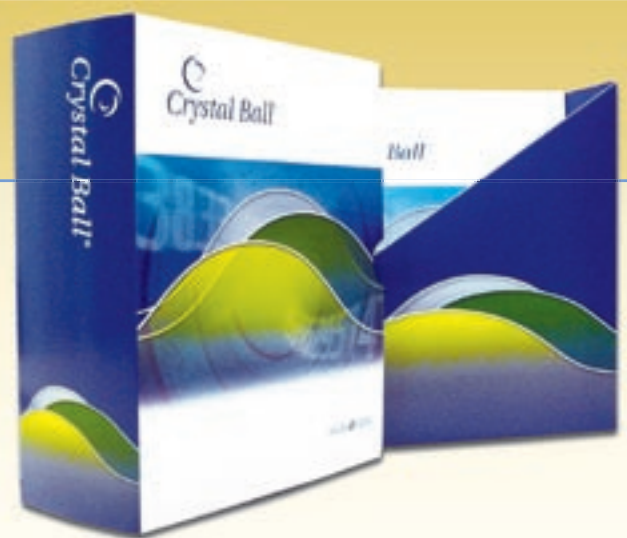


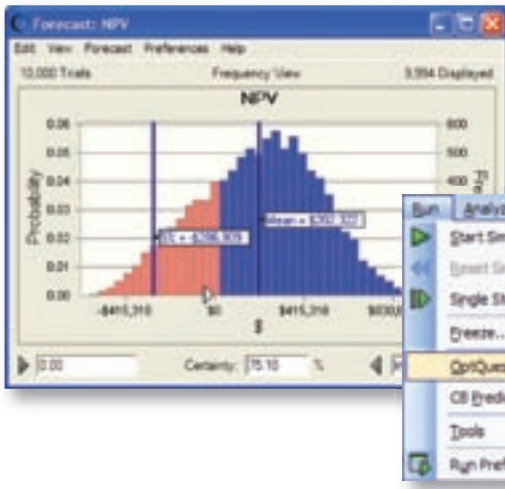


Crystal Ball[®]

Improve the quality of your critical business decisions



Indispensable simulation and optimization software for spreadsheets



INCREASE REVENUE

Maximize growth while meeting business requirements with stochastic optimization

“Crystal Ball gives us a real understanding of Market scenarios and how Market variables impact our growth targets, allowing us to reliably assess our growth & NPV.”

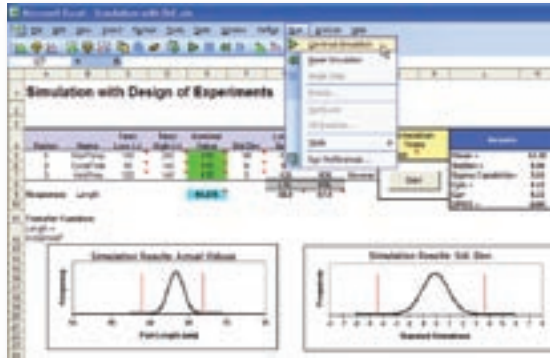
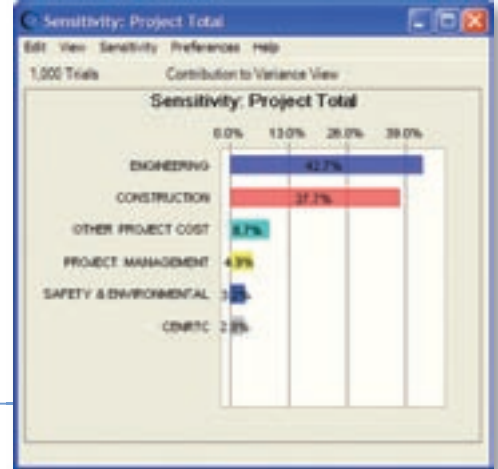
Kulbhushan, Corporate Quality and Six Sigma, Jubilant Organosys Ltd.

“... I was able to identify a potential cost savings of \$2.8 million...”

Jeff Blase, Sprint Corporation

DECREASE COSTS

Find which variables have the highest impact on your costs, with sensitivity charts



DECREASE PROJECT TIME

Save time by quickly and automatically modeling and visualizing thousands of “what if” scenarios with simulation

“Crystal Ball accelerates the “time-to-investment” because it so thoroughly exposes the key factors for success, allowing investors to make funding decisions faster and with more confidence.”

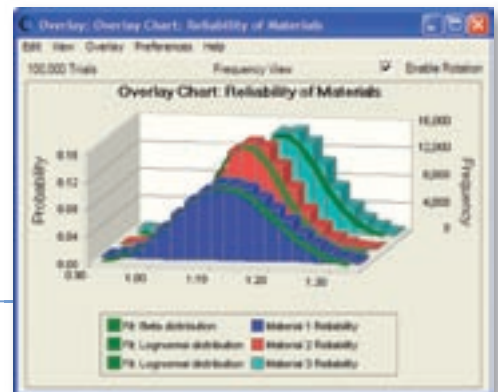
Scott Slinker, Chairman & CEO, Forecourt Communications Group, Inc.

“Crystal Ball Pro ... helped reduce the total defects per million opportunity (DPMO) from 50 to 80% for some of our customers, and allowed us to provide a more solid MBB program while keeping costs under control and the flexibility of our modeling approach at maximum.”

Ernesto L. García C., Ph.D.
Senior Consultant SBTI

IMPROVE QUALITY

Meet quality objectives by determining optimal specifications and tolerances with simulation results, reports and statistics



Industries

Academia	Healthcare
Aerospace	Insurance
Airline	Management/Consulting
Biotech	Manufacturing
Construction	Medical
Energy	Oil & Gas
Engineering	Pharmaceutical
Environmental	Telecommunications
Finance	Utilities
Government	Venture Capital

Applications

Capacity Planning	Project Management
Cost Estimation	Project Selection
Design Analysis	Real Options
Design for Six Sigma	Reliability Analysis
Financial Analysis	Resources Allocation
Inventory Optimization	Sales Forecasting and Modeling
Marketing	Six Sigma/Quality
Material Selection	Statistical Tolerance Analysis
Operations Research	Strategic Analysis
Process Studies and Optimization	Supply Chain Management

MAKE MORE CONFIDENT DECISIONS

Increase your revenue, decrease your costs, save on development time, improve product quality. Every day you strive towards these goals, with each decision bringing you closer to success. To assist your most important decisions, you create effective spreadsheet models based on available data, industry knowledge and your years of experience.

But then the unexpected happens: interest rates increase, sales are lower, deliveries take longer, tolerances are exceeded. Your spreadsheets, built on a static framework of average values, failed to predict these possibilities. Suddenly, success seems farther away.

The solution? You need a better tool for spreadsheet forecasting, one that helps you plan for the unexpected and reinforces your confidence in the quality of your critical business decisions. You need a dynamic tool that lends insight into what has the most impact on your business and allows you to test and visualize the entire range of possible outcomes.

Crystal Ball® software gives you those insights.

GAIN INSIGHT

Crystal Ball is a suite of Microsoft® Excel-based applications that harnesses and extends the analytical power of spreadsheets. With Crystal Ball, you define variable inputs as realistic ranges of values (e.g., your costs, returns, time), calculate all possible outcomes, and record the results for later analysis and reporting. With insights gained from this approach, known as simulation, you can better understand the accuracy of your bottom line and pinpoint which factors most drive success.

Crystal Ball is a flexible tool that can be applied to solve almost any problem where uncertainty and variability distort spreadsheet forecasts. In addition to simulation, use your historical data to create accurate predictive models and search for optimal solutions that also account for uncertainty and constraints. Since Crystal Ball can quickly be applied to new or existing spreadsheet models, you can make the most of the technology you already own and use every day.



KEY BENEFITS

KNOW WHAT MATTERS

Understand what's important in your model and where to focus your efforts

GET RESULTS QUICKLY

Start using Crystal Ball in minutes

ENHANCE YOUR INVESTMENT

Leverage the spreadsheet technology you already own and use every day

THINK IN RANGES

Get the full picture. The future holds uncertainty and risk, and so should your models

COMMUNICATE

Share your findings. Graphs, charts and reports let you vividly present and communicate the results of your analysis

COLLABORATE

Work as a team sharing models and data to get your work done faster

OPTIMIZE

Search for the best solution while accounting for uncertainty and constraints

Crystal Ball software transforms your Microsoft® Excel spreadsheets into dynamic models that solve almost any problem involving uncertainty, variability and risk.

Crystal Ball Standard Edition

The easiest way to perform Monte Carlo simulations in your own spreadsheets. This integrated toolset will get you started with simulation, analysis tools and reports.

Crystal Ball Professional Edition

Everything in Standard Edition, plus the advanced capabilities of OptQuest®, to search for optimal solutions, CB Predictor™, to create accurate predictive models, Developer Kit, to customize your models and Extreme Speed, to run simulations up to 100 times faster.

Crystal Ball Premium Edition

Everything in Professional Edition, plus the Real Options Analysis Toolkit™, to accurately estimate your projects' real value, and a multimedia training CD and two comprehensive textbooks so you can get the most out of using Crystal Ball.

Try It!

Download a FREE seven-day trial version of Crystal Ball from our Web site.

www.crystalball.com

SYSTEM REQUIREMENTS

Microsoft® Windows® 2000 or XP operating system
 Microsoft Excel 2000, 2002(XP) or 2003
 Microsoft .NET Framework 1.1

Crystal Ball
Standard Edition

Crystal Ball
Professional Edition

Crystal Ball
Premium Edition



	Crystal Ball Standard Edition	Crystal Ball Professional Edition	Crystal Ball Premium Edition	
Monte Carlo simulation, analysis tools and reports	●	●	●	Get a credible picture of risk. Automate "what if" analysis. Quickly assign ranges of values to your inputs, automatically calculate ranges of forecasted outputs and their probabilities.
Category publish and subscribe	●	●	●	Save time by sharing and re-using pre-defined distributions. Define an assumption once, and save the distribution and its parameters for many future uses. Then share these user-defined distributions with others, via the publish and subscribe mechanism.
Crystal Ball Tools	●	●	●	Set up your models quickly and accurately, and analyze them comprehensively. Includes: Batch Fit, Correlation Matrix, Tornado Chart, Bootstrap, Decision Table, Scenario Analysis and Two-Dimensional Simulation.
Extreme Speed simulation		●	●	Get it done, fast. Large simulation models and complex optimizations demand extreme performance. Run your simulations up to 100 times faster than normal with Extreme Speed, powered by PSI Technology™.
OptQuest®		●	●	Make the right decision. Automatically search for your optimal solution, accounting for uncertainty, constraints and requirements.
CB Predictor™		●	●	Create accurate and realistic predictive models. Analyze historical data with time-series analysis and regression.
Developer Kit		●	●	Customize it. Macros and functions let you tailor the software to your specifications, ensure standardization and save time through automation.
Real Options Analysis Toolkit™			●	Account for potential big gains in your analysis. Discounted cash flow analysis estimates a project's base value, accounting for the impact of negative risk. Add real options to account for the impact of positive uncertainty in estimating your project's value.
Textbooks and multimedia training CD			●	Get the most from your Crystal Ball applications with a multimedia training CD and comprehensive textbooks covering applied risk analysis and real options analysis.

Crystal Ball Resources

TRAINING AND CONSULTING

Jump start your use of Crystal Ball with regional or onsite training classes. Learn, from our experienced instructors, how to get the most out of Crystal Ball software and best practices for spreadsheet modeling.

The regional classes, tailored for different industries, applications and customers, are conducted frequently across North America, Europe and Asia. The classes include Introductory and Advanced Crystal Ball, Crystal Ball for Six Sigma, Advanced Crystal Ball for Oil and Gas, and Real Options for Analysts. On-site training is customized for your organization's specific risk analysis and modeling needs and can include several of your own spreadsheet models.

You can find all the information about upcoming classes, class curricula and how to register at www.crystalball.com/training.

ACADEMIC PROGRAM

Decisioneering offers educational discounts for professors, instructors and students. Information about the Academic Program can be found on our Web site. Additional resources include textbooks, case studies and example models.

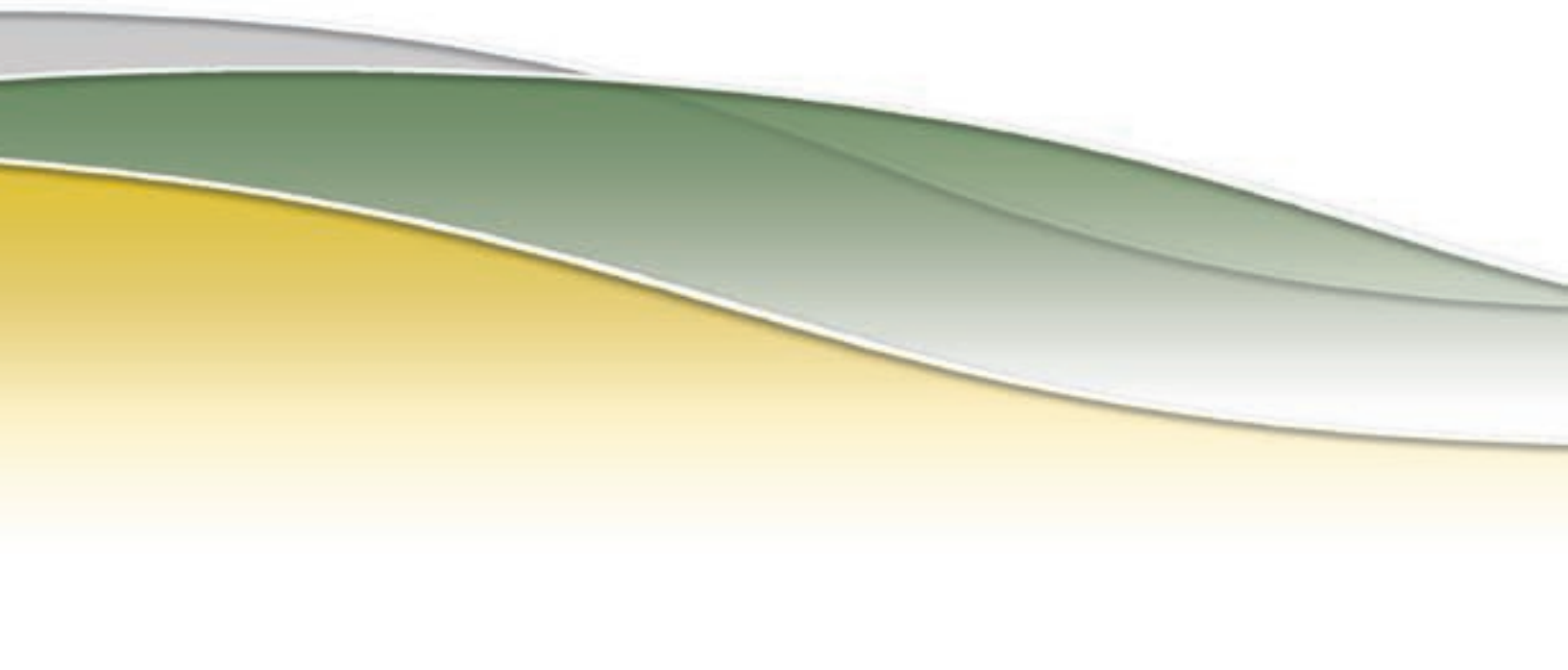
RISK RESOURCES ON THE WEB

Visit our Resources page under the Risk Resources tab at www.crystalball.com. You will find free case studies, models, an article library and links to other resources. To learn how Crystal Ball is being applied, visit our Industries and Applications page. Each page listing contains articles and white papers to show you how Crystal Ball solutions are used to define and reduce risks.

TOMORROW'S FORECAST

Keep an eye on the latest trends in risk analysis and spreadsheet forecasting, read white papers and case studies written by industry experts, find out about the latest books and publications, and learn about upcoming conferences and seminars. Each newsletter also includes a Crystal Ball tip, lists upcoming regional training classes and often includes a free model for you to download.

You can subscribe to our free e-mail newsletter at www.crystalball.com/news-sig.html



ABOUT DECISIONEERING, INC.

Since 1986, Decisioneering, Inc. has been providing risk analysis software and solutions. With offices in the United States, United Kingdom and Germany, and an international network of partners, Decisioneering, Inc. provides customers worldwide with the tools, solutions and services they need to make better informed decisions.

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