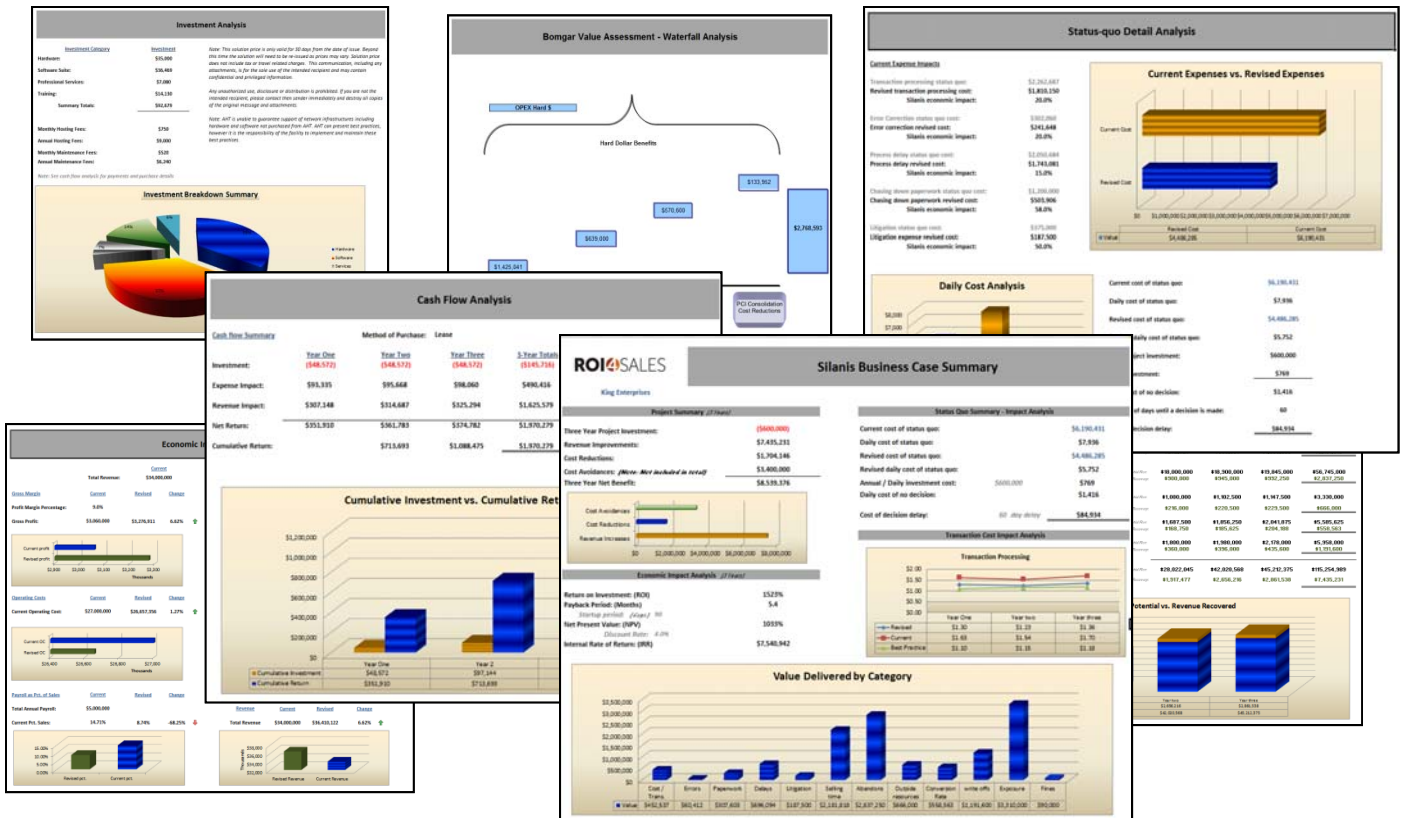


ROI Selling Business Case

The optional ROI *Selling* Business Case (Economic Impact Analysis) has three components. The first, is a Future Analysis Report with the data collected during discovery. We capture and extrapolate both cost and estimated value over a three to five year period. This report displays the impact if your prospect decides to stay with status quo. What the long term cost or loss will amount too. Next, we build a comprehensive Business Case Report complete with data from our Discovery, Dashboard and Futures Analysis Reports. The report begins with a summary page, investment breakdown, Balance Sheet, Economic Impact, Cash Flow and many other financial based analysis pages with charts, graphs and even a waterfall chart. Finally the last part of the Business Case is the C-Suite Effect. The C-Suite effect analyses your economic impact on metrics like, Net and Gross Profit, Operating Cost, Earnings and up to twelve other financial based measurements.



The Business Case Analysis is an optional key component to the ROI *Selling* program. This program offers the ultimate in output, used as part of your proposal when presenting both current and on-going cost as well as your value proposition. You will have control over the amount of content, design, text, graphics and colors through the entire process. Available locally or in the cloud.