



The *Intelligent Choice for Better Business Decisions*™
www.easiervision.com

The Essence of Easier Vision®

At the present time, the microeconomic models that describe the enterprise operation, most of which have been developed by Nobel Prize laureates, have not yet been employed in the evaluation and analysis of businesses performance. Although there is abundant empirical data derived from the accounting and the financial information systems, such systems do not register the microeconomic model variables leaving this rich and valuable knowledge untapped in the corporate financial arena.

This is not the case of the macroeconomic models which are widely used in the monitoring of the national economy performance thanks to several prominent economists, including two Nobel Prize laureates, Wasily Leontief and Richard Stone. They have contributed to the development of what is known as the System of National Accounts (SNA) which registers and integrates a series of macroeconomic accounts, balance sheets, and tables most of which are derived from the macroeconomic models. This comprehensive macroeconomic standard measures a nation's or group of nations' economic behavior and is used by governments and international financial institutions for purposes of economic analysis, decision-taking, and policy-making.

The essence of *Easier Vision*® is that it establishes a link between the information provided by the traditional accounting and financial systems with the microeconomic models. This relationship turns the accounting information into meaningful economic data and establishes a scientific use of the microeconomic theory for the evaluation of a business performance in a similar fashion as the macroeconomic theory is used to evaluate a nation's economy.

Easier Vision® not only generates the microeconomic variables that make possible a comprehensive analysis of the past, present, and future performance of a business, but it also calculates the business intrinsic value using its own valuation model and self-generated variables.

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