



The *Intelligent Choice* for Better Business Decisions™

www.easiervision.com

Reasons to Use *Easier Vision*®

Today's global economy, along with the information revolution, has created a tighter and more competitive business world. Today, companies are restructuring and merging in search of lower costs, higher profits, and a larger share of the market in order to stay competitive, and in some cases, to barely stay in operation. These more stringent and competitive market circumstances call for new ways and standards to properly measure a business' past, present, and future performance. In order to effectively and more accurately measure the performance and productivity of a business, and obtain the necessary information to make adequate business decisions, a business must be analyzed from five different perspectives. They are: a) the accounting perspective, b) the financial perspective, c) the economic perspective, d) the competitive perspective, and e) the operational perspective. ***None of these perspectives by themselves can fully measure and evaluate the performance of a business.***

Traditionally, most businesses have used the accounting and financial perspectives to measure their performance and make their business decisions. Although an accounting and financial business analysis provides you with valuable information about the business, neither provides you with all of the implicit operation costs, measurement of the fundamental microeconomics variables, nor the competitive position in the marketplace. All of these are necessary for a complete and thorough evaluation of the business.

Easier Vision® provides you with the new standards and tools you need to obtain a comprehensive assessment of your business from *all five perspectives*, and to better evaluate its performance. *Easier Vision*® will aid you in managing your business and make better and sounder business decisions.

Easier Vision® is a very useful for those within the company that is being assessed (internal users), as well as for those that are outside of the company that is being assessed (external user). *Easier Vision*® is an essential tool for financial managers and investors in their daily business evaluations and assessment activities.

More reasons to use *Easier Vision*®

- Intuitive, powerful, and straightforward software. No need for weeks of training sessions. It is fun and easy to use.
- Affordable. Business evaluation software packages have been overpriced for far too long. *Easier Vision*® is one sixth of the cost of similar, but hard to use, packages.
- Diagnose, monitor, and forecast the performance of a particular business at any given time through the generation of several reports.
- Forecast your business future ability to *add value*.
- Calculate and monitor the progress of your business' most important financial variable: its Value Added.
- Determine several other important financial and economic business indicators such as the Cost of Capital, Variable and Fixed Costs, Economic Profit, Breakeven Point, Competitive Margin, Shareholder's Value, Cost Elasticity, as well as many others.
- Generate a comprehensive and straightforward interpretation of your business' financial statements by combining the relationship between accounting principles and economic studies.
- Rank several companies and determine their position with respect to each other based on one or more ranking variables.
- Generate a balance system of indicators and microeconomics variables that measure the relationship among production, income, cost and profit.
- Reveal your business Marginal Cost. The value of this important indicator when compared to the Marginal Income will guide you on whether to increase or decrease production, as well as inform you of the best way to implement this change.
- Determine your business variable and fixed costs and learn how the business is allocating its variable and fixed resources.
- Generate your business economic cost structure and obtain its variable and fixed costs as well as its economic profit.
- Find out how much your business is worth and the value of those you may be considering to acquire.
- Evaluate your business' past, present, and future performance.
- Operate your business close to its optimum production level. This optimum level occurs where its *Marginal Cost* equals its *Marginal Income*.
- Reveal your business' position on the marketplace through the *Easier Vision*® unique Competitive Position report. This report displays a graphical representation of your business' individual supply and demand using the microeconomic equilibrium model.

- Display a graphical representation of your business' individual supply and demand revealing the competitive position of the firm on the marketplace and its ability to add value.
- Determine the Employed Capital and its opportunity cost.
- Determine the operational, financial, and economic fund flows.
- Compare and monitor your business' actual performance results with forecast and past performance results.
- Find out whether to increase or decrease your business' production or activity level, variable cost, personnel, and so on.
- Calculate the Present, Corporate, and Shareholder's value.
- Calculate and monitor your company's economic profit progress.
- Generate graphical representations of all business variables.
- Reveal your business' adding value space.
- Determine whether your business is performing outside or inside the adding value space.
- Find out if your business is located in the increasing or decreasing adding value space.
- Generate several different reports on a monthly, quarterly or yearly basis.
- Simultaneously view and compare several companies' data and reports.
- Input your company's forecast data and adjust it to a value that will match the company's projected revenue.
- Generate graphical reports in different formats such as line, bar, and pie.
- When in need, use the Help section to guide you on the in-and-outs of *Easier Vision*®.
- Analyze your stock market portfolio by using innovating reports and indicators that reveal the information not provided by traditional analysis.
- Define the concept of Created Value and the difference from Added Value.
- Determine the value of Cost of Elasticity.

All of this is possible for any type of business, during any time of the business cycle--past, present, or future, by just entering the business data from its financial and operational statements.