



inkweb Visualizing Information to Facilitate Decision Making



Scorecards and Metrics

Metrics are only as good as their underlying data. *inkweb* will rationalize and restructure your existing data using the desktop software you already own.

(The sample scorecard below was created on a spreadsheet. Each row provides consistent information for one metric.)



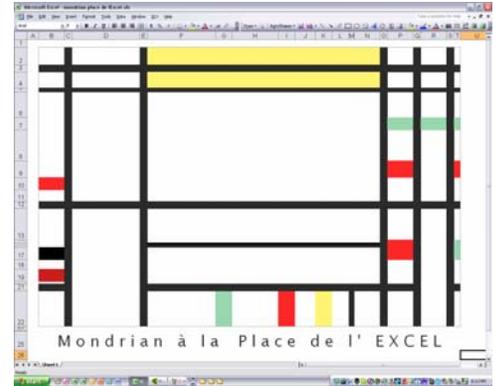
Visual Thinking for Strategic Planning

Improve personal productivity and existing information with *inkweb* services. These services include:

- Analyzing and improving your data capture process
- Facilitating decision making with visual presentation systems that help you see the patterns in complex data
- Personalized coaching geared to the individual responsibilities of you and your staff

Transform seemingly chaotic data into clearly presented, multilayered visual analyses designed to help you:

- see the big picture on a consistent, comparable, and meaningful basis
- quickly spot patterns and trends
- respond flexibly to management reporting needs



Your Coach

Liz Webbink has 20 years of experience in corporate planning, finance, & economics, much of that with Exxon where she revamped the corporate cash forecasting system and was recognized for improving productivity through financial process reengineering. She has also implemented systems for corporate project analysis, scorecards and performance metrics. Liz served on the faculties of Rice, Montclair State, and Rutgers where she was also the Academic Dean for the Business School. A past director of the National Association for Business Economics, Liz earned a BS from Georgetown's School of Foreign Service and a PhD in Economics and Finance from NYU's Stern School of Business.

CORPORATE SCORECARD

FY2007 Q2

Last FY Actual

YTD

Current Quarter

Current FY's Goal

Earnings per Share

EPS rose this quarter but are not yet on target for YTD

\$0.56

\$0.58

\$0.60

\$0.60

