



The *Intelligent Choice for Better Business Decisions*[™]

www.easiervision.com

Easier Vision[®] is a straightforward, easy-to-use, and affordable business financial software. And it is more than that. It is an economic intelligence software that evaluates a business' financial performance using an innovative method. This method combines theories from microeconomics, finance, and competitive advantage .

Easier Vision[®] provides you with a balanced system of indicators and microeconomics variables that measure the relationship among production, income, cost and profit. Its structure is based on utilization of production activity level to establish the unitary and marginal income as well as the unitary and marginal cost functions. All of this while taking into account various financial and economic business indicators such as the Cost of Capital, Value Added, Variable and Fixed Costs, Economic Profit, Breakeven Point, Competitive Margin, Shareholder's Value, as well as many others.

Easier Vision[®] then defines and applies the concept of *Adding Value Space* in the evaluation of your business performance. *Increasing Value Added Space* is when an increase in production or activity leads to an increase in the business value added, and *Decreasing Value Added Space* is when the company's value added decreases despite an increase in production or activity.

The program can then guide the business owner on key decisions such as whether to increase or decrease production as well as inform you of the best way to implement these changes at its optimum production level.

Easier Vision[®] *measures, diagnoses, monitors, and ranks* the performance of a particular business, as well as forecasts its future ability to *add value*. Data is reported in a variety of formats such as line, bar, or pie charts.