled students to successfully carry out summer projects in organisational settings that would have been difficult, if not impossible, to analyse without this tool”.

“In research it has enabled me both to work with groups to explore situations and, on an individual level, to analyse semi- and un-structured research interviews in more depth than I would otherwise have achieved”.

Mike Cushman, London School of Economics, UK.

Pricing and product options

A number of different product and price options are available for Decision Explorer®. If you cannot see a license option suitable for your circumstances then please contact us to discuss your requirements.

On our web site:

- Download a working demonstration
- Case studies • Frequent questions
- Training course dates • Bibliography
- Introductory workbook

Prices - all prices exclude VAT and shipping

Item	Standard	Educational
Decision Explorer®, single user license	£395	£295
5 User Saver Pack (5 individual licences)	£1580	£1180
If you are buying more than 5 in one order, then a 20% discount applies on the standard price of £395 for additional users.		
“Personal” edition (previously “student”)	£99	£99
Lab license for 30 students (restrictions apply)	N/A	from £895
All software is web download only		

** Discounts apply only when multiples are purchased in the same order. See web site for academic terms and restrictions.*

Decision Explorer® key features

- Easy data entry for both concepts/ideas and links.
- User-defined styles to highlight key data and to emphasize different types of link, allowing you to convey additional meaning using colour and font variations.
- Re-arrange maps on screen in zoomed or 100% scale to look at sections in detail or to gain an overview for layout or structural improvements.
- Memo cards for storage of background information or data sources for instant screen reference.
- Import / export to other applications using XML. Link to other software for audience response / group decision support.
- Full-featured printing (including ‘fit-to-page’).
- Comprehensive manuals and tutorials (visit www.banxia.com for free downloads).
- Proven in workshops as a facilitators tool.

Used in over 45 countries worldwide ...

Academic

Alaska Pacific University • Brunel University • Bryant College • City University of Hong Kong • Cranfield School of Management • Curtin University • Delft University • Free University of Amsterdam • George Washington University • Georgia State University • HEC Montreal • Helsinki University of Technology • Henley Management College • Indian Institute of Management • INSEAD • Irish Management Institute • JISC • John Hopkins University • Kingston University • London School of Economics • Lund University • Lyon Graduate School of Business • Manchester Metropolitan University • National Chiao Tung University • National Technical University Athens • National Tsing Hua University • Nijenrode University • Open University • Penn State University • Politecnico di Bari • Russian Academy for Public Service • Smithsonian Institution • Sophia University • Stanford University • UNIDAVI • Universities of: Aston, Bath, Cambridge, Edinburgh, Keele, Lancaster, Laval, Manitoba, Minnesota, Namur, Navarra, Oxford, Porto, Potsdam, Sevilla, St Andrews, St Gallen, Strathclyde, Tasmania, York • and many more!

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For more information visit Banxia Software's web site at www.banxia.com

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Decision Explorer® order form

License type	Product code	Quantity	Unit price	Total

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Gain insight into your critical thinking ...

Decision Explorer® can be used for ...

- Strategy development
- Ideas capture
- Conflict resolution/ negotiation
- Competitor analysis
- Interview analysis
- Personal project mapping
- System dynamics modelling
- Report/ document structuring
- Risk identification
- Focusing creativity in meetings
- Stakeholder analysis
- Structured brainstorming
- Scenario building
- Problem solving
- Qualitative data analysis
- Influence diagramming
- Identifying distinctive competencies
- ... and much more

See the positive and negative consequences of an action



Facilitate communication within groups



Identify and explore key assumptions and areas of conflict



Make better, more informed decisions

To learn more about Decision Explorer® visit www.banxia.com

"[Decision Explorer®] was an extremely useful tool to use, I just cannot think of any other way in which it would have been possible actually to bring together all this different information and weld it into a single report which everybody now looks at and can recognise some of their own input."

Tony Knight, Henley Management College

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