

ARGUS · Decision intelligence

Your analytics explain the past. ARGUS helps you decide the future.

The decision layer between your data infrastructure and executive action: a defensible recommendation, with the uncertainty made explicit.

System

Adversary Response &
Geopolitical Upscaling System

Audience

Leaders accountable for high-
stakes decisions

Contact

info@northernlightanalytics.com

The missing decision layer

Modern organizations have never been richer in data. Warehouses are full, dashboards refresh in real time, and analytics teams are more capable than ever. Yet when a decision is genuinely high-stakes and the evidence is scattered across sources, leaders are still left to weigh it by judgment and debate, and the call often comes down to whoever argues most convincingly in the room.

These are the high-stakes choices that shape the year: entering a market, committing major capital, responding to a competitor or a regulator. They keep coming as conditions shift and options reopen, yet they are the decisions organizations are least confident they make well.

1 in 5

Only one in five organizations say they excel at decision-making.

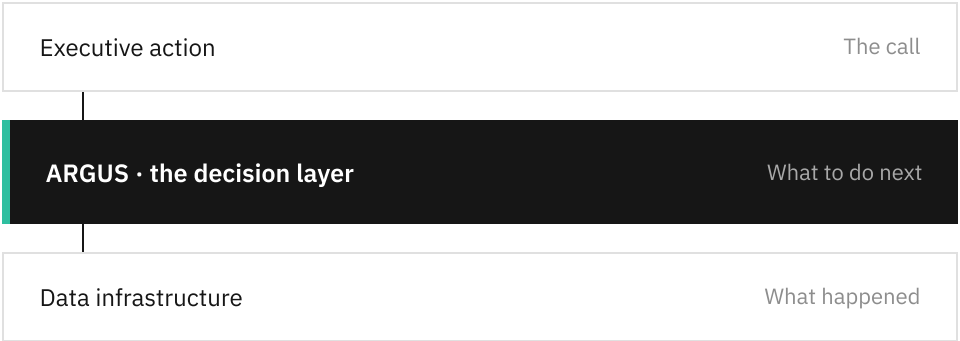
[McKinsey, Decision making in the age of urgency \(2019\)](#)

This is the gap between data infrastructure and executive action. ARGUS is built to close it. It turns disparate sources (your internal data plus open-source public data) into a defensible recommendation with an explicit confidence range, a risk rating, and a sensitivity analysis showing what would change the answer.

Not another dashboard. Not another report. A decision.

Where ARGUS sits

Fig. 1. The decision layer between infrastructure and action.



What ARGUS produces

The example below is drawn from the public sector; the same structure applies to any high-stakes decision. Three trade policy options were evaluated for Canada's response to broad new US tariffs, over a 12-month horizon.



Fig. 2. The simulation view: each option's mean impact, 90% range, and the single input that most moves the answer.

RECOMMENDATION

Option B

Targeted response

Most-likely impact **-\$26B** (90% range **-\$34B to -\$20B**), **MEDIUM** risk. The weakest option carries a most-likely impact of **-\$66B**. That **\$40B** spread between the best and worst response *is* the decision, and the reason to quantify it before committing. Sensitivity analysis flags tariff impact on Canadian exports as the input that most moves the answer.

What you get

ARGUS changes four things about how the highest-stakes decisions get made.

01 Decide in days, not quarters Once the pipeline is in place, the evidence work that takes analysts weeks runs in hours, so the decision moves at the speed the situation demands.	02 A call that survives the room Every recommendation carries an explicit confidence range and a risk rating, not a single confident-sounding number.
03 Your downside, before you commit You see the full range of outcomes, and the one input that would most change the answer, ahead of the decision.	04 It compounds What you build for one decision is not a one-off: the same pipeline runs your next decision, and the one after that.

Today

Gut feel and the loudest voice in the room
A point-in-time analysis that ages quickly
“Trust me”
Weeks of analyst back-and-forth

With ARGUS

A recommendation with an explicit confidence range
A living model you rerun as inputs change
Every input traced
The same work in hours

Where this applies to you

The same architecture runs across domains. The data and parameters change; the discipline does not.

Financial services	Enter a new lending market now, wait 18 months for the regulatory picture to settle, or enter through a local partner
Manufacturing	A tier-1 supplier fails: reroute sourcing and absorb the delay, or dual-source at a higher unit cost
Energy and resources	Fund the LNG expansion or the grid-storage project when the carbon-pricing regime could shift either way
Public sector	Quantify a policy option's impact before it is enacted, and allocate budget where it delivers the most effect
Defence	Renew the maritime-patrol fleet or accelerate counter-drone capability under a flat budget and an evolving threat picture

How ARGUS gets there

Five stages. Each builds on the one before it.

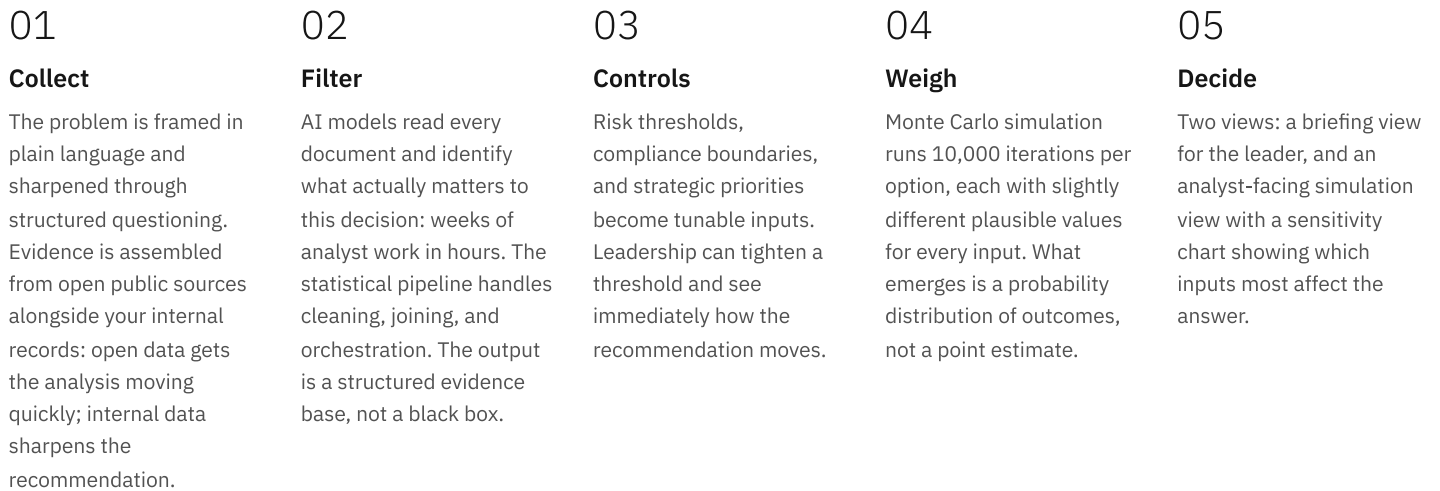


Fig. 3. The five stages of ARGUS.

Built for scrutiny

Traceable

Every input, filter decision, parameter, and control is recorded. When someone asks why the recommendation says what it says, the answer is a lookup, not a reconstruction.

Reproducible

The analysis reruns from the same inputs to the same result. Two analysts asking the same question get the same answer, and so does the review six months later.

Human-governed

Leaders own the call. Review points are built in, not bolted on, so judgment is applied where it matters rather than after the fact.

Auditable

Methodology is transparent to internal audit and regulator scrutiny. Nothing about how the answer was produced is off-limits to the people who must defend it.

The briefing view

The leader-facing output of stage 05: the situation, the options considered, and the simulation results on a single page, with the reasoning intact.

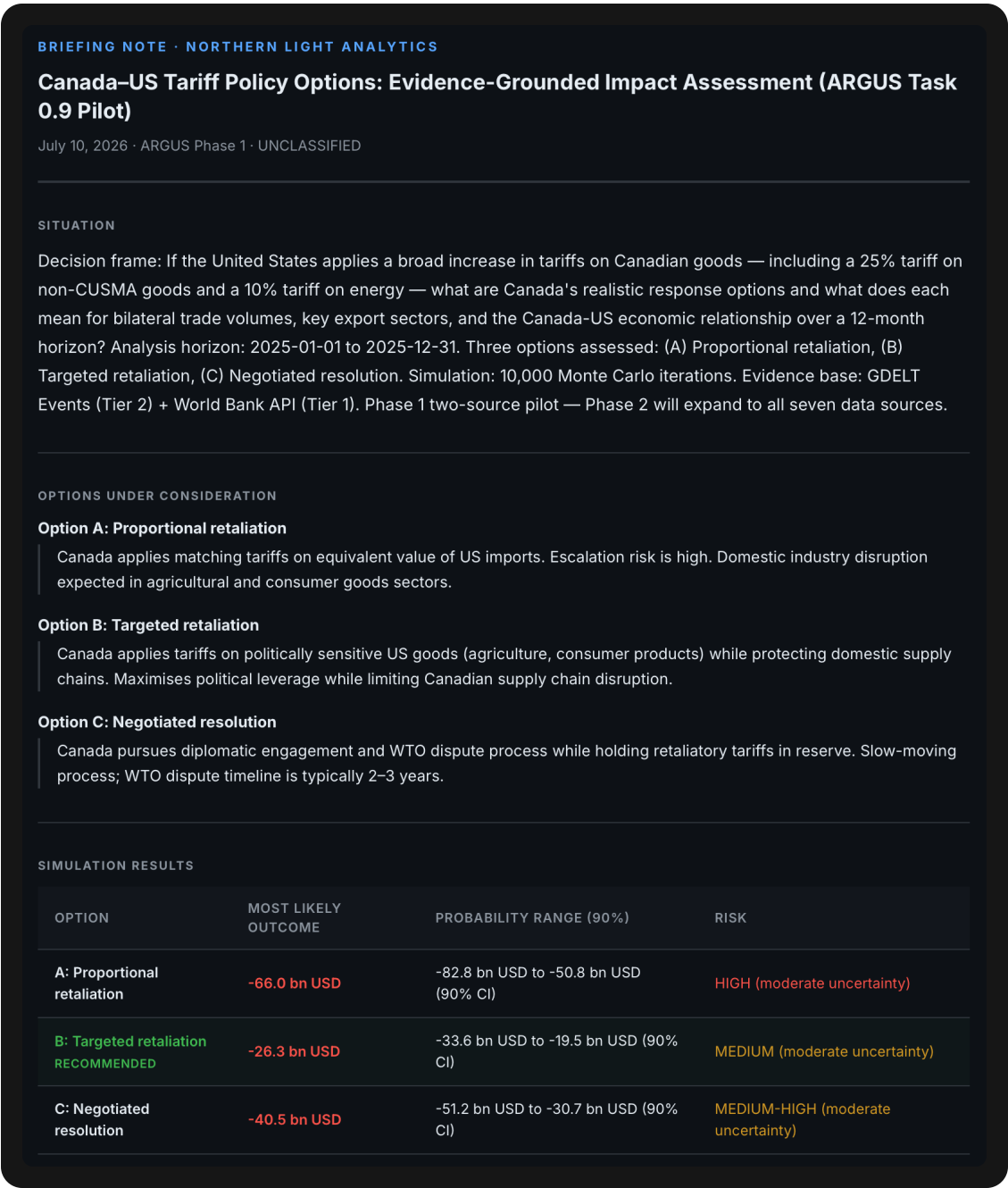


Fig. 4. The briefing view: the leader-facing output of stage 05.

Start with one decision

A typical ARGUS engagement runs 6 to 8 weeks against a single stuck decision. The model and pipeline built along the way are yours to keep, and to reuse on the next one.

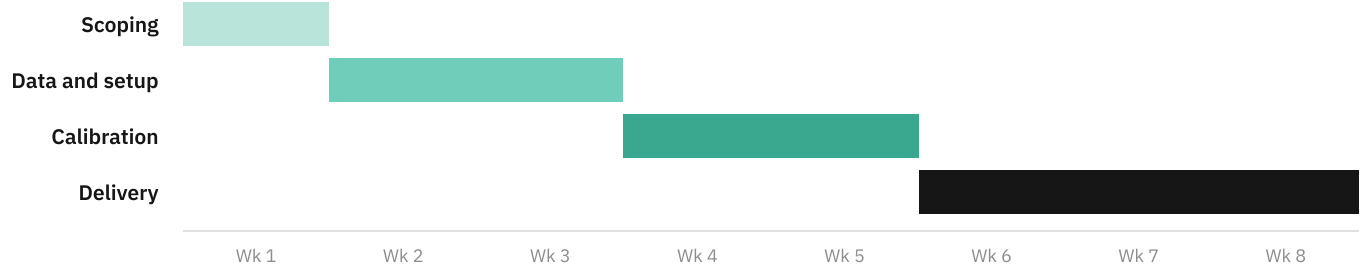


Fig. 5. A typical 6 to 8 week pilot arc.

What the pilot leaves you with

- A working decision model configured to your problem, not a slide deck.
- Reusable assumptions and parameter documentation.
- Auditable logic: every recommendation traces back to specific inputs and controls.
- A leadership-ready briefing with reasoning intact.
- Documentation and knowledge transfer so your team can rerun the analysis when inputs change.

The output is a working capability, not a one-time report. When a new option needs to be evaluated or an assumption shifts, you rerun the analysis. ARGUS gets sharper the more you use it. Beyond the pilot, ARGUS is being extended to surface the relationships that aggregate indicators hide: the unknown unknowns in networks of ownership, dependency, and money flow.

Bring one stuck decision.

A 30-minute scoping call is enough to know whether ARGUS is the right fit and what a pilot would look like against your specific problem.

