

Executive Summary

[DecisionEar](#) is a decision support system delivered as Software as a Service (SaaS). It delivers a collaborative, data-driven, web-based approach that enables rapid, collaborative, evidence-based decision making. DecisionEar allows users to define a responsibility matrix (RACI, RASCI, CAIRO, ARCI) or decision matrix for each decision, and assign decision making rights and roles, set assessment criteria and then invite decision makers to finalise the decision. DecisionEar is developed and hosted in the UK.

About SocialOptic

DecisionEar is developed and operated by [SocialOptic](#), an ISO 9001, ISO 27001 and Cyber Essentials Plus certified UK business established in 2009. SocialOptic builds Software as a Service solutions that enable people to work more efficiently and effectively, enabling them to gather, understand and communicate information, improving collaboration, communication and decision making.

SocialOptic's team has decades of experience in managing highly challenging, business-critical products and services, with specialisms that range from psychology to program management. All data centres are located in the UK, and all software development is carried out within the UK.

SocialOptic delivers solutions using the latest web-technologies, big data and human insight.

Service Overview

DecisionEar uses modern web technologies to provide a simple and intuitive interface that allows real-time collaboration with a visually rich interface.

Invite the team, define the options and set criteria.

Select a responsibility matrix, from one of a number of popular models, and assign roles and responsibilities, matrix actions, then track and update progress.

DecisionEar can automatically generate reports, and email reminders to decision makers. Once a decision is made, the relevant stakeholders are automatically notified. DecisionEar allows you to share decisions in real-time, in a way that is both secure and accessible.

Decision steps are logged and a full audit of the decision making process is available, with an archive kept of previous decisions.

- Secured with the highest level of SSL encryption and digital certificates.
- Hosted and centralised, keeping data in sync and up to date.
- Automatic back up, with full change history.
- Granular access control and permissions per project.

DecisionEar has a RESTful API to enable integration with other systems, if required.

Technical Requirements

The only technical requirements for DecisionEar are a web browser and basic Internet connectivity. No additional software or browser plugins are required. DecisionEar is supported on all modern web browsers. At the time of submission, the following browsers are supported:

- Chrome
- Microsoft Edge
- Firefox
- Safari

DecisionEar can be used even over very low bandwidth connections, and can cope with intermittent connectivity, due to its automatic "offline" and "low bandwidth" features. DecisionEar is designed to be able to run on tablets and low power Netbooks, Chromebooks and tablets as well as more powerful laptop and desktop Windows or OS X machines.

On-boarding

An email address is all that is required to set up an account. Logins are created instantly and application tutorials are available on account creation. The process for inviting new users to a workspace on DecisionEar is straight forward, and achieved by simply entering their email address via the normal user interface.

Offboarding: Data Sovereignty and Exit

We believe in total data portability. Our offboarding process ensures that your transition away from the service is as seamless and secure as your arrival.

- **Data Portability and Export:** Upon notice of termination, users maintain full access for a 30-day "Transition Period" to export all Content and Data in structured, machine-readable formats (e.g., CSV, JSON).
- **Secure Deletion:** Following the transition period, and in compliance with the Data Use and Access Act 2025, SocialOptic will permanently and securely purge all client data from its active systems, unless a legal retention period applies.
- **Final Certification:** We provide a formal certificate of data destruction upon request, confirming that all sensitive employee insights have been removed in line with our ISO 27001 standards.

Our customer success team are always happy to help with onboarding or offboarding, and there is no charge for exporting data.

Information Assurance

As an organisation SocialOptic is committed to delivering quality and information security and is Cyber Essentials Plus and IASME certified. Our data centres operate to ISO9001, and have ISO27001 and ISO14001 accreditations. We are continually evaluating ways to enhance and improve the security of DecisionEar. All connections are secured using TLS (SSL) and digital certificates to provide enhanced data assurance.

Backup, Restore, Availability and Disaster Recovery

All data is synchronised to the DecisionEar cloud, as well as being retained locally within the user's machine or web browser (local data can be cleared if required). DecisionEar saves a full history of all changes, and data is replicated to mirror servers in real-time, with periodic snapshots exported to back up servers. All services are mirrored, and DecisionEar clients have the ability to store data locally, indefinitely, should they be unable to connect to the DecisionEar cloud. Data is resynchronised once connectivity and availability is restored. The DecisionEar cloud and recovery servers target 99.99% availability.

Support and Service Levels

We pride ourselves on our friendly and effective customer service and support. Standard support hours are from 8.30am to 5pm Monday to Friday, excluding bank and public holidays. The service is available on a 24x7 basis, and monitored 24x7 via the SocialOptic service assurance infrastructure, and support requests can be raised electronically 24x7. Requests are processed within 4 hours of receipt, within office hours.

The DecisionEar client and web application will continue to work, even during a loss of connectivity or data centre failure, as data is stored locally within the application or web browser until connectivity is restored, when it will resynchronise. DecisionEar targets 99.9% availability on a monthly basis.

Our support service includes telephone, email and web-based support for all issues and queries. Calls are handled by our highly skilled staff, all experienced with using DecisionEar. Users are supported via 5 channels:

- Telephone support, available during normal business hours, voice-mail service during out of hours.
- Email, which generates a support ticket and alerts that an issue has been logged.
- Live Chat
- In-app / Web-based feedback system which generates a support ticket.
- Auto-diagnostics - the application auto-detects errors and automatically creates a support ticket on error.

Call severity will be categorised under the following three levels:

- Severity 1 – Complete loss of service affecting multiple users. Response time < 30 minutes
- Severity 2 – Partial loss of service affecting a minority of users. Response time < 60 minutes
- Severity 3 – Loss of service affecting individual users. Response time < 4 hours.

DecisionEar includes simple tools allowing the system administrators to carry out their own administration tasks such as adding or removing user accounts, and there is a self-service mechanism for resetting passwords.

Consumer Responsibilities

Service consumers are responsible for network connectivity to the network edge, any necessary risk assessment, and providing a functioning web browser with Internet Access.

Training

DecisionEar has an intuitive user interface, and has been designed to require minimal training, but where required SocialOptic will work to agree any specific training requirements. This can be done by arrangement on-site, at a third party venue, or online.

Ordering and Invoicing Process

Invoicing is on an annual basis, based on the peak number of user accounts. Accounts are charged per billing period. Users can be added or removed via the administrator page without notice. Our standard invoicing terms are 30 days.

Termination Terms

If no longer required, individual accounts can be terminated on demand, payment will only be due for the current billing period. Bulk export of data is available on request, and user level data export is available via the normal user interface.

Pricing

See separate pricing document

Contact Us

Further information can be found at <https://decisionear.com/>