


VALUE DRIVERS DERIVED FROM ISOCHRON CLIENT CASE STUDIES	
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DRIVERS OF ASSET VALUE	X-REF TO CHART OF ACCOUNTS (optional)
Improved market position	
Profitable group/company positioning in the market	
Profitable management of market perception of risk	
Profitable acquisition	
Profitable acquisition of valuable estate	
Profitable acquisition of valuable IT systems	
Profitable acquisition of valuable production assets / plant	
Profitable acquisition of new valuable personnel	
Profitable enhancement of value of personnel	
Profitable acquisition of IC (Intellectual Capital)	
Profitable acquisition of brand	
Profitable enhancement of brand	
Improved cash at bank	
Reduced overdraft/loans/increased cash in the bank	
Income from sale of assets - sale of capital assets	
DRIVERS OF REVENUE VALUE	
Acquisition of profitable relationships	
Acquisition of profitable new client relationships	
Acquisition of profitable new channels to market	
Acquisition of new/increased economic rental e.g. car parking charges; road parking fees; fines related to use of public infrastructure; bridge/ferry/road tolls; building rental; asset sharing deals; secondments; etc.	
Improved profitable sales infrastructure	
Enhancement of profitable new sales personnel skills and relationships	
Acquisition of profitable improvements to sales processes	
Acquisition of new company data and knowledge that are put to profitable use in sales	
Enhancement of the value of the organisation's data and knowledge that is put to profitable use in sales	
Faster adoption of emerging technology that is put to profitable use in sales	
Improved funding	
Acquisition of new funding from philanthropic sources (charity, individuals)	
Acquisition of new/increased funding from Government / Treasury	
Acquisition of new/larger grants/subsidies/funds from international bodies (e.g. World Bank, EU)	
Acquisition of new/larger support grants from Government / Treasury	
Acquisition of budget increase from Government / Treasury	
Improved pricing	
Improved profit margin per sale driven by better product/service alignment with market to optimise sales against price and cost	
Acquisition of new organisation data and knowledge on prices and costs that is used to drive better pricing	
Enhancement of value of organisation data and knowledge on prices and costs that is used to drive better pricing	
DRIVERS OF REDUCED COSTS	
Reduced personnel costs	
Reduced head count	
Reduced/avoided recruitment	
Reduced employment overheads	
Reduced cost of salaries (without reduced headcount or terms; e.g. reduced overtime)	
Reduced benefits	
Reduced terms	
Reduced accommodation	
Reduced costs of travel	
Reduced services to personnel	
Reduced training	
Reduced management and communication overheads	
Reduced skill-to-task mismatches	
Reduced cost of sales	
Acquisition of brand enabling lower cost of sales	
Improved sales processes enabling lower cost of sales	
Shorter sales cycle enabling lower cost of sales	
Reduced volume of unprofitable sales	
Reduced cost of ownership of assets	
Reduced maintenance costs	
Reduced security costs (inc. losses)	
Reduced insurance costs	
Reduced cost of rates	
Reduced cost of utilities	
Reduced cost of Research and Development	
Reduced length of R&D lifecycle	
Better use of company data and knowledge that reduces effort/cost of R&D	
Lower costs from outsourcing/sharing of R&D	
Reduced cost of production	
Reduced cost of raw materials	
Reduced cost of ownership of IT systems - operations, maintenance, licences	
Reduced cost of ownership of production assets / plant	
Reduced cost of production processes from improved process efficiency	

ISOCHRON
Value Drivers

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Reduced cost of projects and programmes	
Reduced/avoided/cancelled purchases	
Reduced/avoided 3rd party costs	
Reduced/avoided lost-opportunity costs	
Reduced cost of capital	
Reduced inventory	
Reduced WIP (Work In Progress)	
Reduced debtors	
Reduced cost of rectification	
Reduced effort per error on investigation and recovery	
Reduced volume of re-supply per error	
Reduced billing write-offs / compensation per error	
Reduced legal expenditure per error	
Reduced cost of penalties	
Reduced penalties driven by better performance against SLAs	
Reduced penalties driven by better compliance	
Reduced cost of having sub-optimal financing	
Avoidance of losses through sub-optimal corporate finance (debt, investment)	
Avoidance of losses through sub-optimal treasury management - raising money in markets	