cinten

Predictive Decision Making

Predictive data-based confidence for decision making
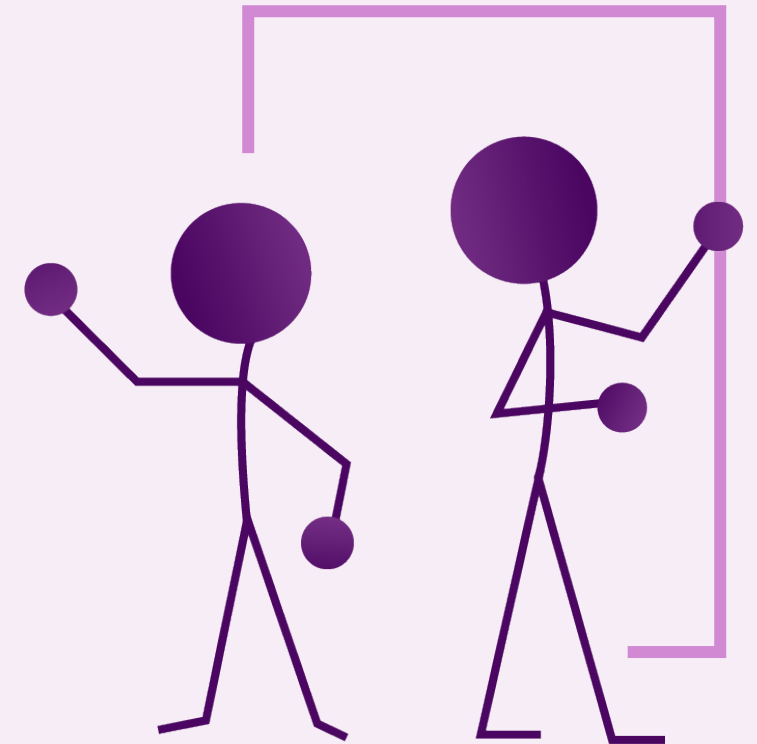
cinten crisis management

2022

What is **cinten**?

Our story begins in 2018 when two friends who had spent their lives serving in the crisis management and risk domain were walking their dogs at night. They were chatting about different ways they could solve uncertainty in decision-making.

One of them had a revolutionary idea, the other said it was impossible.

The idea was simple - removing uncertainty from strategic decision-making, by digitizing the way people, teams, and business units interact with each other, and by these interactions utilizing AI and Machine Learning produce predictive insights that drive business growth. The following day, the idea manifested into a prototype, focusing on the world of crisis and risk management. They knew that if the idea held during the pressure of crisis it would thrive in the everyday world.

Just like Synteny, the research into the origin of genes before they split between species, **cinten allows the cognitive enterprise the ability to understand the origin and the future of its decision making processe**s, mapping out different branches of the decision presenting a clear path to meeting its objectives.

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The Proposed Service – Cloud Based License

Types of Licenses:

1 Simulation per client	3 Simulations per client	10 Simulations per client
1GB Storage for results data, documents & photos	3GB Storage for results data, documents & photos	15GB Storage for results data, documents & photos
24/7 Support	24/7 Support	24/7 Support
Automatic software upgrades	Automatic software upgrades	Automatic software upgrades
---	Unlimited support on concepts & gaming practices	Unlimited support on concepts & gaming practices
---	Training of core group	Training of core group

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* A license to use the system is required

cinten Features

01

The Procedure Editor

Our procedure Editor sets the baseline for comparing expected performance to actual performance. We develop this baseline by integrating an organization's procedure into our Procedure Editor (or- in instances where an organization doesn't have a specific procedure - we work alongside them to develop an expected process), which creates a swim chart that graphically depicts the procedure or the expected process.

The data from the swim chart is automatically translated into a number of different analytics, which reveal incredibly valuable insights into an organization's procedures, personnel, expected performance and the interplay between them.
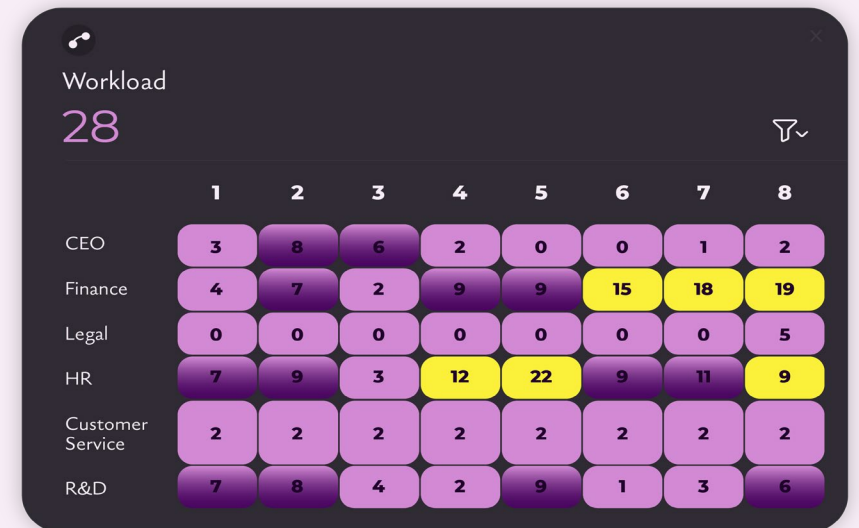
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02
The Analytics

All of **cinten's** analytics can be filtered by person, event, and action- enabling the fullest range of assessment capacity- from an encompassing, holistic view down to a precisely meticulous perspective.

Data generated during every simulation is automatically aggregated into all of **cinten's** analytical functions. By comparing data generated from the swim chart to data generated during the simulation itself, the system compares between how an organization expects it will perform under various circumstances and how it actually performs under various circumstances. The Heat Map, Interaction Map and Intensity Map all have "Expected" modes and "Real" modes, which, through dual evaluation, allow us not only to identify gaps in organizations' policies and practices but also allow us to understand why individuals and groups behave and make decisions as they do.

Heat Map

One of the most valuable insights that becomes accessible after integrating a procedure into our Procedure Editor is the level of pressure that various processes place on different personnel over time. The Heat Map allows us to see the amount of pressure (or "heat") that various protocol and procedures place on the personnel charged with implementing them.

Workload
28

	1	2	3	4	5	6	7	8
CEO	3	8	6	2	0	0	1	2
Finance	4	7	2	9	9	15	18	19
Legal	0	0	0	0	0	0	0	5
HR	7	9	3	12	22	9	11	9
Customer Service	2	2	2	2	2	2	2	2
R&D	7	8	4	2	9	1	3	6

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The Word Analysis

The word analysis map aggregates all of the words used by every player and positions them in a map according to their frequency of use. The more often a word is used in a simulation, the larger it appears in the map. Click on any word in the map and the system highlights every time the word was used in the simulation and provides the context in which it was used.
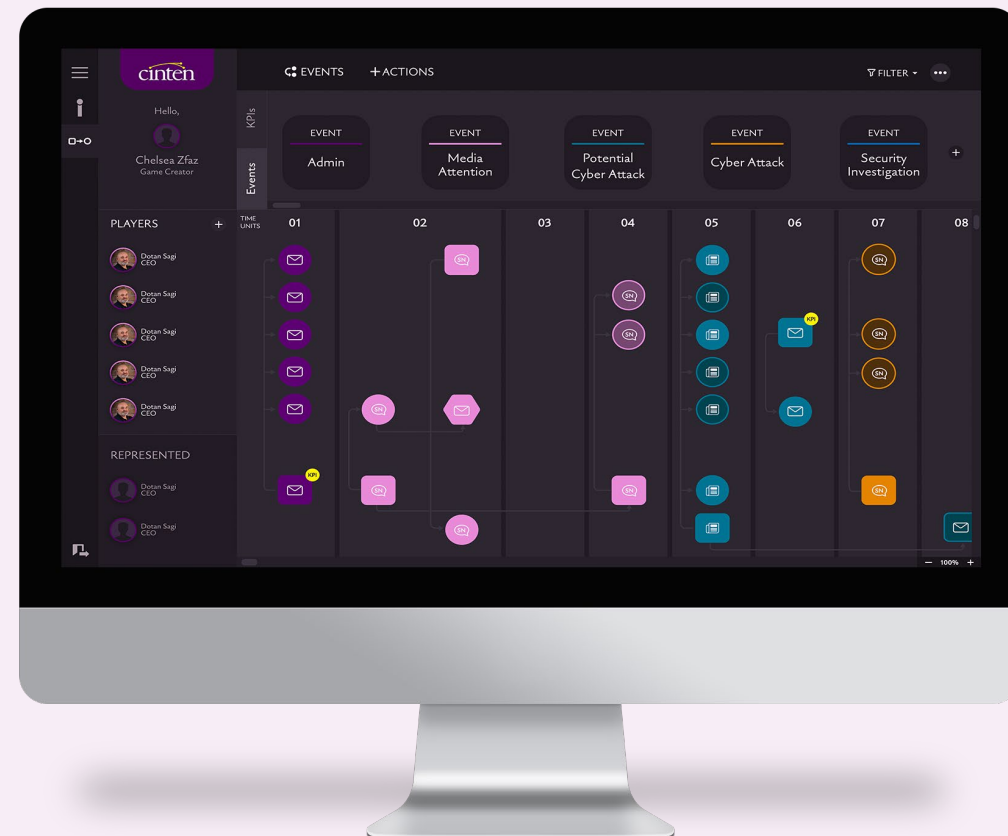
The Intensity Map

The Intensity Map shows us who we can expect to take the lead in relation to certain events in the simulation. It allows us to understand which players are most active in relation to which events, and which players will react to those actions.

The Questionnaires

The questionnaires allow any question to be asked of any and every participant in a simulation. Review of participants' answers offer a valuable window into the mindsets of responders, enabling another level of assessment of human behavioral and decision-making processes.

Interaction Map

The Interaction Map enables an understanding of who communicates with whom and to what degree. This analytic uses an algorithm that identifies the most influential people in an organization. Influence is not measured by the level or degree of correspondence between people but rather the quality of correspondence. By aggregating 8 different parameters that leverage 11 different indicators, we're able to identify the various levels of influence of every participant in a simulation.
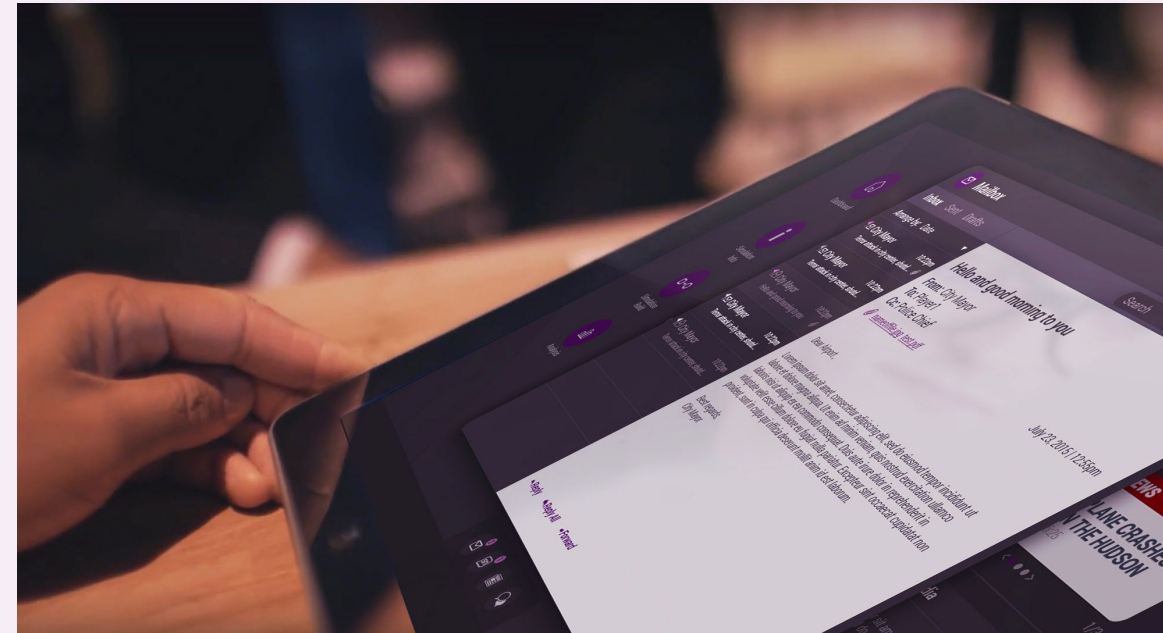
03
The Messaging System

The essence of the simulation is the messaging system. When crisis unfold in reality - regardless of the context or the nature of the crisis - the crux of its management is through communication and cooperation. The **cinten** system reflects that reality.

The **cinten** messaging system has been designed to be incredibly simple to use. It looks and functions precisely like a normal email server. And just like in reality, participants in every simulation use the messaging system to receive information, share information, coordinate responses and make decisions.

40+ Customers

Key Partners

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The **cinten** team was on our side from the dilemma definition and up to designing the real life scenarios. The results were outstanding, delivering clear graphic insights as to how our organization reacted to the crisis including a thorough analysis into the decision making process.

- Senior official from Aviation industry following business continuity war-game

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