



***Optimist 7***

TURNING NUMBERS INTO KNOWLEDGE

# Optimist 7

Optimist 7 is a comprehensive financial diagnostic and strategic analysis tool designed to improve business performance.

It allows you to easily understand the financial impact of business decisions, create business strategies and develop a thorough understanding of the drivers in your business.

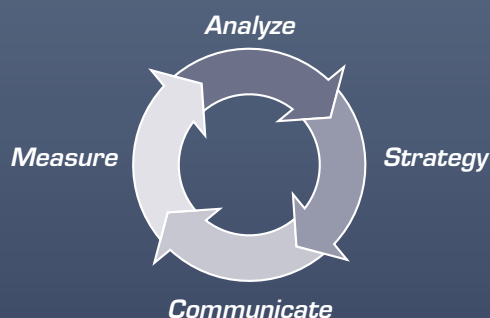
## OPTIMIST 7 GIVES YOU CONFIDENCE IN THE STRATEGIES YOU SET.

- Understand the financials and key drivers behind your business
- Clarify the impact of changes to these drivers and your bottom line through financial modelling
- Develop and test financial and commercial objectives to improve your business
- Communicate effectively between your business, your accountant and your bank

**WITH OPTIMIST 7** you can link an organization's financial information directly to business strategy and outcomes.

Optimist 7 facilitates this critical process by utilizing a rational cycle of strategic improvement:

- Turn numbers into knowledge,
- Turn knowledge into strategy,
- Communicate strategy to key stakeholders, and
- Measure the strategy's success.



## IMAGINE INSTANTLY HAVING THE ANSWERS TO QUESTIONS LIKE:

- What is the financial impact on cash flow if I increase my sales?
- How will the launch of a new product line or service impact my results?
- What effect will an interest rate change have on my bottom line?
- What must I do to increase the value of my business?
- What strategies do I need to employ to maximize my profitability?

## HOW OPTIMIST 7 WORKS.

### Load

financial data for multiple periods in minutes, or integrate seamlessly with leading accounting packages and Excel.

### Analyze

key business drivers and identify issues/problems using insightful graphics.

### Strategize

your future business goals, using powerful projection, 'what if?', goal seeking and benchmarking tools.

### Explore

underlying key success criteria, relying on simple flowchart diagrams of key results.

### Report

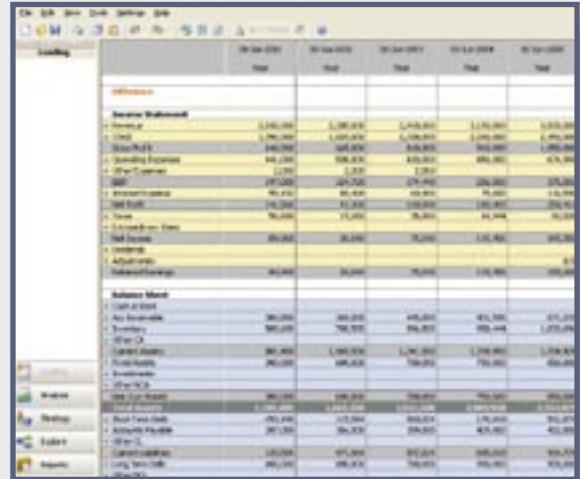
measure and communicate your current position, past strategies and future goals.

# Optimist 7 Load

## FAST DATA ENTRY & INTEGRATION

Input or extract data for up to 40 periods allowing you to then spread, annualize or seasonally adjust your financial data. Create models on a monthly, quarterly or annual basis consistent with your existing financial structure. Capture non-financial information such as company details, management profile and industry conditions.

Once this simple task is complete you are ready to Analyze your financial data.



	Year	Year	Year	Year	Year
<b>Income Statement</b>					
Revenue	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Cost of Sales	200,000	200,000	200,000	200,000	200,000
Gross Profit	800,000	800,000	800,000	800,000	800,000
Operating Expenses	50,000	50,000	50,000	50,000	50,000
Operating Income	750,000	750,000	750,000	750,000	750,000
Interest Expense	10,000	10,000	10,000	10,000	10,000
Income Before Tax	740,000	740,000	740,000	740,000	740,000
Income Tax	150,000	150,000	150,000	150,000	150,000
Net Income	590,000	590,000	590,000	590,000	590,000
<b>Balance Sheet</b>					
Assets					
Current Assets	100,000	100,000	100,000	100,000	100,000
Fixed Assets	900,000	900,000	900,000	900,000	900,000
Total Assets	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Liabilities					
Current Liabilities	100,000	100,000	100,000	100,000	100,000
Equity	900,000	900,000	900,000	900,000	900,000
Total Liabilities & Equity	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000

# Optimist 7 Analyze

## INSIGHTFUL KEY PERFORMANCE INDICATORS & DRIVERS

Identification and knowledge of all vital financial data will enable you to have a comprehensive understanding of your business' operational performance, and enable you to measure its success.

Optimist 7 Analysis screens have been specifically developed and refined to enable you to identify and measure the most critical business performance measurements. These cover five aspects of your business:

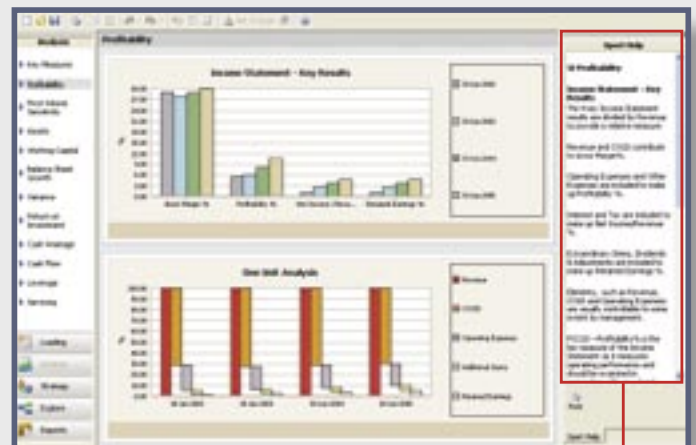
- profitability
- balance sheet and working capital
- cash flow
- return on assets and investment
- funding requirements

All Analysis screens are presented in dynamic chart format, designed so even financial novices can interpret their meaning, and implement appropriate strategic plans.

## NEW TO OPTIMIST 7... Xpert

'Xpert' provides comprehensive explanations of metrics and the impact on your business. The feature also includes tips and hints for management of ratios and the direct implications of strategic and tactical changes.

Develop a complete understanding of your business financials, the drivers and the impact of minor or major changes. Use this in-depth understanding to create a strategy for the future.



'Xpert' theoretical definitions, operational hints and strategic tips.

# Strategize & Explore

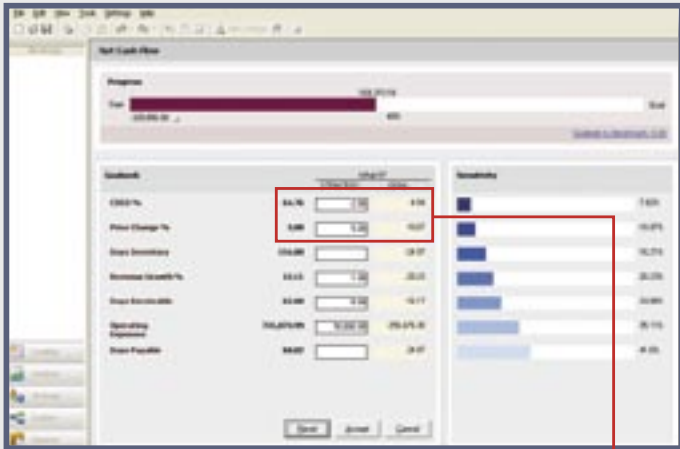
## STRATEGIC PLANNING & GOAL SEEKING

Display all your financial data – balance sheet, profit and loss, cash flow and business drivers – on a one-screen financial scorecard.

Immediately generate and track all critical financial ratios including gross margin, profitability, working capital, cash flow, cash after operations, ROCE, and highlight variances between periods.

Apply 'what-if' scenarios to forecast the consequential net change to financial statements, elements and business drivers. For example, what if outstanding receivables were reduced from 70 to 65 days?

Perform multiple 'what-if' simulations to develop a complete strategy for future business improvement. Use the 'what-if' monitor to track and report each tactic and element of change.

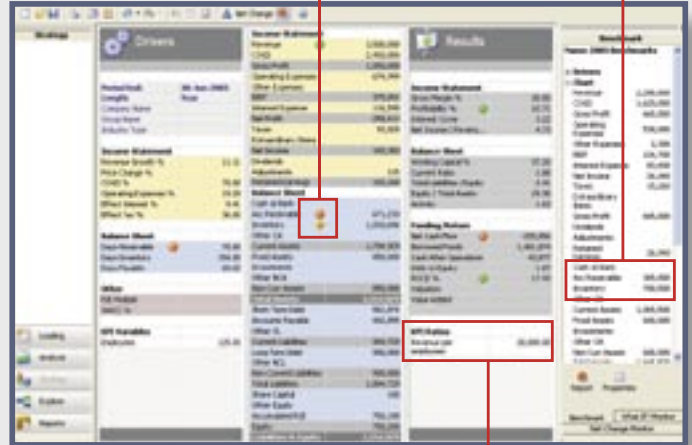


Develop strategies by inputting realistic operational changes in order to achieve your desired goal.

The goal seek function enables you to define specific financial objectives for key results and ratios. Optimist 7 will outline the steps required to achieve these goals. Evaluate and forecast strategic business decisions before implementation. For example, "what strategies can be employed to improve cash flow?"

Use the projection function to perform multiple-year projections and create budgets and forecasts in just two keystrokes. From the strategy screen, review target goals for both balance sheet and profit and loss statements, set anticipated environmental and market condition changes, click projection and immediately produce next year's budget.

Traffic light indicators immediately highlight variances from set benchmarks.



Keep track of your own ratios customized to your business.

## NEW TO OPTIMIST 7...

## Benchmarking

Apply industry averages and selected benchmarks to track your performance with 'traffic light' indicators. Use the goal seek function to identify the strategies required to achieve benchmark outcomes for your business.

Click the benchmark report button to instantly generate the benchmark variance report.

## Custom KPIs

Custom Key Performance Indicators (KPIs) allows you to create ratios specific to your business needs, such as

- return per employee
- occupancy rate
- revenue per square foot
- capacity utilization
- return on equity

# Optimist 7 Report

## INSTANT DIAGNOSTIC REPORTING

Preparing for monthly board reports, weekly management meetings and strategy sessions will be surprisingly stress-free. Spend your time developing and testing strategies rather than writing reports.

At the click of a mouse, immediately generate a comprehensive 14-page financial diagnostic report or a one-page health-check summary perfect for top level management updates.

Optimist 7 automatically produces a wide range of valuable reports including:

- comprehensive financial diagnostic report
- health check report
- KPI variables and ratios report
- marginal cash report
- cash flow summary report
- multi period variance report

For added flexibility, export reports to several different formats, such as PDF, HTML, RTF, and TIFF.

Meaningful reports highlighting historical trends



Key issues

Suggested strategies

## Optimist 7

Optimist 7 enables in-depth analysis and goal seeking by immediately generating the following metrics:

- gross margin
- profitability
- net profit/sales
- working capital
- current ratio
- total liabilities/equity
- equity/total assets
- balance sheet efficiency
- cash flow
- borrowed funds
- cash after operations
- debt-to-equity ratio
- return on capital employed
- business valuation
- revenue per employee

Optimist 7 also allows you to generate custom KPIs

## WHATS NEW IN VERSION 7.2

**Industry Templates** - Provides a framework to gear the model towards an industry, including terminology, performance assesment, and specific analyses.

**Tasks** - Assign tasks to keep track of your work; or assign tasks to other users, assign completion dates, priorities and completion

**Interim Statements** - Ability to have different period lengths for each statement. If the period length is less than 12 months, users can 'annualize' the period.

**Memo's** - Ability to insert a memo into a caption or value field in the Loading Screen

**UCA Cash Flow Report** - New report similar to the One Unit Analysis, but provides a more in-depth analysis. Income Satatement accounts display the actual financial value next to its relative percentage of Revenue. Balance Sheet accounts display the actual financial value, and their relative percentage of Total Assets (if account is an asset), or total Liabilities and Equity (where account is liability or equity).

**Formula Entry** - For even more flexible data loading. Formula entry allows financial data entry by typing simple formulas into a cell as well as entering a single value.

**Hide/Show Blank Lines** - Customize loading screen appearance, allows you to hide any blank Child accounts displayed in the expanded view in the Loading Screen.

**Print Screen** - Allows users to print an exact snapshot of the existing screen, available for all non-report screens in the software application.

**Default Chart or Accounts Update** - adjustments in terminology to provide additional detail lines for financial analysis in a range of industries.



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