

PROFETA

Risk Management Is Always The Job Number One!

PROFETA RISK ANALYZER

Uncertainty makes strategic planning complex. Removing, or even mitigating, uncertainty can create unlimited business value. However, most companies lack the strategic planning infrastructure to rise above the unknown. Fortunately, there are solutions to help organizations overcome uncertainty and achieve results.

Imagine reviewing your strategic plan with multiple scenarios that assume the most critical factors are not estimated by a single value but can occur within a specified range under specified circumstances. These assumptions are based on a combination of an analysis of historical performance and estimates about future behavior of these factors. Because of the uncertainty that resides within anticipating future outcomes, this assumption methodology offers a more-realistic portrayal of what can happen. If any assumption can change unexpectedly and land within a range of values, then the strategic plan should be designed to accommodate that level of uncertainty.

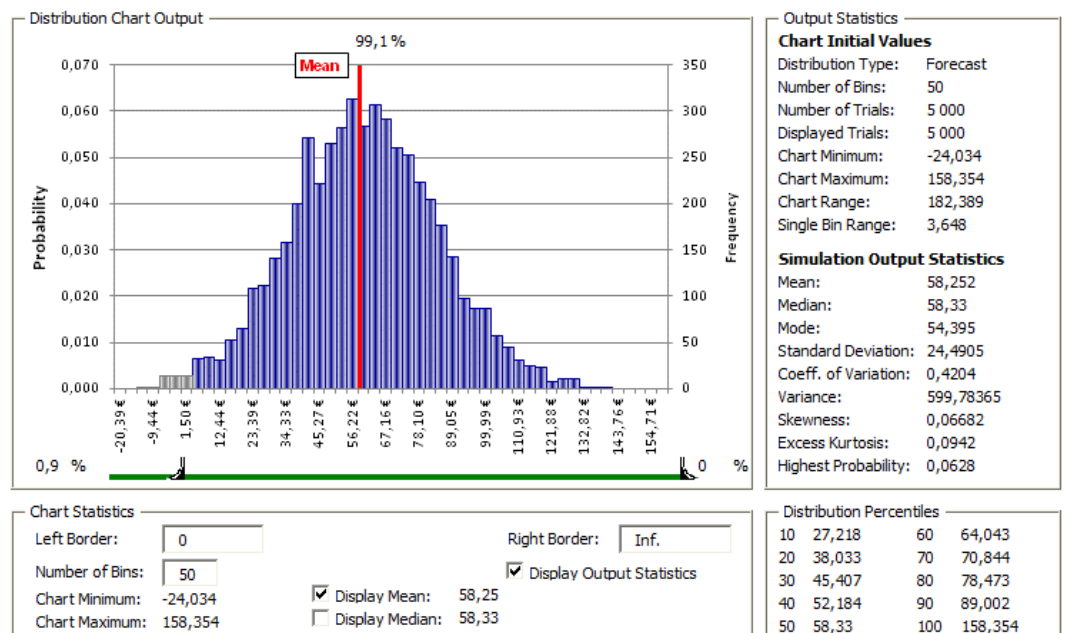
KEY BENEFITS

- Developed by Risk analysts for Risk analysts.
- Capable of solving problems impossible to model in a spreadsheet environment.
- Graphically displayed results transparent and understandable for a wide audience.
- Complex techniques made easy and intuitive to use.
- Get the full picture in the face of an uncertain future by thinking in ranges instead of single point estimates.
- All the outputs are stored in a worksheet thus enabling further custom data analysis.

KEY FEATURES

- **Monte Carlo Simulation**
Easy to set up, fast to simulate and transparent to understand.
- **Sensitivity Analysis**
Generate Tornado and Spider charts by a single mouse click.
- **Reporting**
Share your findings through graphs, charts, and reports that let you present the results of your analyses.
- **Scenario Analysis**
Compare multiple scenarios by using overlay and comparison charts or various other tools.

C16 : Economic Result



Increase revenue. Decrease costs. Reduce development time. Every day you strive to meet these goals. And each business decision you make either enables you to advance toward them or impedes your progress.



Spreadsheets and other data analysis tools lack the functionality, capacity, and power to do the necessary "what if" analyses required for successful performance management, business intelligence, and predictive modeling. You need an integrated solution capable of performing complex risk and uncertainty analyses across a broad range of applications.

Profeta Risk Analyzer gives you unparalleled insight into the critical factors affecting risk, and calculates the likelihood you will reach your objectives. With this software you can make the right tactical decisions to move you toward your strategic goals and gain a competitive edge under even the most uncertain market conditions.

You need a better tool for business forecasting. One that helps you prepare for the unknown and enables you to make better decisions based on a solid understanding of the variables that will have the greatest impact on your business.

Profeta Risk Analyzer is a MS Excel based application that enables you to do just that. By extending the analytical power of spreadsheets and defining variable inputs in terms of realistic ranges of possible values, you can calculate all possible outcomes and record the results for analysis.

CONTACT INFORMATION

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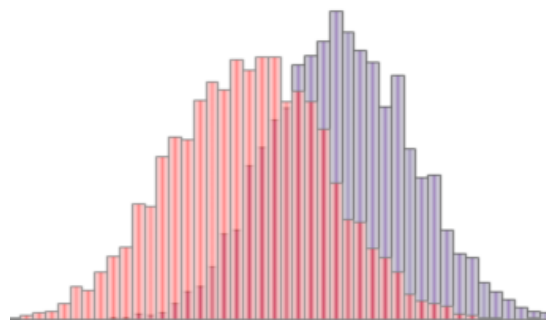
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MONTE CARLO SIMULATION

This technique goes further beyond a traditional “what if” analysis by effectively accounting for every possible scenario within the model. The structure of Monte Carlo modeling builds on a static model and approximates each variable by a probability distribution instead of a single value. The objective is to calculate the combined impact of the variability of all variables on the outcome.

Level of mathematics required to set up the analysis is basic and the computer does all the work needed in determining the shape of the possible outcome while the behavior of the model can still be investigated easily.

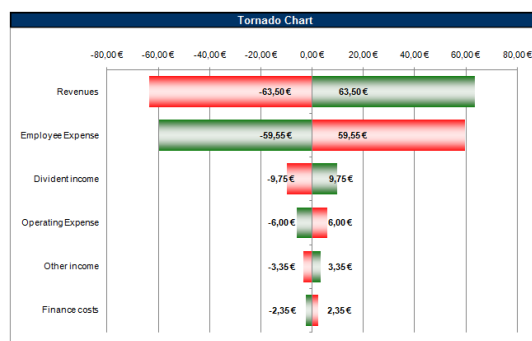
Monte Carlo is widely recognized as a valid technique so its results are generally accepted. Any required level of calculation precision can be achieved by simply increasing the number of iterations in a simulation. Fast generation of very high-quality random numbers for partial scenarios is provided by modern Mersenne Twister random number generation technique developed in 1997 in Japan.



- Profeta Risk Analyzer is installed and ready to use within seconds. Almost instantly you can start drawing on the spreadsheet models you already have developed.
- Profeta Risk Analyzer runs seamlessly with MS Excel which means you can take advantage of sophisticated modeling within your choice of Monte Carlo Simulation software tools.
- Profeta Risk Analyzer gives the user access to industry specific, up-to-date and advanced quantitative techniques without having to resort to complex programming.
- Develop probabilistic solutions for difficult problems in a fraction of the time previously required.

SAMPLE APPLICATIONS

- Capacity Planning
- Cost Estimation
- Strategic Financial Analysis
- Inventory Optimization
- Operations Research
- Project Selection
- Resources Allocation



REPORTING

Flexible reporting enables you to spot trends early. Graphical dashboards allow you to quickly leverage opportunities or take corrective action. Enhanced reporting capabilities also provide an intuitive, easy-to-use interface that requires minimal training and support to learn the reporting process.

Following key features of reporting will provide you with the significant added value to your modeling:

- Various transparent reports are representing all of available functionality.
- Export into HTML, XML, XLS and CSV.
- All the reports are highly customizable.
- Reports optionally display all the underlying data thus enabling further analysis.

SENSITIVITY ANALYSIS

Suppose that your company is considering a new product launch. Some of the key assumptions for this decision depend upon the product’s selling price, capital investments, volume sold, cost of sales, and market share position. Most strategic planning decisions will be determined based on the key set of assumptions that matter. But within that set of assumptions and given that any of them could change unexpectedly, will each assumption have the same impact on your plan? Or can some assumptions have a bigger impact than others?

A tornado chart automatically finds and lists all the inputs that drive the model, starting from the input variable that has the most effect on the results. Spider charts can be used to visualize linear and nonlinear relationships.

Sensitivity analysis help identify the critical success factors of a model. The identified critical variables that are uncertain should be the subject of the Monte Carlo simulation process.