



# EdgeData & Heuristics

- Trial and error; common sense, not always optimal, profiling, rule of thumb or an educated guess are all ways of referring to heuristics. Some heuristics are good, such as interpreting information based on experience. Some heuristics are not good, such as escalation of commitment rather than walking away from a losing proposition.
  - Who? EdgeData employees listen to your business experts and other industry leading experts for the “feel” that imparts their experience.
  - What? EdgeData makes sure that the decision-support data is driven by facts that fit the “feelings”.
  - When? EdgeData uses heuristics as an example when culture needs to be adapted rather than transformed.
  - Why? EdgeData marries heuristics and data to provide resiliency to data-driven decision support. It has to pass the “common sense” test.
  - How? EdgeData uses heuristics filters to validate inputs and results during workflow development. It is a great way to involve the “owners” in your organization at various levels.