



The *Intelligent Choice for Better Business Decisions*™

www.easiervision.com

About Easier Vision®

Easier Vision® is a new and innovating software program designed to facilitate the interpretation of a firm's financial statements, and to evaluate its economic performance. It is based on the *Economic Cost Analysis*™ method, ECA, which is derived from the microeconomics equilibrium model and the financial value theory. *Easier Vision*® is the only software on the market that calculates all the fundamental microeconomics variables allowing you to measure the performance of a firm from an economic and competitive point of view, and most important, to forecast the future ability of any business to add value.

Easier Vision® applies the relationship of accounting to economic studies to generate vast and dynamic economic information regarding a particular company. While accounting provides much helpful information in the preparation of economic studies, it is important to recognize that the perspectives and viewpoints of an accountant and an economic analyst differ greatly. In general, the accountant hopes to reveal an exciting and objective picture of the firm's performance and position using actual data of the past. On the other hand, the economic analyst projects estimates or forecasts the firm's future performance and position using estimated data of the future. *Easier Vision*® combines these two important disciplines to provide you with a comprehensive and straightforward interpretation of the business' financial statements. It is the implementation of the combination of these two disciplines that makes *Easier Vision*™ unique and different from any other software, and that makes possible the analysis of a business performance, not just from an accounting and financial perspective, but also from an economic and competitive viewpoint.

Easier Vision® provides you with a comprehensive and integral vision of a business and introduces a series of new elements and indicators not used by even the most experienced financial analyst.

Today, information generated by economic analysts is, in most cases, used only for internal company purposes and unknown to the public. Now, with *Easier Vision*® you can have a firm's complete economic analysis at your fingertips. As you use this unique software you will realize that *Easier Vision*® helps you do what no other software on the market does.

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Easier Vision[™] is structured to allow the user to enter historical, present, and forecast data on different modules or screens. This data is then used to generate a series of reports for each of the periods of the data entered. The historical-present module is used to input the firm's information on the current year and previous years. The forecast module is used to enter the firm's long-term financial outlook data for the current year and beyond. This module structure of the software program allows the user to utilize each module independently based on the information available, and for what he/she wants to use that information for. For example, an investor could use the historical data on a particular company to evaluate its performance before investing in the company. On the other hand, if the user is interested in evaluating the future performance of a company, the forecast module will generate the appropriate information to aid the user with, including a Business Value report. Also, if the user wants to analyze his/her own company or the company they work for, all of the modules could be used to evaluate, monitor, and log the past, current, and future year's performance on a monthly, quarterly, or yearly basis.

Easier Vision[®] generates several reports from the data obtained from the firm's financial statements and its operational reports. These reports provide detailed information on the firm's financial, economical, and competitive position. You can also generate graphical representations for all the data entered in the software, and rank all the companies' available data by using the ranking report feature. All of these reports and features will guide the user in making sound business decisions.

Easier Vision[®] provides the user with several economic indicators such as the real economic cost that the firm incurs during production, the marginal cost, the breakeven point, the added value, and the economic profit, its position in the marketplace, as well as other indicators that provide sufficient information to adequately diagnose the present situation of the firm and its future perspective.

With *Easier Vision*[®], whether you are a shareholder, a business owner, a manager, a lending institution, or an investor, your business decisions will be based on a series of reports and indicators closely related to the concepts of creating value and competitive advantage, and will be much more accurate and reliable than the traditional financial indicators.

For further information, please visit our website at www.easiervision.com or email us at information@easiervision.com