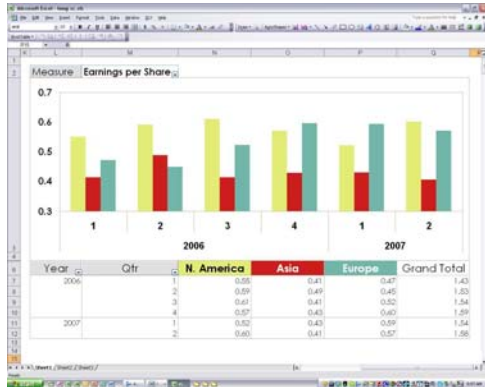




inkweb Visualizing Information to Facilitate Decision Making



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.)



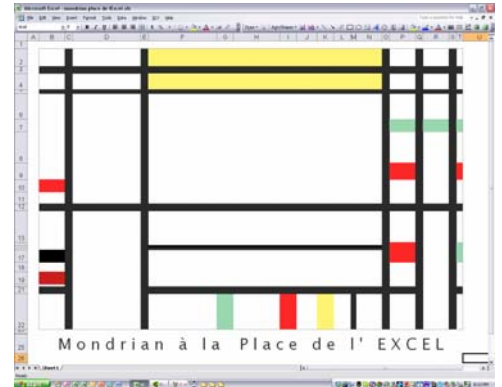
Visual Thinking for Strategic Planning

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

- Analyzing and improving your data capture process
- Facilitating decisionmaking 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

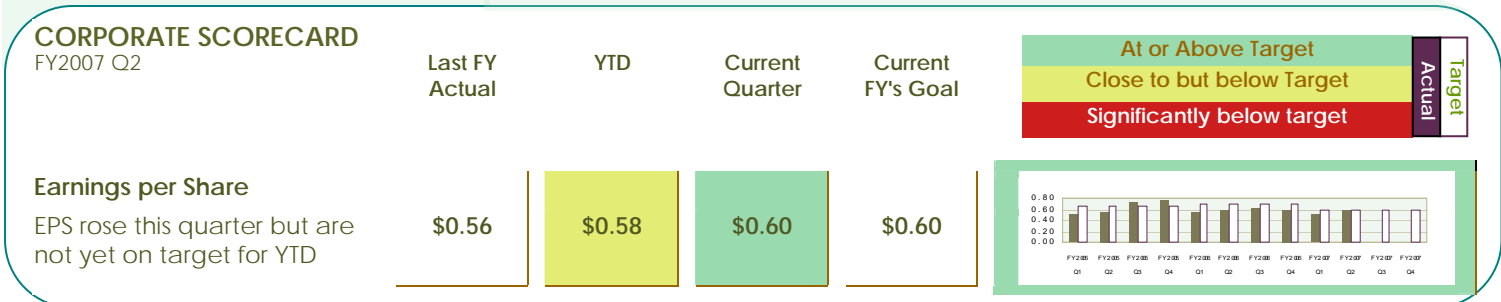
Transform seemingly chaotic data into clearly presented, multilayered visual analyses designed to help you:

- 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, capital budget reporting, 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.



Take the chaos out of complex data

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