DeriveOne

Derive One Business Decision Framework

A guide to enterprise decision categories and where data-driven research creates the most value

Our D1 Process

1. Decision Discovery
Clarify the real business question.

2. Method Application
Match the right research and analytics to the challenge.

3. Design & Build
Develop frameworks and tools that support better choices.

4. Test, Learn & Refine
Continuously improve and adapt with evidence.

Enterprise Decision Domains

Strategy & Growth

- **Market entry & expansion:** Deciding where and how to grow.
- **Partnerships & M&A:** Evaluating opportunities with clarity and rigor.
- **Competitive positioning:** Defining how to stand out—and stay relevant.
- **Pricing strategy:** Balancing adoption with profitability.

Examples of How D1 Supports Growth: market intelligence, conjoint analysis, competitor benchmarking

Product & Innovation

- **New product development:** Reducing risk in go/no-go decisions.
- **Feature prioritization:** Determining what will move the needle.
- **UX & customer experience:** Ensuring intuitive, high-impact interactions.
- **Portfolio rationalization:** Knowing what to scale, refine, or retire.

Examples of How D1 Supports Innovation: customer insights, usability studies, trade-off modeling

Marketing & Customer

- **Brand positioning:** Crafting messages that resonate.
- **Campaign targeting:** Directing media dollars to the right places.
- **Customer segmentation:** Understanding distinct audiences and needs.
- **Loyalty & retention:** Building programs that sustain relationships.

Examples of How D1 Supports Marketing Impact: segmentation research, A/B testing, win/loss analysis, ZMET insight extensions

Operations & Supply Chain

- **Vendor & sourcing:** Selecting partners that deliver value.
- **Process optimization:** Streamlining without sacrificing quality.
- **Capacity & logistics planning:** Staying agile to shifts in demand.
- **Technology adoption:** Choosing systems that unlock performance.

Examples of How D1 Supports Operations: benchmarking, simulation modeling, cost-benefit analysis

Finance & Risk

- **Capital allocation:** Prioritizing where to invest.
- **Revenue stream analysis:** Identifying growth drivers across regions, channels, or units.
- **Scenario forecasting:** Modeling outcomes before committing resources.
- **Enablement ROI:** Measuring the impact of customer and workforce training.

Examples of How D1 Supports Financial Decisions: allocation modeling, sales performance analysis, enablement ROI measurement

Technology & Data

- **Build vs buy:** Making smart platform and vendor choices.
- **Digital transformation:** Roadmaps that align tech and strategy.
- **Data governance:** Building trust, compliance, and usability.
- **AI & automation integration:** Scaling responsibly and effectively.

Examples of How D1 Supports Technology Choices: AI proficiency mapping, data maturity assessments, ROI modeling

People & Organization

- **Talent acquisition:** Ensuring the right skills and capabilities join the business.
- **Workforce planning:** Preparing for the future of work.
- **Engagement & retention:** Creating cultures where people thrive.
- **Org structure & change:** Aligning teams to strategy.

Examples of How D1 Supports People Decisions: engagement surveys, latent variable analysis, enablement ROI analysis, skills taxonomy and job task analysis

Derive One partners with leaders across industries to ensure that **every critical decision is grounded in insight and designed for impact.**