



**HOW YOU CAN SHAPE YOUR BUSINESS TO WEATHER 2009 AND BEYOND**

Everyone knows cashflow is vital to every business, especially in the new 2009 environment.

However not everyone knows the actual cashflow position of their business. We have reviewed a number of businesses over the last few months using special diagnosis software. Every business we have seen has "leaked" cashflow. No business is financially optimized and there is always room for improvement.

Using Business Diagnostics tools we have available to all of our clients, and utilizing our experienced qualified personnel, we have managed to find ways of improving the ever increasing tide of cashflow leakage to all the businesses that we have reviewed.

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You may have wondered what the most important drivers of your business are, and equally wondered why making an improvement in some business indicators, does not make an improvement in profit. Sometimes it seems to make your cashflow worse. Our Business diagnostics show where damage is happening and where opportunities may exist.

Virtually all business types can be reviewed to give feedback on how different areas of the business may impact the most on the bottom line, from professional services firms to manufacturers, importers, wholesalers and retailers.

2009 is going to be all about focus and having your fingers on the pulse of your business. For those of us using Exo Business, this may mean analyzing what factors are having the biggest impact, and identifying the key drivers to put on our business dashboards. It also means that we need to have our accounting data accurate and up to date. Real time information is going to be one of those Critical Business survival and success factors for the coming months.

So in short, our Business Diagnostics team is here to demystify the accounting numbers, so faithfully produced by our accounting systems, in the following ways:



- a service to improve clients' financial performance
- a basic business health check identifying areas of danger in a clients business
- provide annualised and projected financial data
- for interpretation of three key financial drivers: profitability; cash flow; growth
- to develop strategies with clients to devise 'what if' scenario testing
- for goal seeking to visualise future improvements
- for assessment of anticipated taxation position
- to document targeted performance measures

What ever methods we use, it is time for all of us to embrace our accounting numbers and keep several steps ahead of "the now".

James Kelso  
Business Diagnostics Manager

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**Toshiba Tecra A10**



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