

## Consultancy Companies



Cogentus is a Management Consulting company specialized on data analytics. Its main objective is to help organizations solve tough decisions i.e. involving multiple stakeholders, uncertainty or high level of complexity. Cogentus Data Analytics Tools are designed to be powerfully persuasive and work on a practical level, helping organizations to gather, manage, aggregate, visualize and analyze data in a way that creates real added value. Cogentus operates at all level of the organizations including corporate, business management, program management and projects.

Global organisations across a range of industry sectors use Cogentus solutions to maximize project performance, optimize resource allocation, evaluate possible partnership ventures, assess communication strategies, monitor activities effectiveness, facilitate organizational change, unlock creativity and stimulate innovation, and improve their decision making processes in general.

### WHAT'S DIFFERENT

**Stakeholder Perspectives** – Cogentus data analytics is unique in that it can take into account many stakeholder viewpoints in a same model. It is clear that different stakeholders value things differently and trying to create a single data source that suits all doesn't always work. In fact, it papers over a multitude of cracks. It is far better to accept those differences and see what effect it has and then **manage those differences**.

**Strategic Alignment** – Cogentus data analytics are carried out such that it aligns with the organisation's mission and vision. This means that managers can always be sure of a good strategic fit whatever.

**Value For Money** – Cogentus data analytics are all about demonstrating value for money arguments even where value is hard to measure. In addition data collection, storage and retrieval process are systematised to always guarantee efficiency gains.

### COGENTUS FRAMEWORK

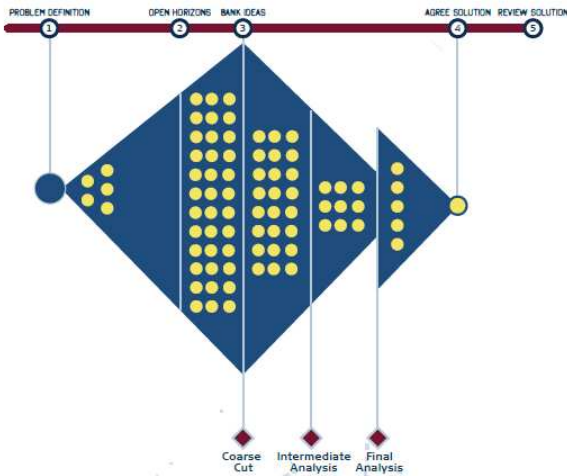
Cogentus offers a mix of academic expertise in decision science and Multi Criteria Decision Analysis (MCDA) techniques, robust reusable processes and its own analytical tools. These combine together, using facilitated process where necessary, to provide an extremely robust data analytics framework.



### Cogentus approach is based on:

- Workshops - getting people together which allows different disciplines within the organization and external stakeholders create a common language to increase understanding.
- A systematic process that keeps people on track and focused on action.
- Software enabling robust analysis of complex issues with high impact output that clearly conveys the impact of decisions.

The outcome is accepted by the people involved as fair and equitable.



## COGENTUS SOFTWARE

Cogentus decision support tool set includes its own software packages. Continuously enriched from practical experiences their flexible tools are perfectly adapted to clients' needs. Cogentus decision support tools offer a powerful analytical help to structure difficult problems, build common understanding, unlock creativity and feel confident with difficult decisions. Their user-friendly software packages offer infinite scenario simulation capabilities to help managers evaluating available options and identifying the best solutions for their organisations.

Cogentus decision support software includes Promax Survey, Promax Std and Promax Pro which are leading edge data gathering and analytical tools. They enable companies of all sizes to improve their decision making results in a cost effective manner, providing less risk and a quick return on investment for customers.

### Promax Survey

Good decisions need to be supported with data, but there are more and less expensive ways to collect it. As part of its offer, Cogentus helps clients structuring their data collection and their information management process in the most efficient way, using a state-of-the-art online survey tool: Promax Survey. It is a web-based survey tool designed to capture and gather key information about existing technologies, project impact, organisation progress or a target population views, for example. In general it can be used at the data gathering stage for any decision, prior to subsequent analysis. Moreover its extended functionalities allow using this tool even to collect and aggregate major market research data online. As opposed to the old fashioned survey designs with the hard copy questionnaires, Promax Survey is a modern, cost effective and user friendly online software that will make the researcher's life a lot easier.

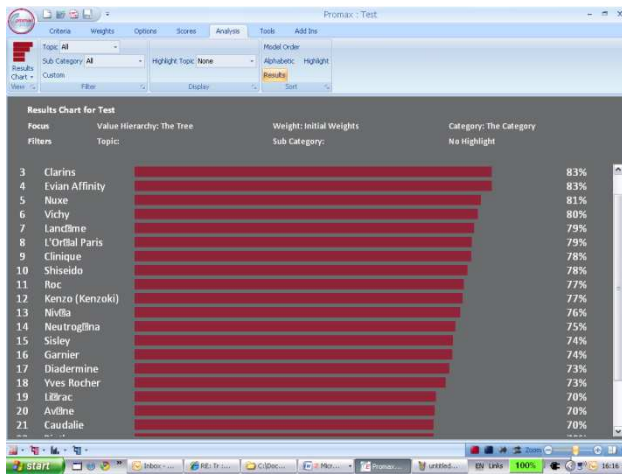
As part of this offering Cogentus also helps clients tailoring questionnaires according to every particular information need and subsequently hosting the resulting survey data on Cogentus server if necessary. Access to hosted databases is simplified using Promax Survey's filtering system which allows automatic tailored reports according to specific enquiries at any point in time. Finally, stored data can be easily exported to commonly used analysis software (e.g. excel, spss, etc) as well as to Promax Std and Promax Pro software which links Cogentus' data gathering and information management service to its analysis offering.

### Promax Std

This multi criteria analysis software updates Cogentus previous version Promax Ranking software with a new and improved look as well as extra functionality. Additional mind mapping functionalities considerably enhance problem structuring possibilities during the initial phases of the modelling process. The flexibility of the software also makes it an ideal tool when running creativity workshops with clients to stimulate brainstorming options for example. Promax Std can be used for decisions where there are multiple options which need to be ranked in order of preferences. It is powerful enough to be used for multi-million dollar decisions but simple enough for more straight forward ones as well. Promax Std is used by Cogentus clients to solve difficult problems in all sorts of domains, such as:

- Technology Selection
- Bids & Proposals
- Vendor Evaluation
- Partnering Evaluation
- Investment Appraisal
- Market research data visualization
- Strategy formulation

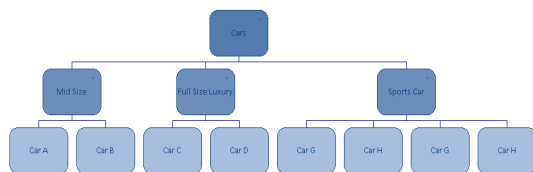
**Improved Interface:** Far easier to use, since the interface is now much more like Office 2007, with Ribbon toolbar



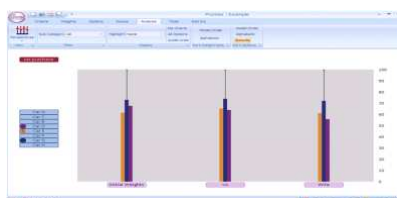
**Multiple Trees:** Allows you to model different stakeholder ways of representing the same problem (different ways of measuring value or even different criteria)



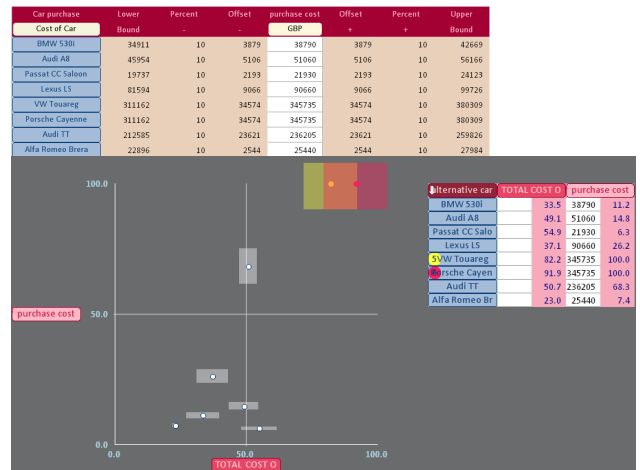
**Multiple groups and Categories:** Organise information and visualise results from any category of your choice



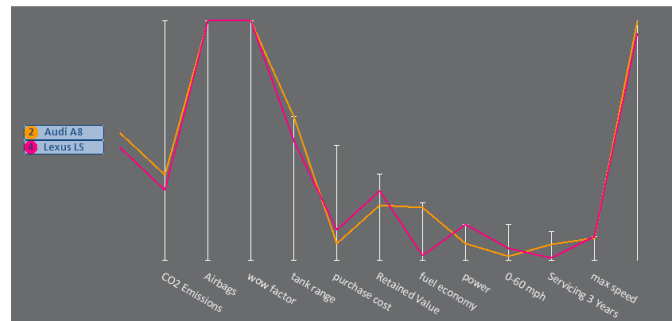
**Weight Sets:** Use multiple weight sets to reflect different relative values of numerous stakeholders and look at the decisions from alternative perspectives



**Uncertainty:** A unique three point estimation function, allows the user to assess whether options are, in fact, sufficiently different from each other



**Improved Outputs:** Exciting new ways of displaying the results, in order to ensure absolute clarity.

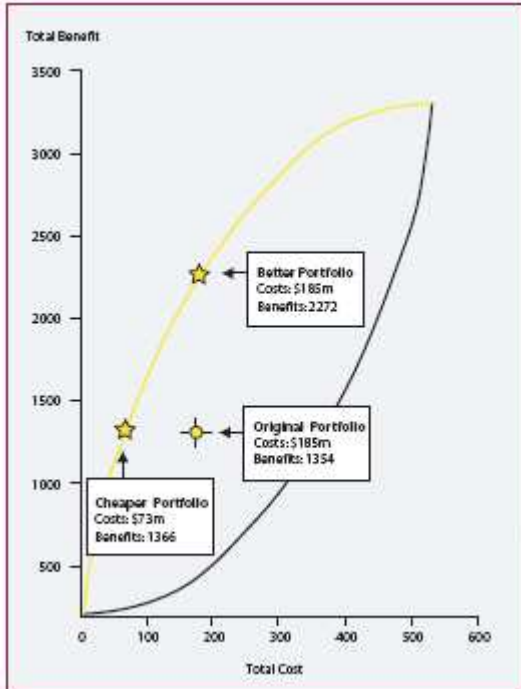


**Promax Pro**

This Optimisation software uses a portfolio approach to choose the best combination of projects for a given budget. It is a sophisticated tool that will cope with “must do” projects, dependencies, exclusions, among other interactions to reflect more realistic situations. Highly visible outputs and many enhanced features make this a product unrivalled in this specialized field. Some applications are:

- Program management budgeting
- Benefits management
- Resource allocation and prioritisation
- Value management

- Asset management
- Negotiation
- Joint Venture creation



## Benefits

- *Flexible*: Highly adaptive, inputs and outputs are compatible with visual, textual and numerical thinking, integrates multiple model versions and appraises and evaluates options in any problem area
- *Conflicting Objectives*: It can capture conflicting objectives, and aid to achieve consensus, since it addresses the viewpoints of all stakeholders
- *Enlightening Outputs*: Results can be visualized from different angles (results charts and tables, sensitivity analysis, strengths and weaknesses, matrices, perspectives)
- *Responsiveness*: Can be instantly updated and re-run as new information is received
- *Consistency*: Reduces dependency on key individuals, avoid hunches and ego, and encode embedded knowledge.
- *User Friendly*: The clear screens make the modelling process simple, allowing the user to concentrate on the problem and not the software

To purchase log onto Cogentus website  
[www.cogentus.co.uk/products](http://www.cogentus.co.uk/products)