

Stratrix

Decision support for strategic inflection points

What we do	Analysis and data for leaders facing strategic decisions: how companies made their defining calls, what each one returned, and the data to test your own.
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What Stratrix does

Strategic inflection points are complex and mission critical: a pivot, an acquisition, a market exit, a bet on a new technology. Stratrix provides the decision support analysis and data for those moments.

Stratrix reads how companies made their defining calls: the pivots, the bets, the reversals, the falls. For each one it builds a record of the options that were on the table, the reasoning the company gave at the time, what it committed, and where the position stood three and five years later. The analyses are free to read. The Strategy Packs are built from the same records, for leaders running one of those decisions themselves.

Why it matters

Anyone can say what a company did. Netflix added ads. Walmart left Germany. What transfers to another company's situation is the rest of it: what else was possible, why the choice was made, what it cost, and how it turned out.

The decisions that shape a company are made rarely, by few people, and their results arrive years later. Few leadership teams have made the same call often enough to learn from their own experience. The record of how other companies made it, and what followed, is the next best thing. Stratrix makes that record usable: sourced, comparable across companies, and organized by the decision being made rather than by the company that made it.

What Stratrix publishes

- **Strategic Decisions.** 819 decisions on record, from 1891 to 2026, organized into 24 decisions that companies keep facing, with what each chose and how it ended.

- **Strategically.** Analyses of how individual companies made their defining decisions, and what each one returned.
- **Stratonomics.** One data story a week on the conditions companies decide in, told from public data and refreshed when the data moves.
- **The Read-Through.** Analysis that reads the week's business news across companies and sectors, and a monthly Deep Dive that tests one widely repeated claim against company filings and federal data.
- **The Strategist's Craft.** Methods and templates for the strategy function: the planning cycle, initiative charters, decision rights, the memo that gets a yes.

Tools for decision-makers

- **Strategy Packs.** 79 packs, one for each decision that keeps recurring, built from the decision records: frameworks, models, cases and worksheets for running the decision.
- **Casebooks.** Verified decision cases, sold by decision type, by company and by family.
- **Decision Briefs.** Tests for acquisitions, divestitures, diversification and make-or-buy decisions, set against past decisions and how each ended.
- **Stratrix Analyst.** Answers questions about what large US-listed companies did since 2016, from their filings, public economic data and returns relative to their sector, with every figure sourced.

How Stratrix works

- **Grounded in the record.** Analyses start from filings, the numbers and a company's own words, and from reputable reporting around them.
- **Sources are listed.** Every analysis lists its sources, each marked primary (filings, transcripts, the company's own words) or secondary (reputable reporting). Research pieces carry a claims ledger that traces each figure and quotation to its source.
- **Fact and judgment are kept apart.** A decision case marks its judgments as Stratrix's own.
- **Corrections.** Reported errors are checked against the sources and corrected.
- **Independence.** Paid listings are labeled as paid, and payment does not change the text.

Who it is for

People who decide for a living: operators, founders, strategists, boards and strategy teams with a decision in front of them. The analyses are for the question they are working on; the Strategy Packs are for the call they have to make.

Media resources

Press releases, the logo and this backgrounder are at www.stratrix.com/press. Charts and summary images from Stratrix research may be used with the credit "Source: Stratrix" and a link to the report. For interviews, data requests or questions, write to support@stratrix.com.

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