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Distributive Management to Speak at 2009 INCOSE Decision Analysis Conference

Fredericksburg, VA, October 22, 2009 – Distributive Management, measurement experts and a leading provider of metrics dashboard software for software, systems and IT organizations, today announced that Peter Baxter, President and Head of Product Development, will speak at the 2009 Decision Analysis Conference hosted by the Hampton Roads Area INCOSE Chapter and the Hampton Roads Society of Cost Estimating and Analysis on November 17 – 18, 2009 in Newport News, Virginia.

The conference, *Decision Analysis and Its Applications to Systems Engineering*, will offer sessions on decision management, decision analysis theory, decision tools, and decision & systems engineering. Mr. Baxter's presentation will showcase the role of measurement and metrics in decision management and analysis using the Saaty Method.

The presentation, entitled *Using Measurement and the Saaty Method to Choose the Best Decision Alternative*, gives attendees a revealing look at how much the Saaty method's input data and all of its quantified output is most easily maintained in a measurement process. Because all decision analysis techniques benefit from the application of measurement, the insights from this presentation can be successfully applied to the advantage of any decision analysis method.

Presentation slides will be available by request after the conference.

To learn more about the conference, please visit:

http://www.incose.org/hra/decision_analysis_conf2009/da2009_index.htm.

About Distributive Management and DataDrill

Distributive Management is the leading provider of quantitative management and performance measurement solutions for use in projects and across the enterprise. Our metrics dashboard software, DataDrill, enables companies to more easily and more effectively implement measurement and dashboards in support of project management, performance reporting, process improvement and initiatives such as CMMI. DataDrill is being used in a wide range of industries, including defense, software/IT, technology, telecommunications, banking, and insurance. DataDrill's customers include Arbitron, Boeing, BAE Systems, Booz Allen Hamilton, GEICO, GE, Hewlett Packard, Lockheed Martin, NASA, Northrop Grumman, Rockwell Automation, Raytheon, SAIC, and Spansion. Visit us online at www.Distributive.com or call 800.779.6306.

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