



# Benefits

## Immediate Benefits

Most Crystal Ball users will be proficient in under 30 minutes if they are familiar with Microsoft® Excel. Plus, the award-winning documentation makes it easy for users to begin seeing the benefits almost instantly. Since the program is a fully integrated Microsoft add-in that seamlessly extends the power of Excel spreadsheet models, the functionality of Crystal Ball is just a few clicks away.

*"Crystal Ball is an excellent teaching tool for spreadsheet simulation models and is easy to learn and use. I highly recommend it."* -- Liam O'Neill, Assistant Professor, Policy Analysis and Management Cornell University

## You stop guessing

While everyone must take risks to succeed, blind risks too often lead to costly errors. Crystal Ball puts the odds in your favor by helping you choose the most promising calculated risks. Each time you perform a Crystal Ball simulation, you gain a richer understanding of the inherent risks.

*"This software is the best tool I have seen for trying to predict future occurrences in a very uncertain time."* -- Steven J. Campbell, Managing Director, Nelligan Power

## You have a competitive advantage

With a Crystal Ball analysis, you know what your competitor does not: the probability of a particular outcome. Because Crystal Ball lets you quantify your risks, it can be a crucial tool for a successful negotiation.

*"Your product made me a hero - my executive clients finally can use their computers intuitively to get to the meat of their business options."* -- Dick Willis, President, Decision Graphics

## You break free from the limitations of spreadsheets

Monte Carlo simulation frees you from the constraints of estimates and best-guess values. Why rely on a single, possibly misleading estimate when you can easily create and analyse thousands of potential outcomes? Plus, using Crystal Ball means you no longer need to create several spreadsheets to analyse multiple scenarios.

*"Crystal Ball has changed the way my organisation performs business and market planning."* -- Christopher A. Grier, Business Development manager, ConEd Nuclear Services

### **You know what matters**

With Crystal Ball's Sensitivity Analysis you will know which factors really drive results. You can focus your energies on the right problem and complete the analysis sooner with less effort.

### **You look sharp**

Smart decisions alone aren't enough. You need to communicate your decisions. Crystal Ball's graphics and reports are the professional way to show your clients, investors, and management that you thought of all the angles and made informed choices.