



DECISION MAKING



HOW TO MAKE THE BEST CHOICE ?

Sometimes it can happen that you have a problem and for this problem you have multiple solutions, alternative solutions. Each of these solutions has benefits and downsides.

Let's take you have to deliver goods but your truck is stopped because of an engine failure. You will be delayed by one day if the truck is repaired. But your customer is really expecting the goods today and delivery cannot be delayed. You could decide to send another truck to take care of delivery but your costs would raise. So, what you decide? Keep the costs low and make your customer angry? In this case you will keep your benefits. Or you decide to send another truck (which could have been used for another delivery, so you lose money) but your customer will be delivered on the same day and will be thankful. Here you have two solutions (could be more) and each is a possible next step to solve this problem. But each solution has benefits and downsides. How do you decide?

IT IS ALL ABOUT THE ATTRACTIVENESS OF THE ALTERNATIVES

What needs to be done is to understand and compute all the benefits and disadvantages for each possible solution and evaluate the attractiveness of each solution towards your desired output.

Making decision is evaluating each alternative and selecting the one which is the most attractive to your business.



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This “way of thinking” has to be put inside your software so that this software can take decisions on your behalf by respecting your rules or goals.

Making decision is applied when reasoning and when solving problems whenever you must deal with alternatives.

AND WE ALREADY HAD SUCCESS WITH THIS

For a multinational Fortune 500 staffing company, we designed an expert system to support human resources to manage the impact of the digital transformation on their staff. Many jobs will change and great care needs to be given to this workforce. Based on hard and soft skills, on current and future possible career path and open positions, the smart engine is finding attractive ways forward for these people. But sometimes, more than one possible way was found and we designed a specific scoring engine based on user preferences, skills and steps to go within the problem space (because of costs) to took the best decision for the people and the organization.

Beamak - We make machines think !

Beamak was created in 2016 by Cognitive Psychologists who worked for the French National Center for Scientific Research (C.N.R.S.) and the Computer Science Laboratory for Artificial Intelligence (LAFORIA).

Our functional cognitive architecture using core Psychological components brings to AI engines the ability to understand a context and adapt their attitudes to act and communicate. These components are using Beamak Smart Neuron concept which is processing data in a natural way.

Beamak is helping companies worldwide to accelerate their digital transformation by creating and designing AI solutions which includes cognitive and psychological features.

Founders of Beamak worked for over 20 years for leading consulting and technology companies such as Andersen Consulting, Accenture, Cap Gemini or Hewlett-Packard, managing over 200 projects for Fortune 500 companies in EMEA.

At Beamak, we love what we do and we stick to our promises. We would be glad to be part of your next journey.

Looking forward to work with you soon...

