

# AHP

ANALYTIC  
HIERARCHY  
PROCESS



transparent  
choice

[www.transparentchoice.com](http://www.transparentchoice.com)

# ANALYTIC HIERARCHY PROCESS

Analytic Hierarchy Process (AHP) is a structured and transparent way of making decisions. With AHP your decision becomes a step-by-step process, which simplifies decision-making, enables collaboration and improves the quality of decisions.

## Why use Analytic Hierarchy Process for decision-making?



AHP structures your decisions, enables collaboration and can be used to make various decisions

### Structured Decisions

AHP allows you to structure your decision into a step-by-step process. This means that instead of working on vague decisions you work on a few well-defined tasks.

### Enables Collaboration

AHP by TransparentChoice lets you collaborate with geographically dispersed colleagues and to assign tasks to people with specific expertise. This improves decision quality and buy-in.

### Variety of Applications

AHP is ideal for many different types of decisions. In fact, AHP from TransparentChoice makes the whole process so simple you can make it part of your everyday culture.



*This was a really productive use of my time. We should make all decisions this way. Cutting the decision time-frame down from 90+ days to just few hours means we can respond more quickly and effectively to our members' needs.*

*-CEO of one of the world's largest trade association*



# Why invest in AHP?

TransparentChoice's AHP software is not just some "fad". It is based on 4 decades of decision science, neuroscience and psychology research. Our software provides the structure and collaborative framework that's vital to building a strong bridge between your goals and the outcome of your decision.



Use case example :



You should invest in TransparentChoice's AHP software if you want to:



## Improve ROI

It's much easier to align your decisions with "value" if you have a clear definition of value on which everyone agrees.



## Debottleneck Decisions

Deadlock can kill a decision. TransparentChoice breaks the deadlock through structured, task-based collaboration.



## Reduce failures / Lower risk

Research shows that half of the major decisions made in organizations fail. Adding good collaborative structure can reduce your failure rate by up to 60%.



## Make more transparent decisions

Transparency is important. When people trust and understand your decision, implementation tends to be more reliable. Also, having an "audit trail" for your decision lets you defend your actions, if necessary.



## Improve stakeholder engagement

In some cases, your stakeholders control important resources. In other cases, they represent the community you serve. In either case, getting them onboard leads to lower-risk, less contentious implementation of your decision.



## Accelerate your decisions

AHP helps you structure the decision-making process which helps you manage the project more quickly. By providing real-time feedback and analysis to decision-makers, decision-cycles can be compressed, in some cases, from months to a day.



*Improving this one decision has increased value-delivered to the business by millions of Euros.*

*-Director Strategic IT, Energinet*



# How it works

## Decision with Analytic Hierarchy Process

See how to turn your decision into the step-by-step process



### 1. Define Alternatives

Define the complete list of alternatives. Alternatives are things from which you choose, such as projects, vendors, technologies or candidates.



### 2. Organize Criteria

Brainstorm and organize your decision-making criteria. Collaboratively building your criteria list increases buy-in and improves decision quality.



### 3. Build Surveys

Define surveys that leverage the subject matter experts across your organization to deliver the best possible data to decision-makers.



### 4. Collect Input

Your participants and experts can be located anywhere in the world and can fill in surveys on their own or can even work together in real-time meetings.



### 5. Check Consistency

AHP-based software can check consistency of comparisons which helps to identify potential problems with the low quality of judgements.



### 6. Find Group Values

Find the common values of comparisons for the whole group. These might be consensus-based values or averages from collected judgements.



### 7. Ranking of Alternatives

You can see your list of alternatives ranked in order of value / attractiveness. You can even see which criteria drive those scores.



### 8. Weights of Criteria

Another result from the process are weights of criteria. Criteria weights represent the priorities of the people that participated in the decision.



### 9. Sensitivity Analysis

Check how the ranking of alternatives changes when criteria weights change. Sometimes, even small changes in weights lead to a different decision.

# Where to use TransparentChoice

There are many areas in which  
TransparentChoice can support your decisions.

## Pick one

Pick one decisions are ones where you are selecting a winner. Selecting a vendor solution, a technology, a route or a site for infrastructure and hiring people are all examples. TransparentChoice helps structure the decision in such a way that stakeholders can collaborate on building both understanding and consensus around the decision. This typically helps speed up the decision and increases buy-in. It can even be used in "townhall meetings" to foster true stakeholder engagement in major projects.

TransparentChoice  
addresses two categories  
of decision



## Pick many

Pick many decisions are ones where you are selecting a portfolio of winners. This could be selecting a portfolio of IT projects or strategic initiative planning etc. TransparentChoice not only structures the decision in a way that helps build consensus, but powerful analytics also help you balance and optimize the portfolio to squeeze the most value from your limited resources. We often see an increase in portfolio value delivery anywhere between 20-40% with TransparentChoice – typically adding millions of Dollars of extra value.

TransparentChoice  
makes AHP  
more affordable  
and easy to use

The types of organizations who use our product include:

- Government
- Defense and Aerospace
- Energy and Utilities
- Telecommunications
- Life Sciences
- Manufacturing
- High-tech
- Oil and Gas

## Typical use cases

- Change / Transformation
- Project Prioritization
- Portfolio Optimization
- Budgeting and Planning
- Procurement
- Innovation / R&D
- Strategic Planning / Reviews
- Trade Studies
- Policy Development
- Site Selection
- Public Consultation
- Site Closure

# EXAMPLES



## Westat

Reduced their customer's decision cycle for strategic initiatives from 90+ days to 1 day.

## ARUP

Helped select an option for satisfying the strategic air capacity need of an Asian country.



PWC team used TransparentChoice to get stakeholder agreement in a highly political multi-billion dollar infrastructure project.



Delivered real-time decision-making environment to allow approx. 80 stakeholders to prioritize strategic transport needs for World Bank-sponsored initiative in Brazil.



Eliminated 30% obsolete projects using TransparentChoice software and saved more than 6 million Euros with clear priorities and allocation of resources.



Wright Strategy – Helped their client stakeholders balance complex drivers to place contracts for construction of new water processing plant.



Avoided potential large-scale government project failure by demonstrating that none of the bids from vendors was able to satisfy their business goals.



## transparent choice


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