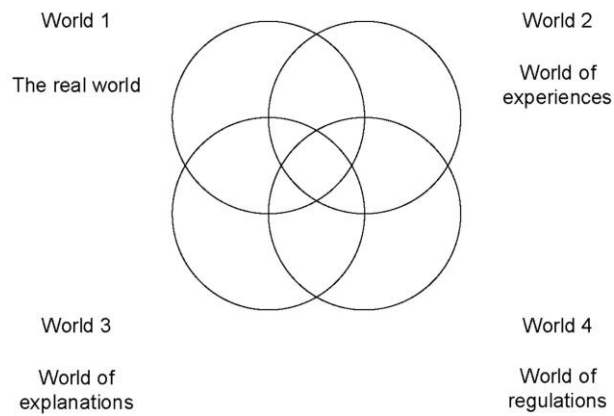
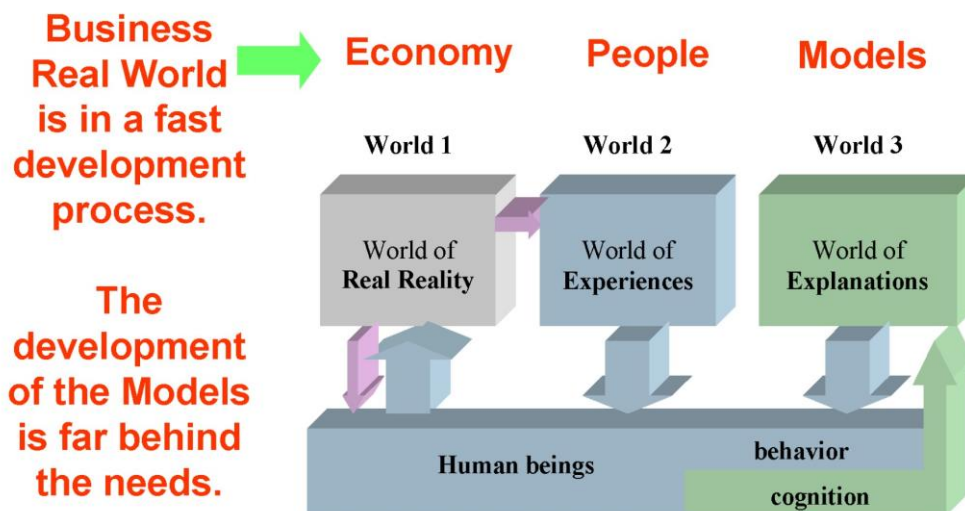


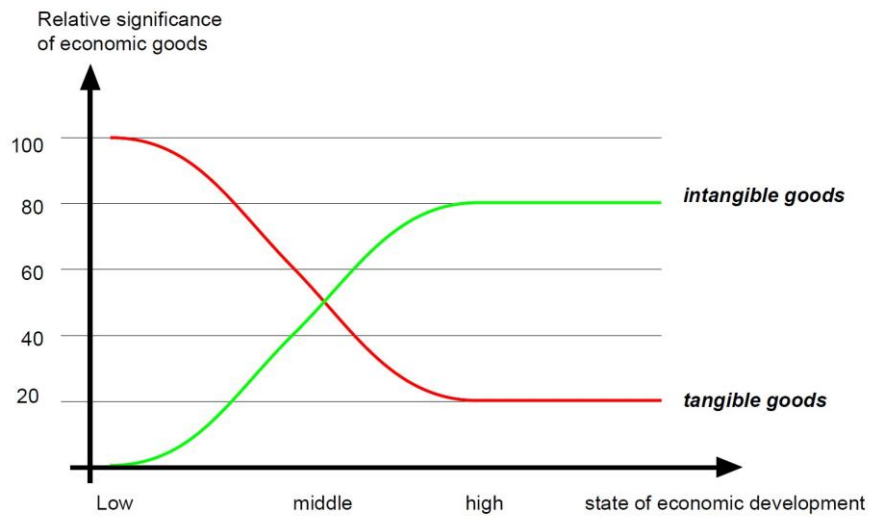
Worlds and Economy



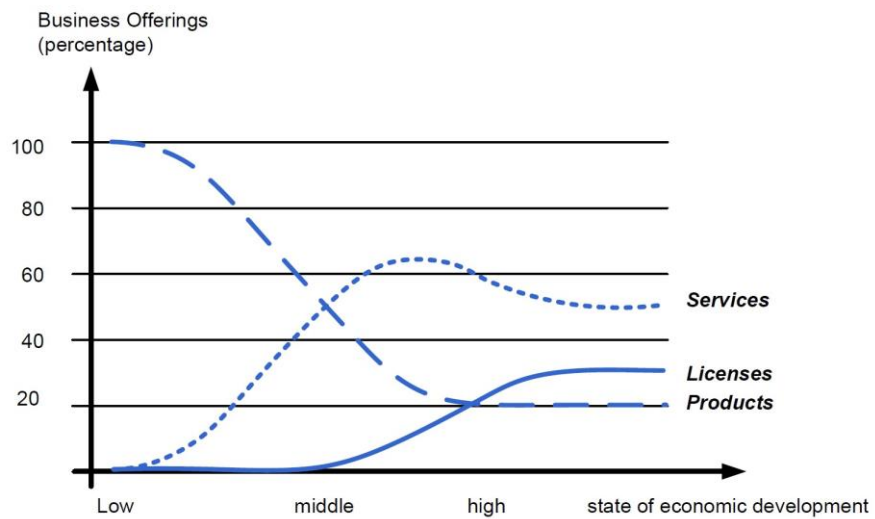
The art of being profitable is first to understand the new Business Worldwe do!



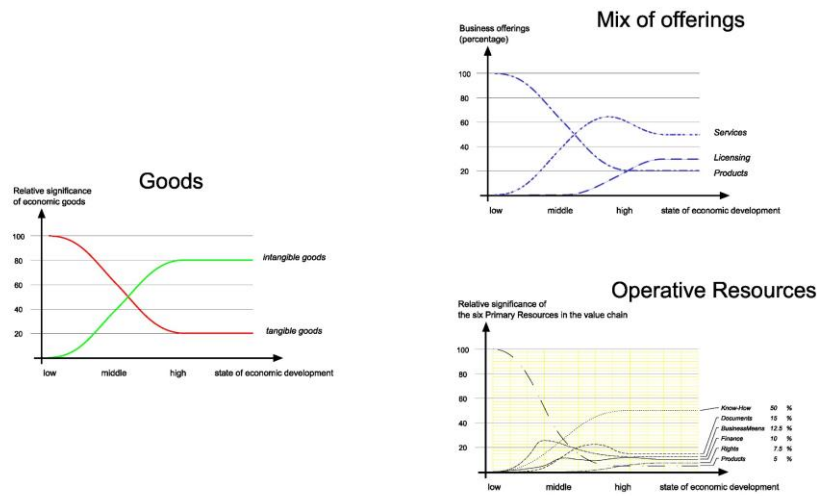
Development of economic assets



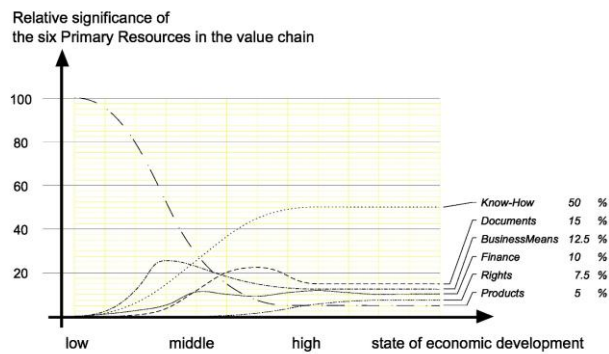
Development of Business Offerings



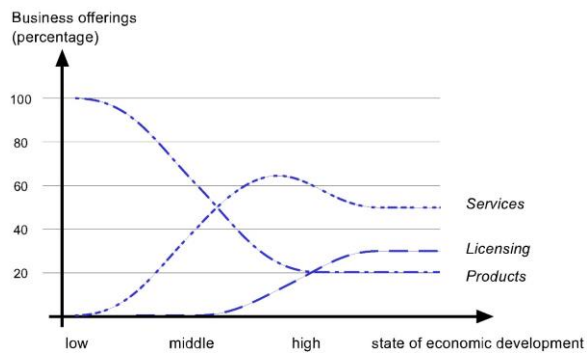
About no-, low-, middle- and high-techniques (and technology)



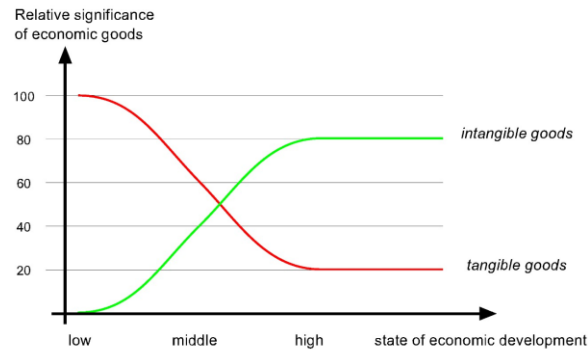
Percentage to creation of (classic) economic value



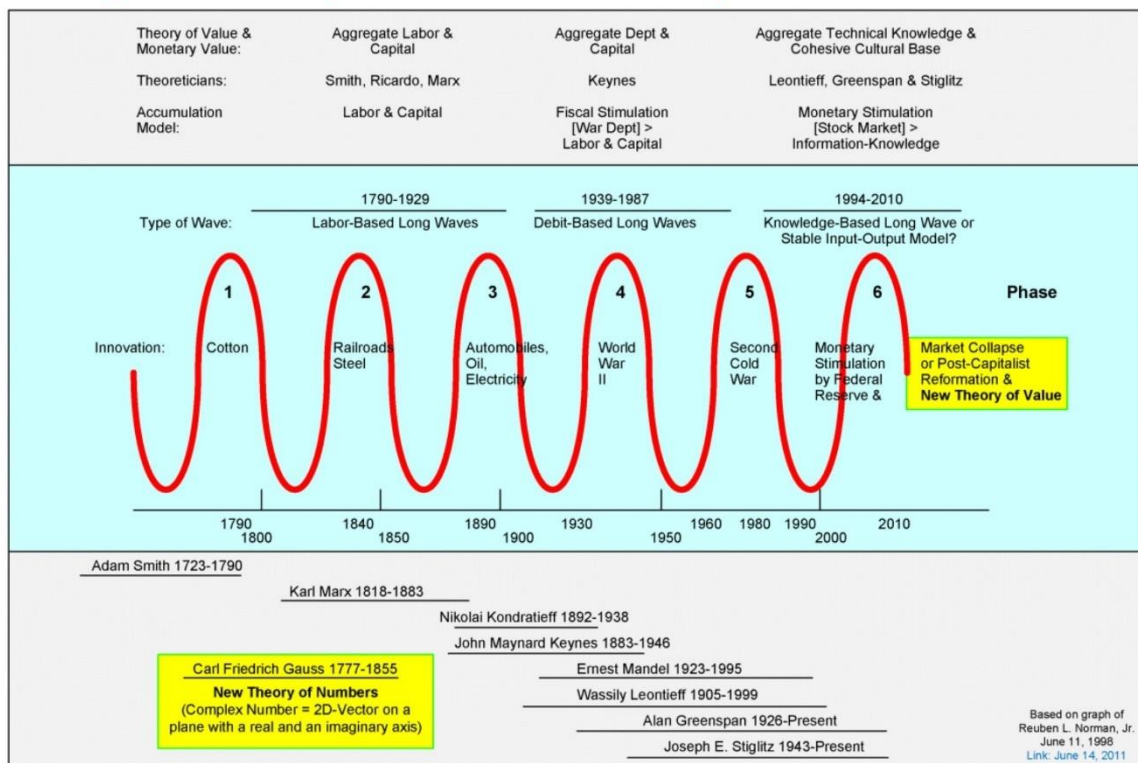
Development of business offerings



Development of economic assets



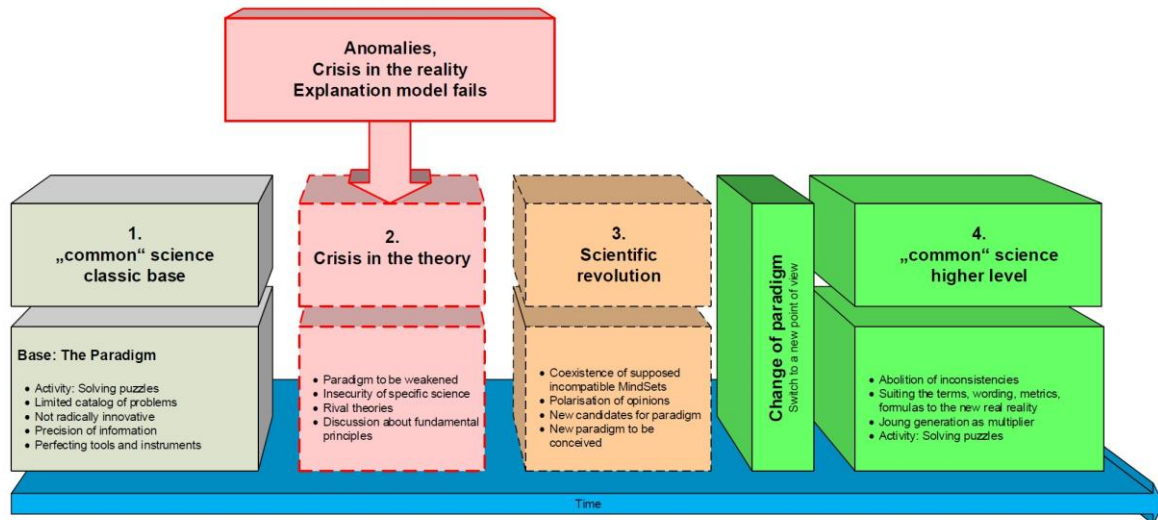
The long Road to Post-Capitalism: Schematic of Six Long Waves From 1790 to 2000



Innovation

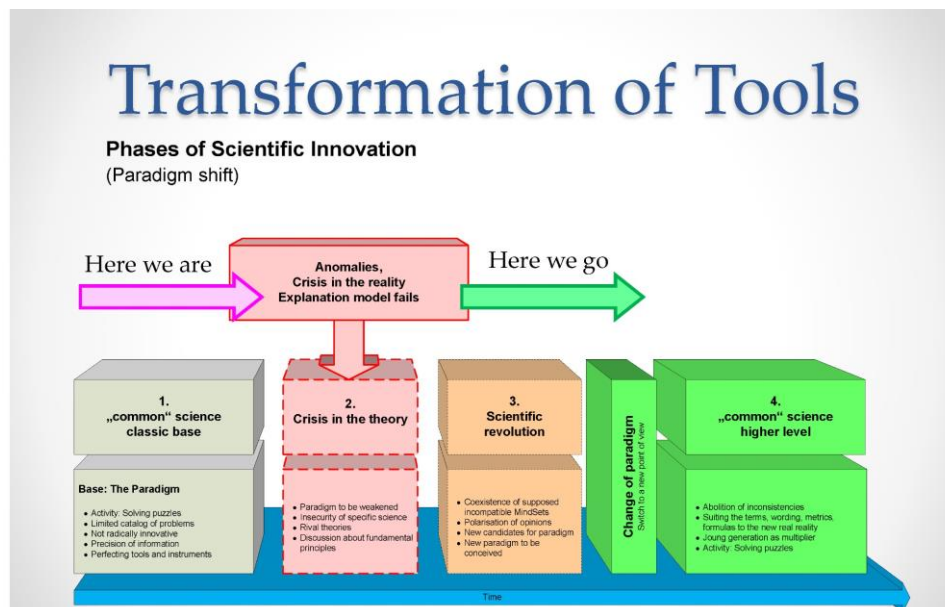
Phases of Scientific Innovation (Paradigm shift)

Based on: *The Structure of Scientific Revolutions*
Thomas Kuhn, 1962

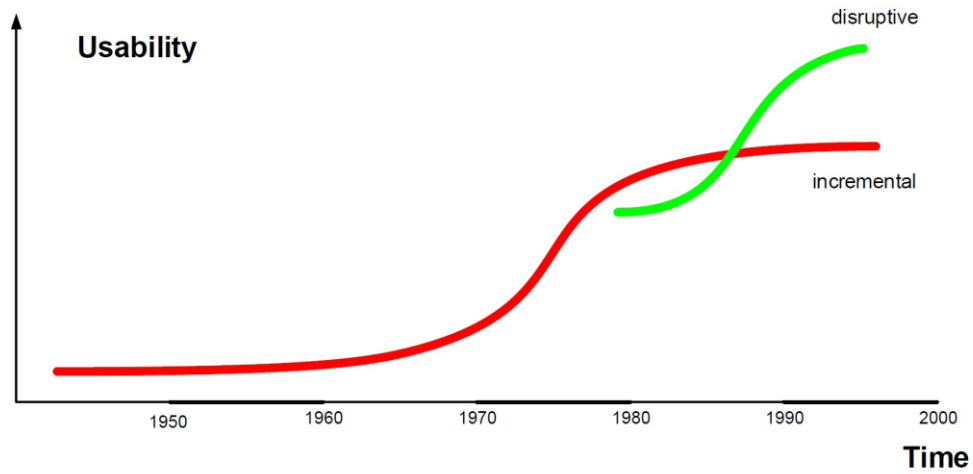


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peter.bretscher@bengin.com
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Literature:
Hochuli Gerhard R.: Das Wesen wissenschaftlicher Revolution, Herbsttagung Club NTB, 1983
Kuhn Thomas: Die Struktur wissenschaftlicher Revolutionen, Suhrkamp Taschenbuch 25, Frankfurt 1981



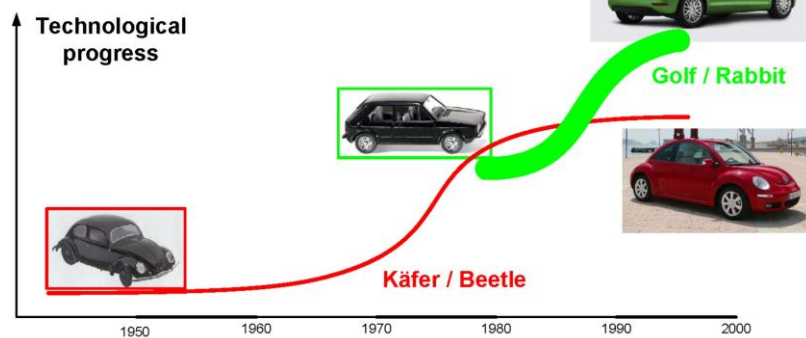
Development of techniques and technologies



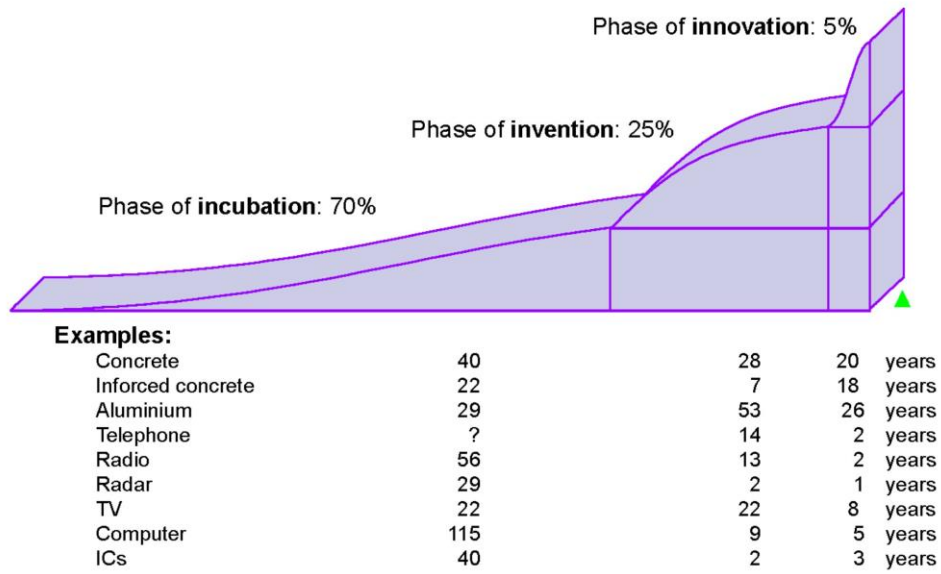
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s_shape_techniques_and_technologies_e_vsd

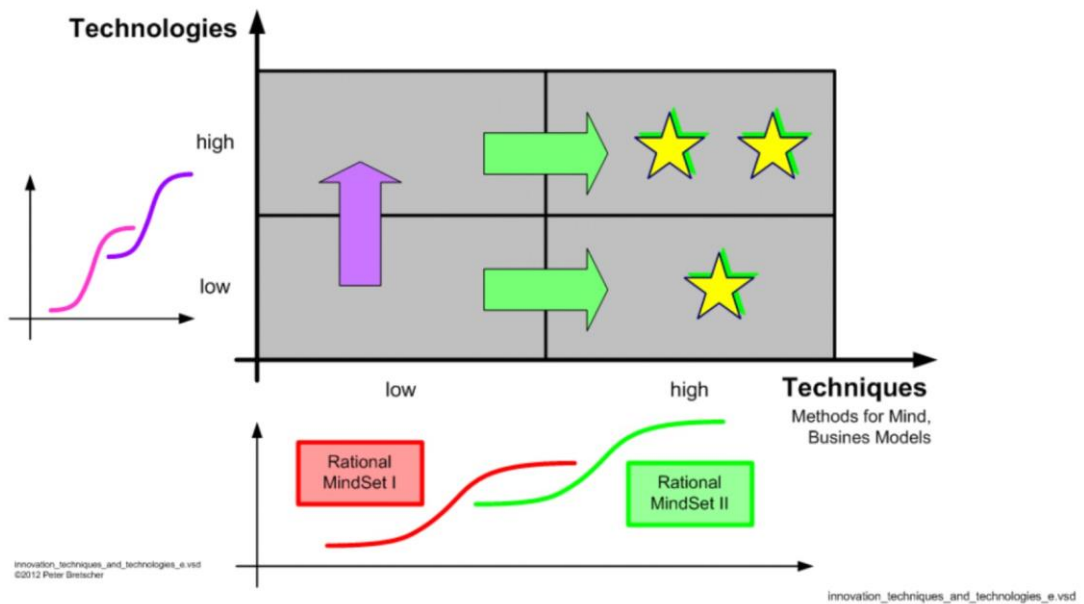
Volkswagen



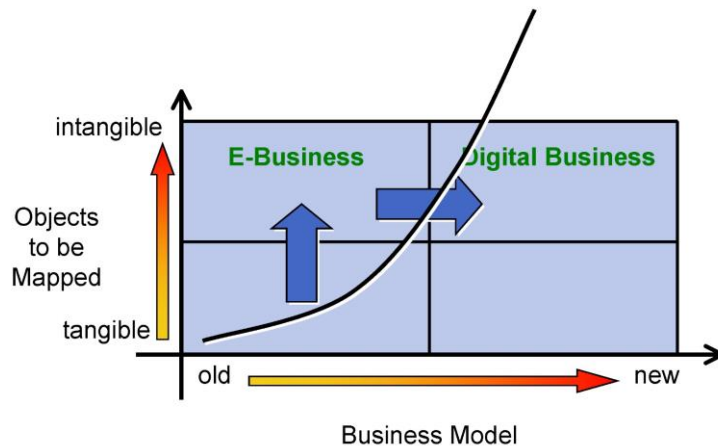
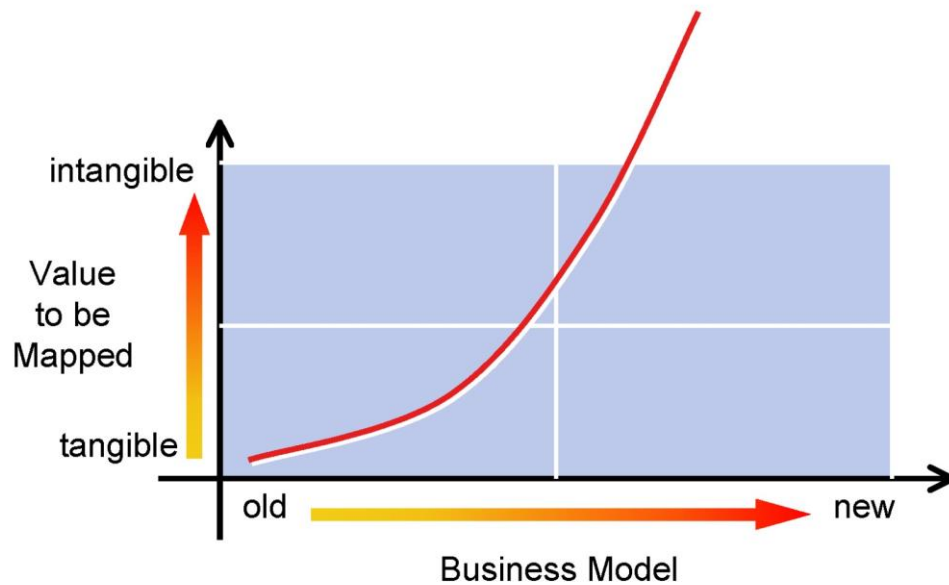
Idea to Innovation



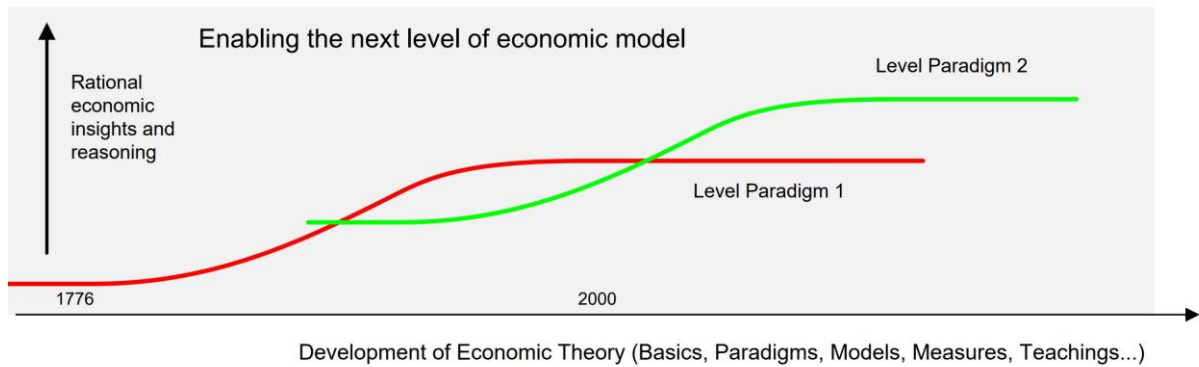
Two Directions of Innovation (Technology and Techniques)



Complexity of the **new Business World** rises and the Business Models have to reflect this

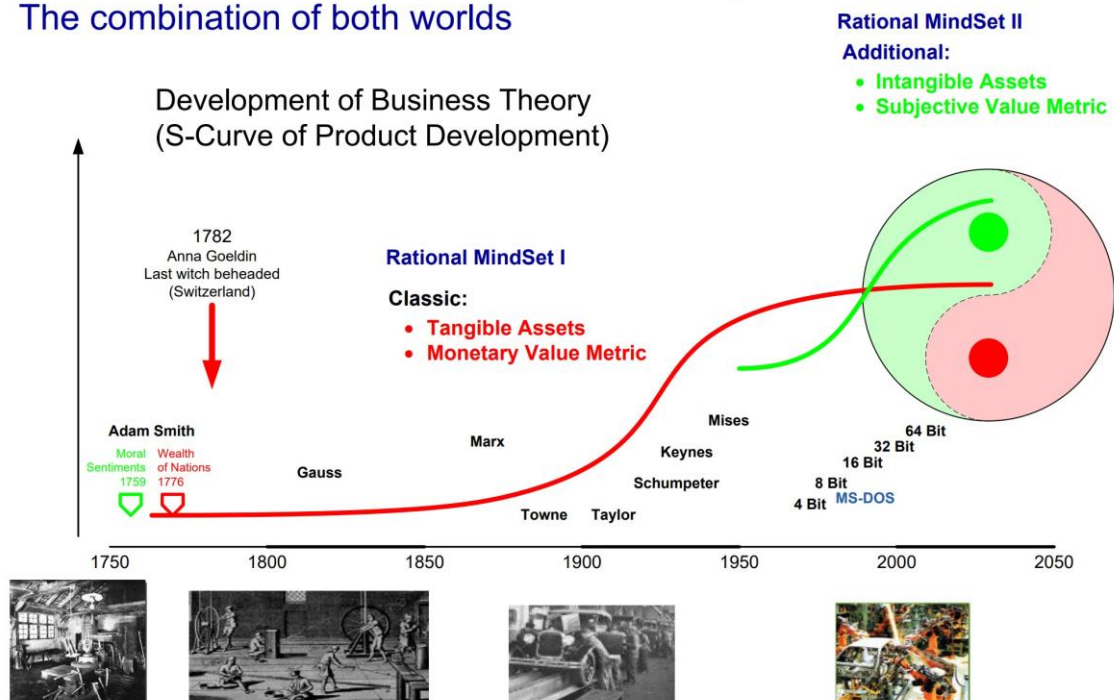


Economics (innovation)

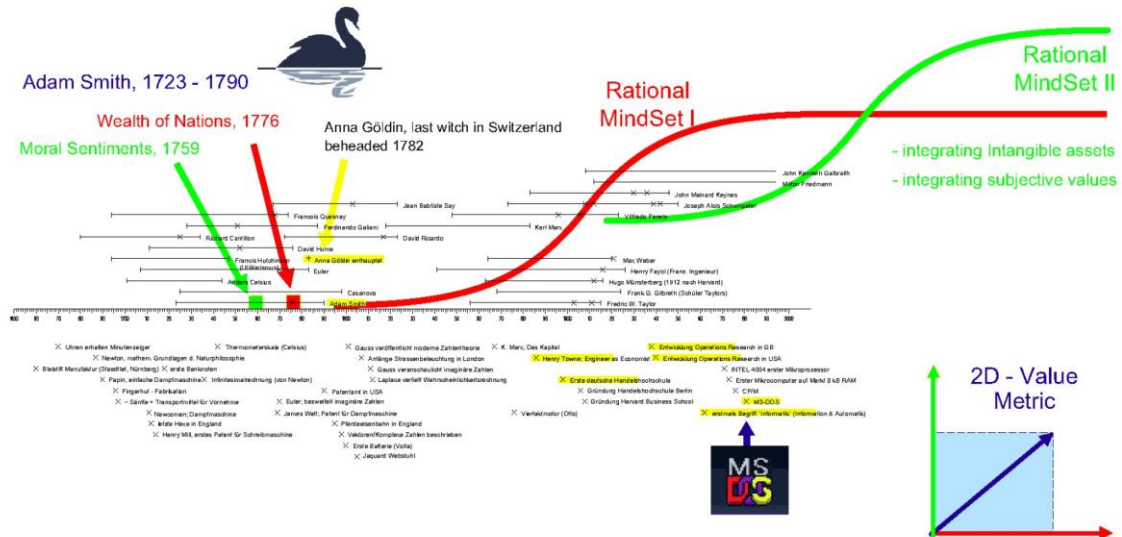


Project NEMO (New/Next Economic Model)

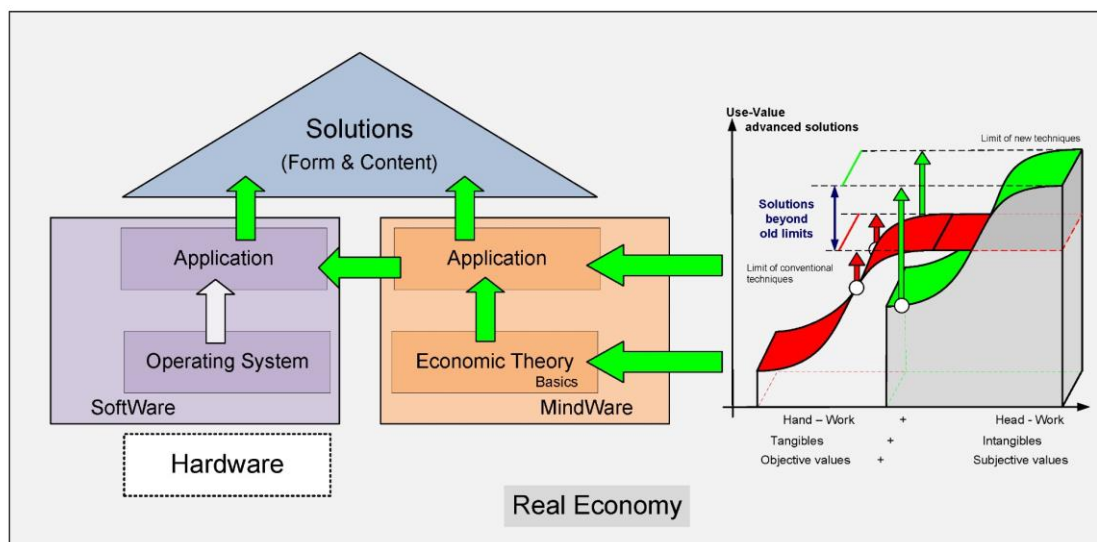
The combination of both worlds



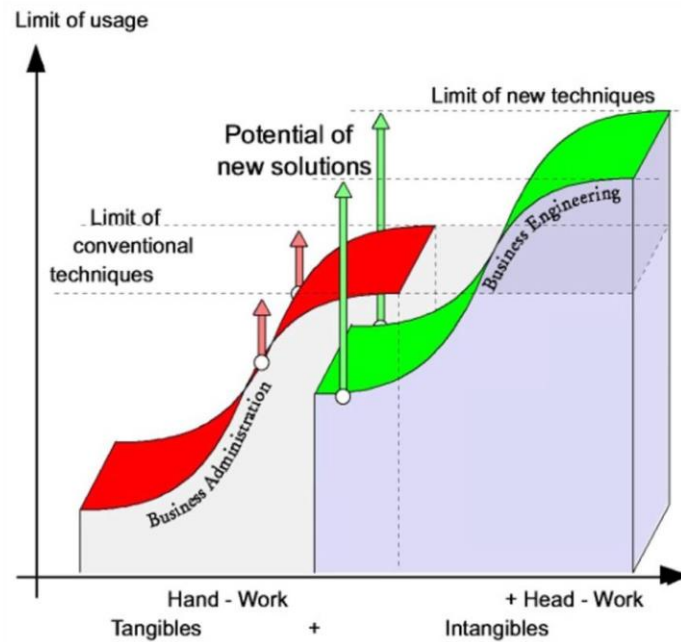
(Disruptive Innovation enables an enhanced Reasoning System for sustainable development.)



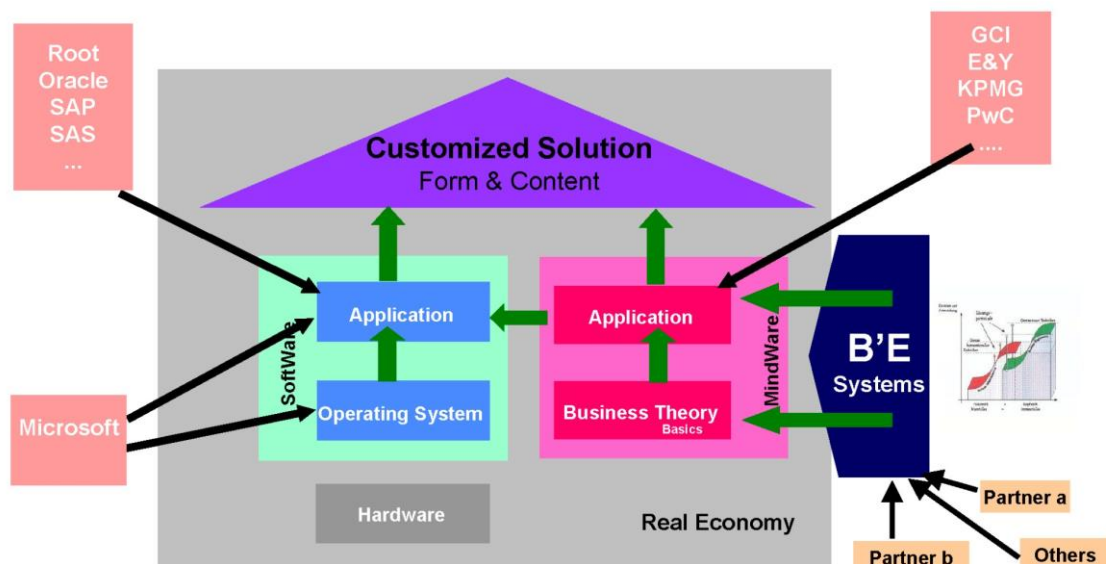
Enabling disruptive solutions beyond classic limits



Next step, focus on economic MindSetting / Paradigms



We have developed new models for the new Business to deliver new solutions



The market has new needs and is looking for new solutions

FOR THE „TYPICAL“ CUSTOMERS:

Old economy companies: (banks, production, etc.)	Models and Tools to analyze and optimize asset management (tangible and intangible)
Investment companies:	Models and Tools to understand what assets they are buying (tangible and intangible)
Start up companies:	Models and Tools to explain what assets they are building up (tangible and intangible)

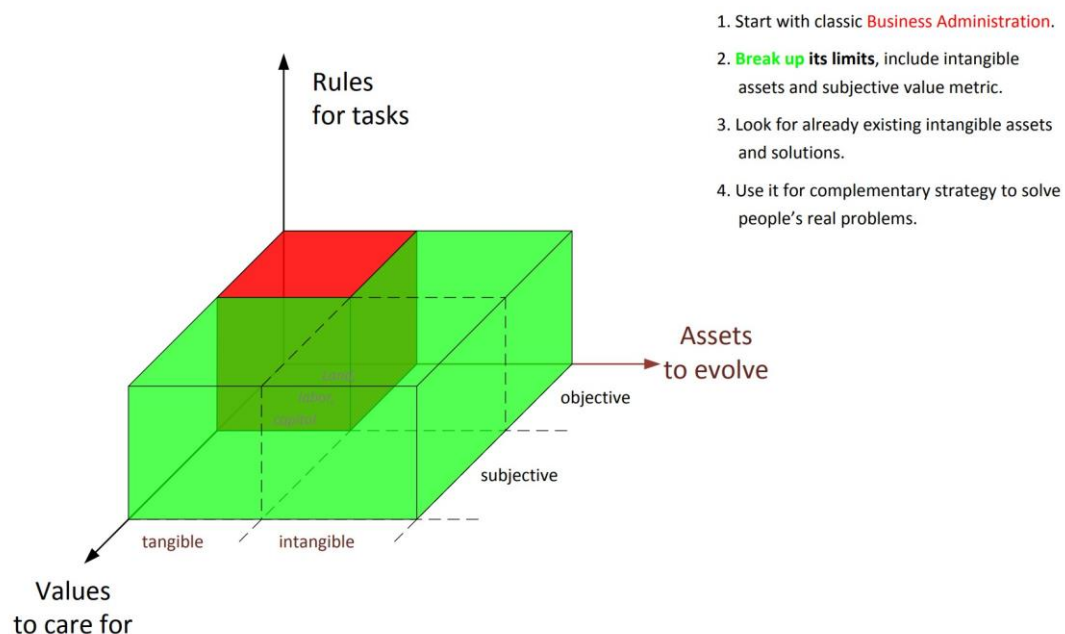
FOR THE CONSULTANTS:

Consulting firms:	Licence of Models and Tools to implement added value services at their client site
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FOR THE INSTITUTIONS:

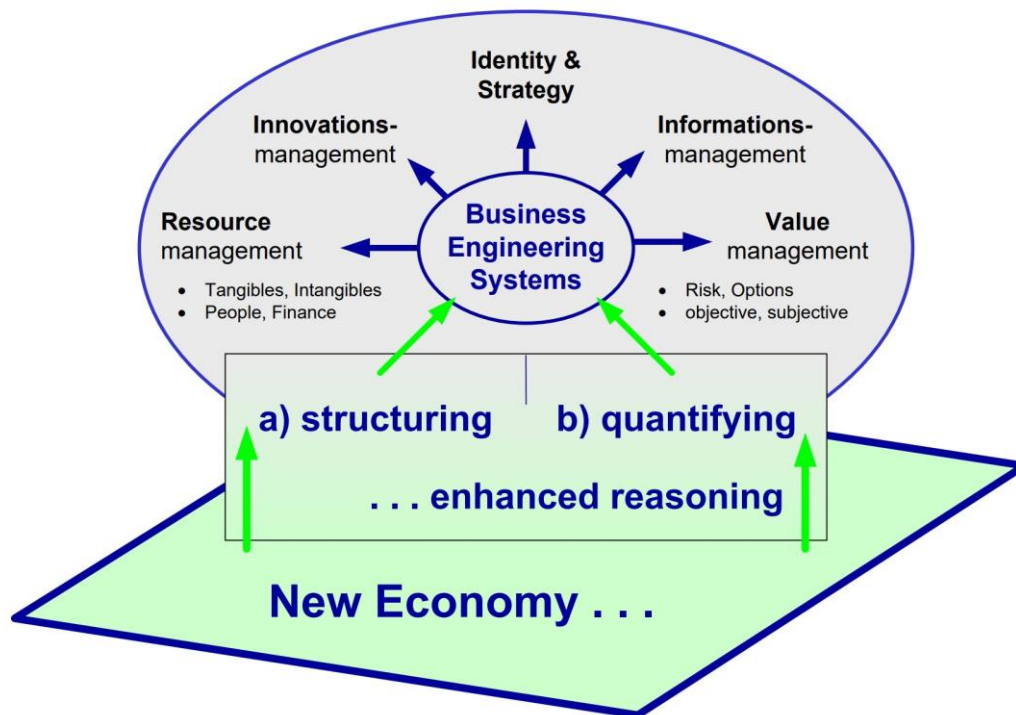
Universities:	A new methodology to understand and value the new complex Business World
---------------	---

Clever solutions waiting outside **old red box-thinking**

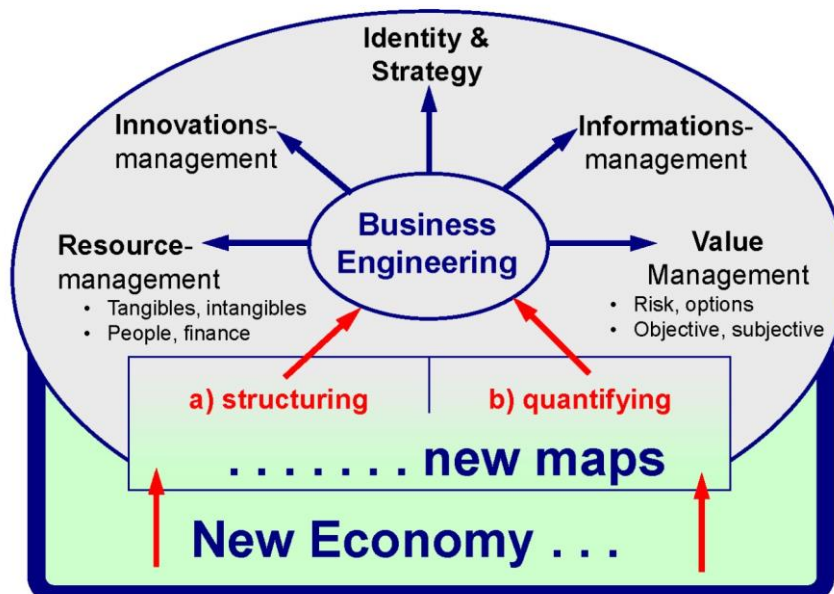


Business Engineering Systems

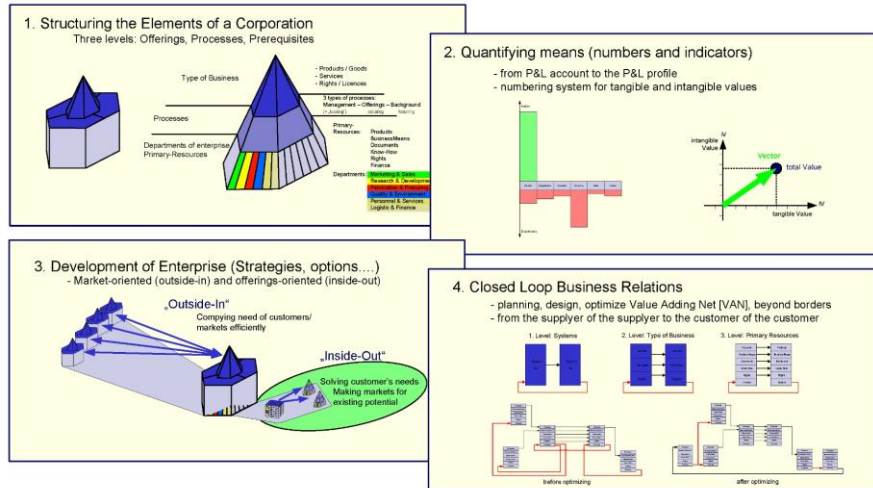
Reality of Business has changed – new models/maps needed



Reality of Business has changed –
classic economic MindSet, models & tools will change too....



Four main views



Business Engineering Systems – four main components / views / perspectives

Get to know and explore the potential

- Offerings
- Processes
- Prerequisites
- Structuring
- Locating
- Build up

More complete navigation instruments and indicators

- Focus also on income not only on costs
- Performance profile
- Indicators for Intangible Assets
- Valuing enterprise, Vector Metrics
- Balance of power, potential, energy

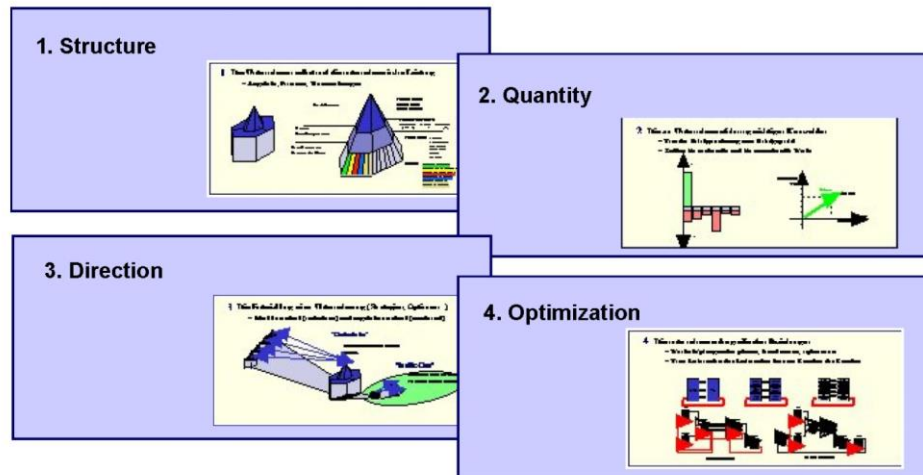
Find opportunities for new businesses that generate quick income.

- Actions for complementary strategies
 - develop, carry out
 - new perspectives and communicate instruments
- New combinations of existing primary resources

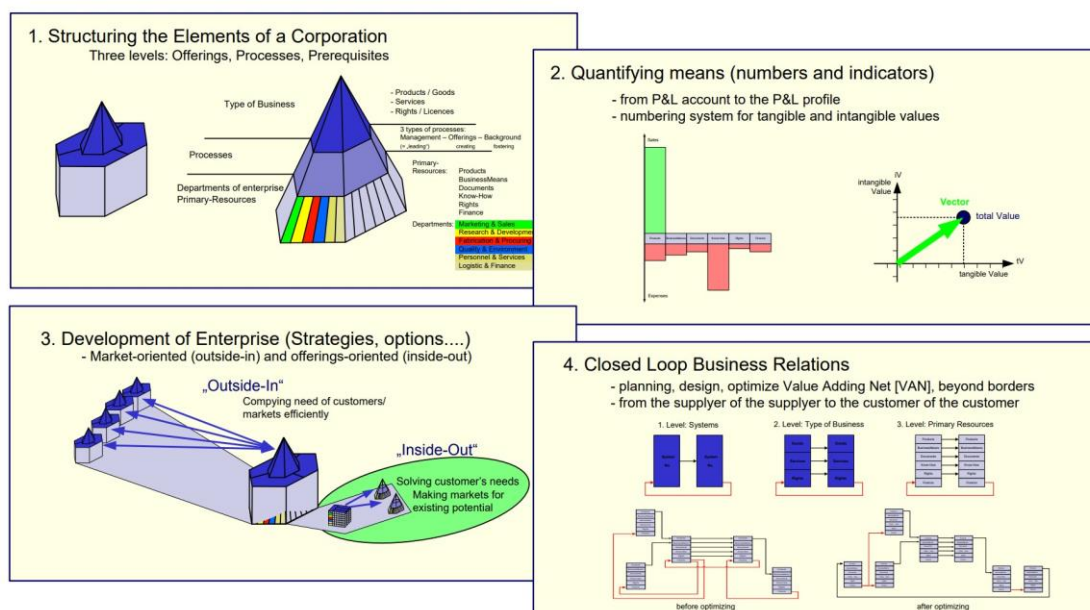
A clear view in complex transactions and networks (Value Generating Network).

- Engineering and optimization of superimposed control loops in the economy.

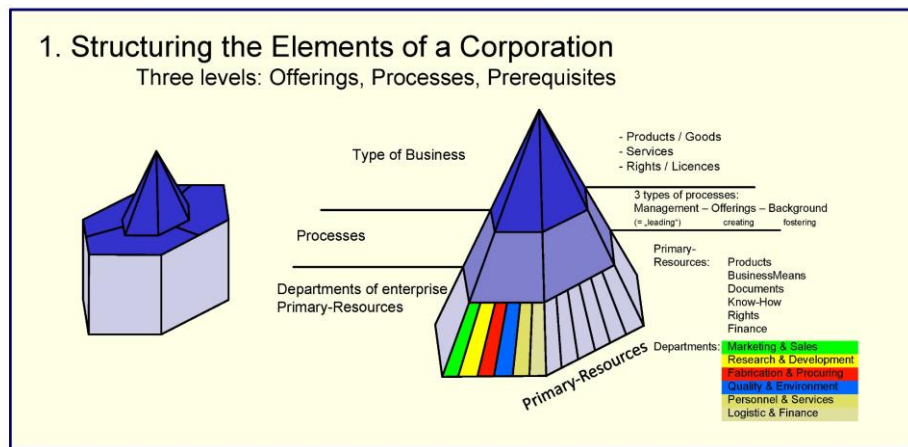
**We developed the original know-how,
the procedures and the instruments
to analyze the new Business World and
to find the needed Solutions.**



Four main components
Structure – Measures/Metrics – Orientation – Relation

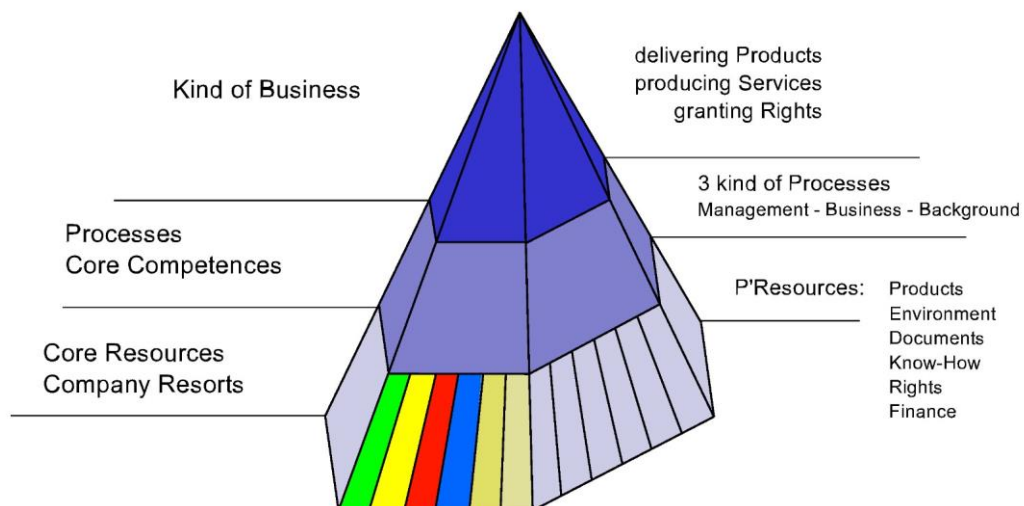


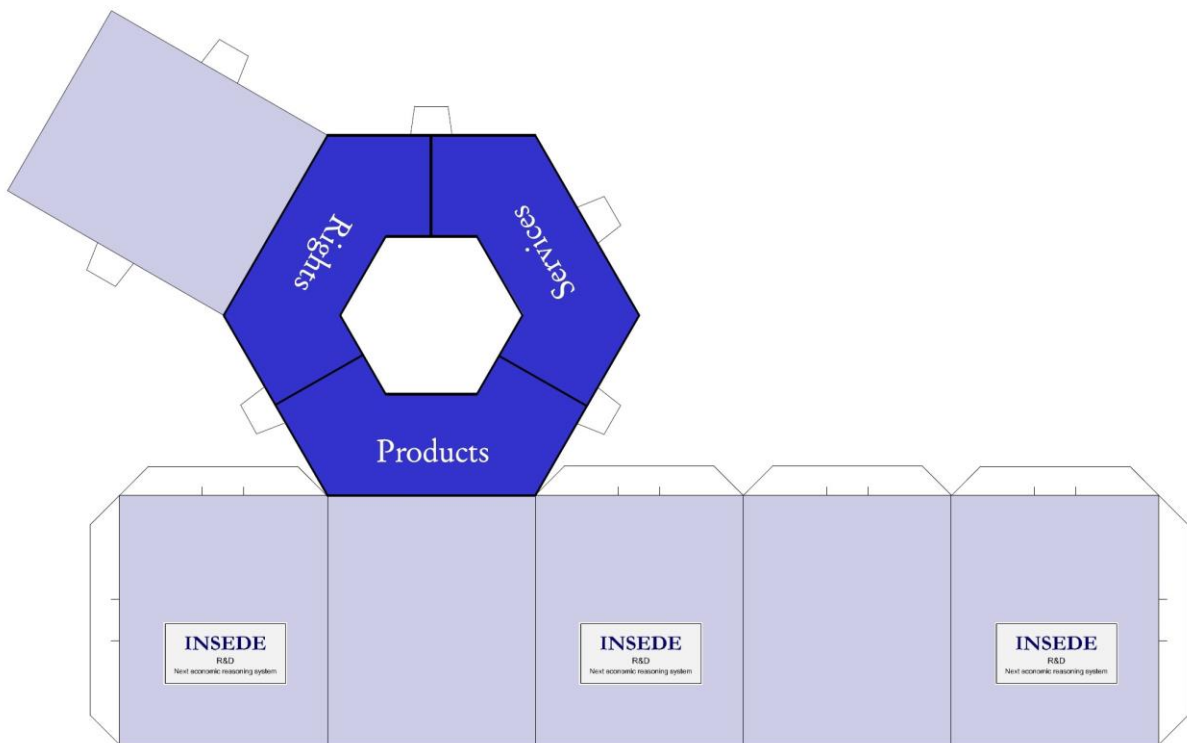
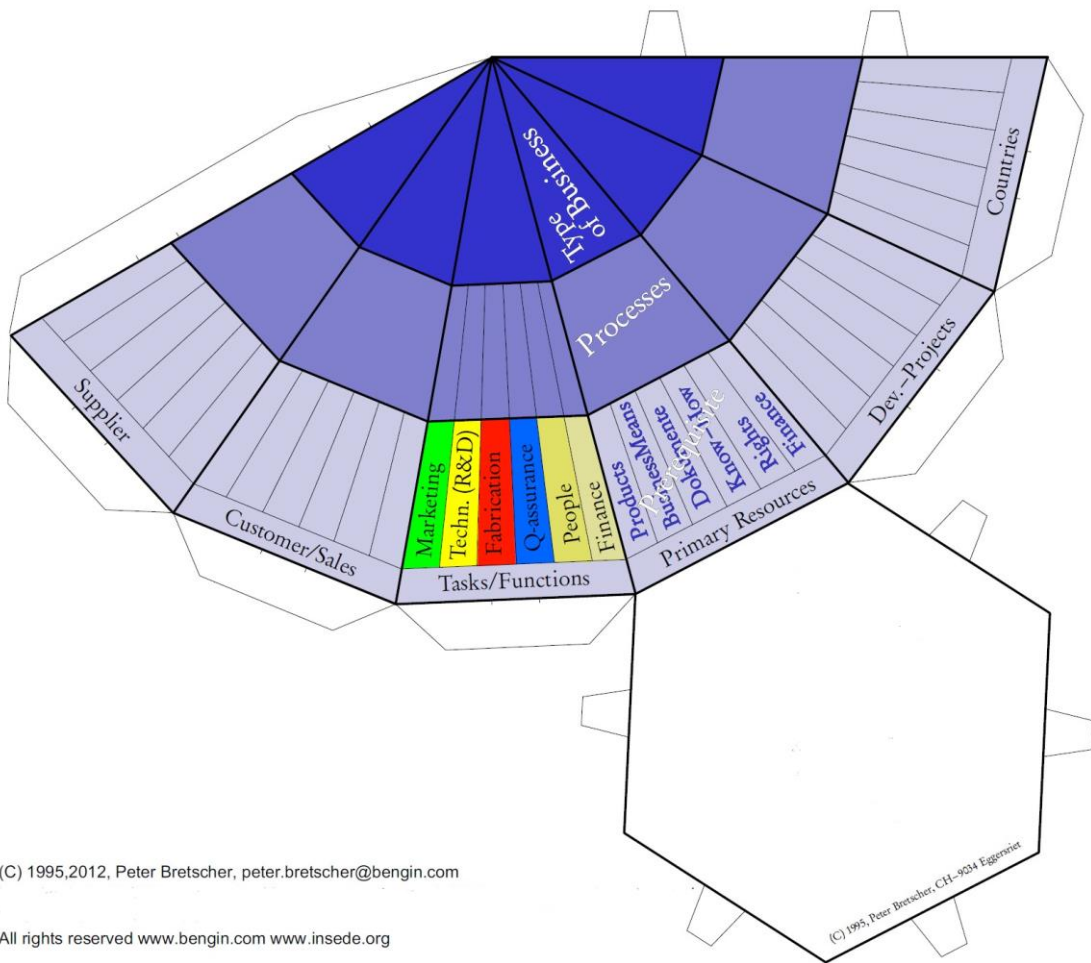
BES-Model

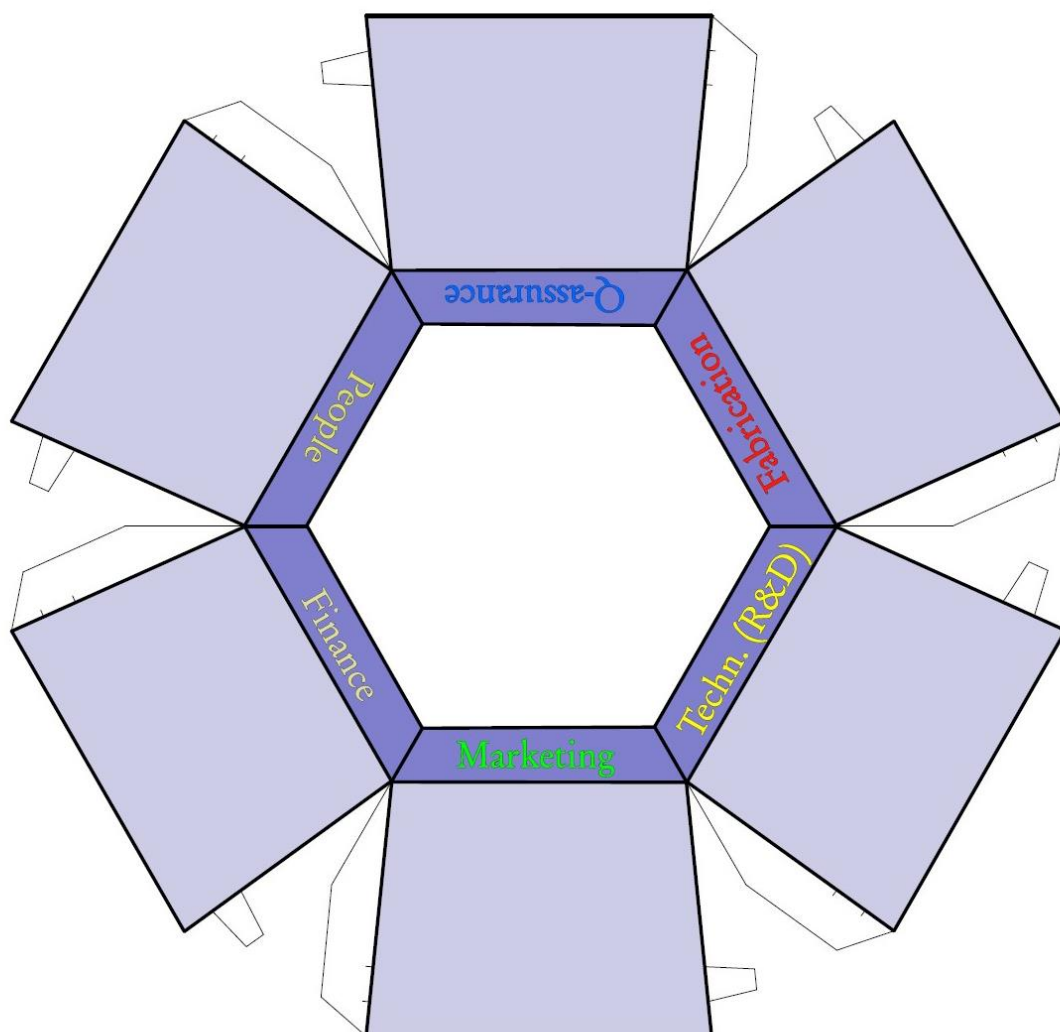


Layers of an Enterprise?

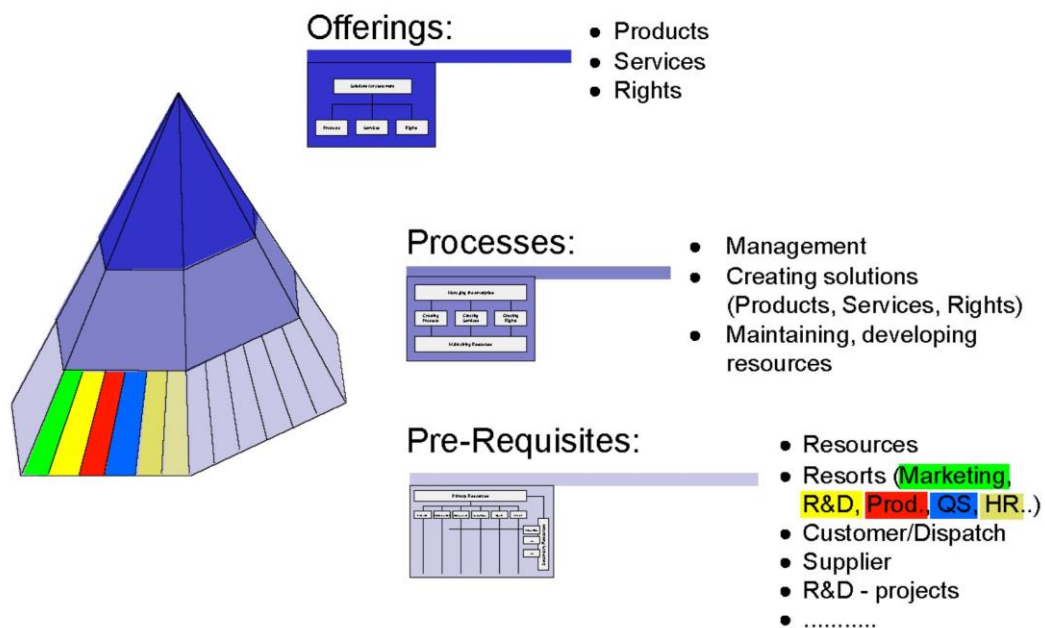
What is its Nature?





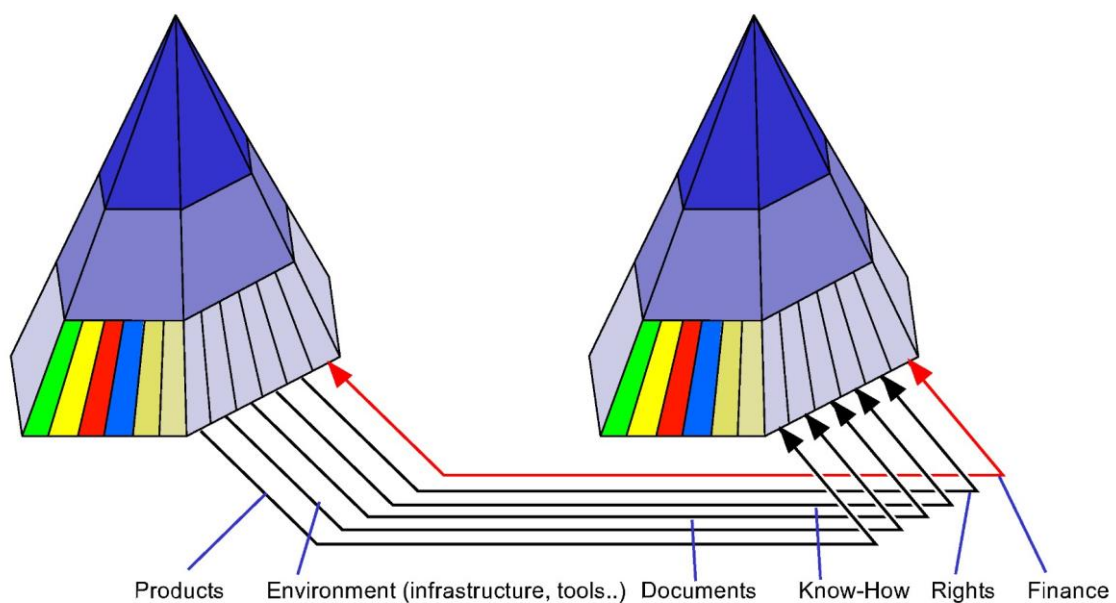


The enterprise model



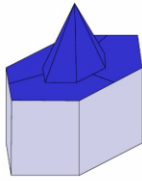
Technology Transfer is:

the Transfer of Primary Resources



The 3D-Model

3D-Enterprise Model (inside)

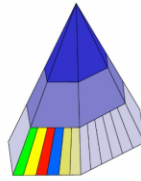


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View from outer side
Only offerings are visible

The three levels

3D-Enterprise Model (inside)



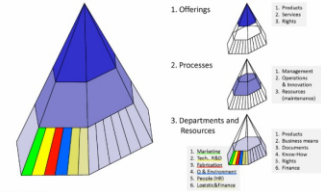
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View from inside with three levels. 1. Offerings, 2. Processes, 3. Operating conditions (Departments and Resources)

... its Structure

3D-Enterprise Model (inside)

has three Levels



The three levels more detailed
Colors are "code-colors" for different orientations, tasks, departments.

Get the assets and power of an organization in a 3D model.

Home / Features / Structure

The structure of an organization at three levels (Offerings, Processes and Resources) in the "Business Engineering System" makes it possible to better recognize the potential and capture new opportunities.

This 3D model gives the manager new insights to re-detect the available resources and potential. It simplifies communication with employees and facilitates the implementation of new opportunities and strategies in the team.

Such (complementary) strategies, which build on the existing skills of the employees, are better supported by the employees and significantly improve the efficiency of the company.

And finally: Beyond increased performance. It is this perception of reality that also contributes to a "true and fair view" of a company that auditors should attest.

[Click here for downloading the pyramid as pdf.](#)

In PDF format, it is possible with the built-in magnifying glass to enlarge the rather small fonts and view the details.

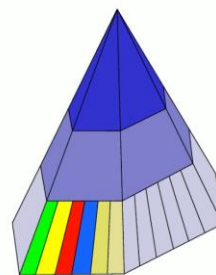
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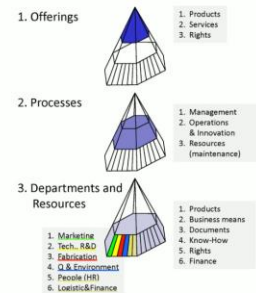
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3D-Enterprise Model (inside)

has three Levels



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Go to 3D-Models (opens new page)

Controllers map in 3D

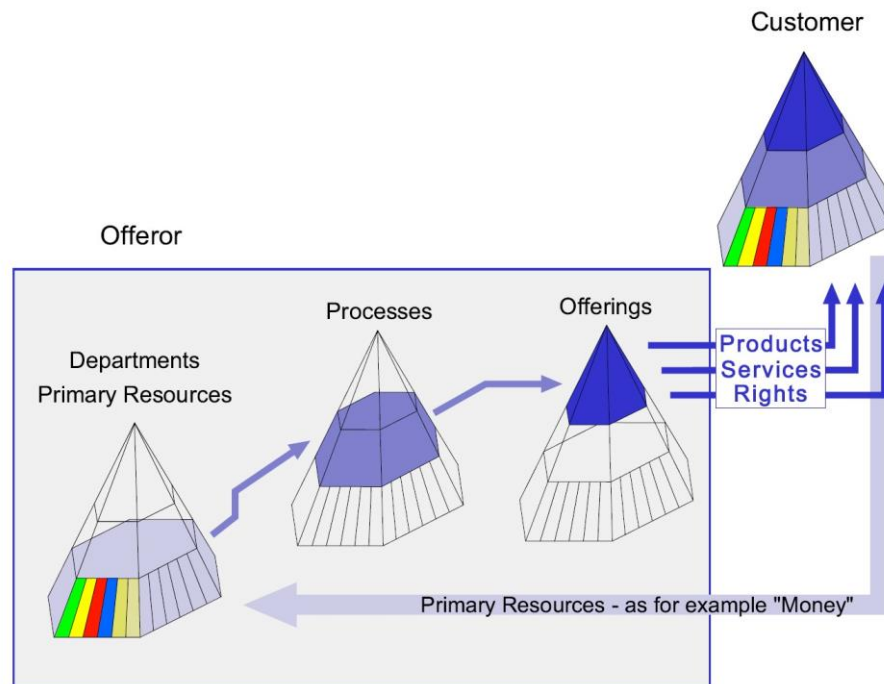


Go to 3D-Models (opens new page)

Enterprise model

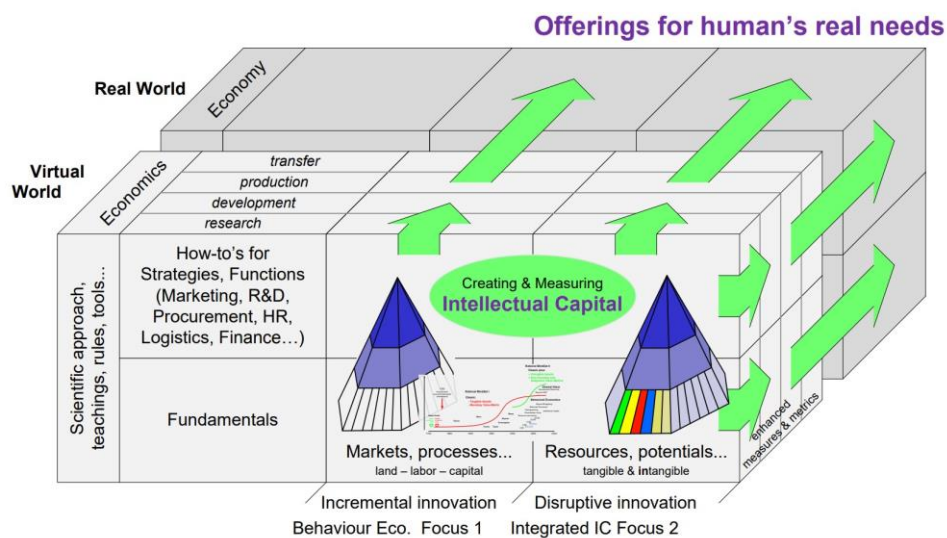


Closed Loop



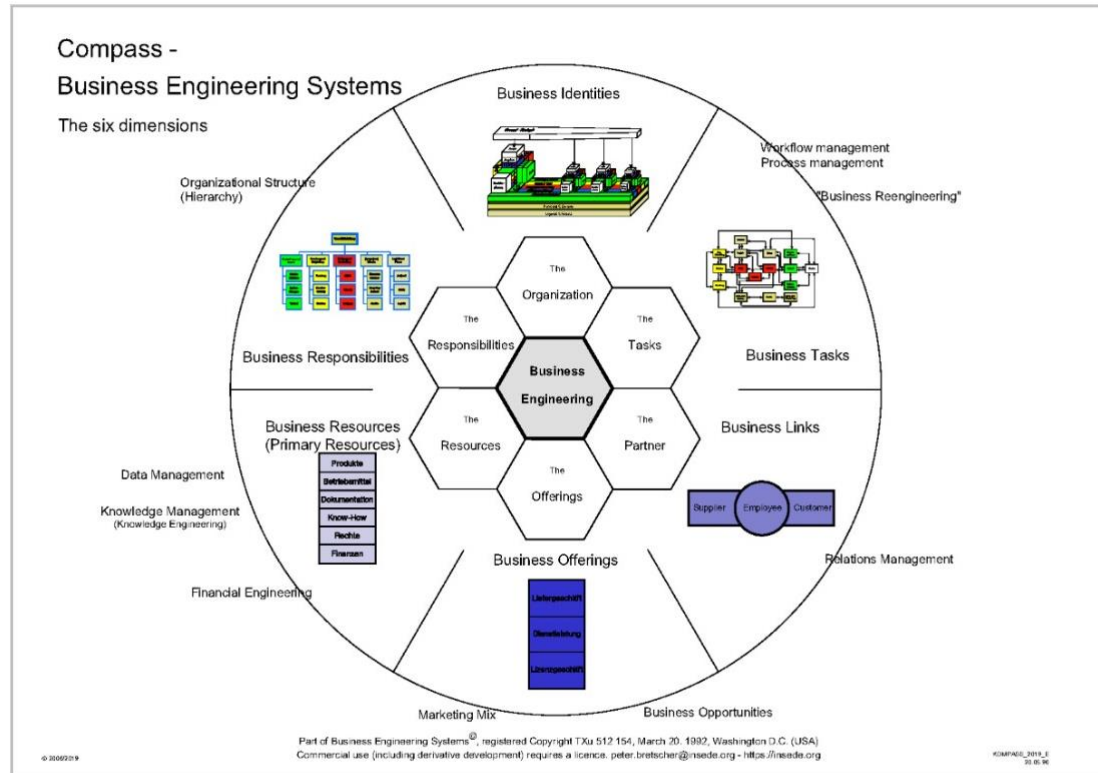
Debug and re-invent Economics – Intellectual Capital is a good start

[based on human's real needs & potential, integrate intangibles (knowledge...) and postulate adequate metric]
Physicists and engineers have already developed several times in the last 300 years, qualitative and quantitative models with which intangible realities can be explained.



Intellectual/Intangible Capital, Potential, Assets, Power, Energy...

Compass - six dimensions

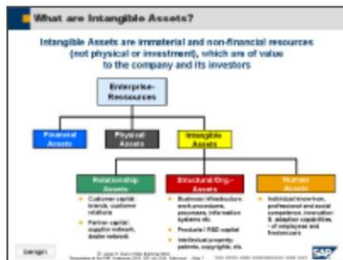
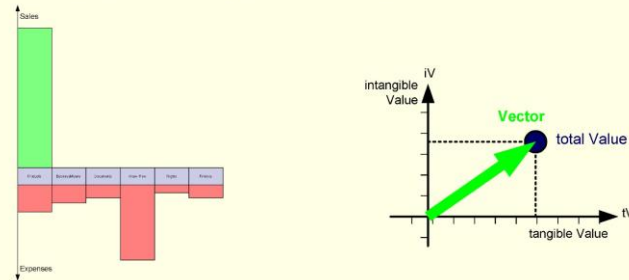


The six dimensions of entrepreneurial orientation. The corporate identity, the organizational structure (hierarchy), the process organization, the (primary) resources, the offers, the business relations - all must be coordinated with each other.

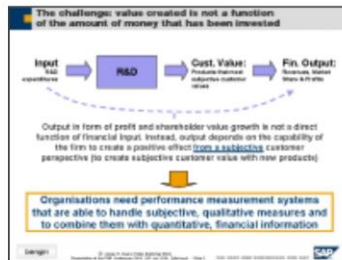
BES-Measures

2. Quantifying means (numbers and indicators)

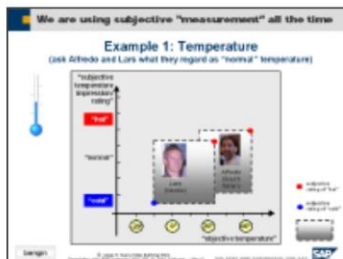
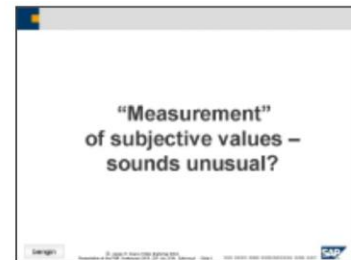
- from P&L account to the P&L profile
- numbering system for tangible and intangible values



Assets



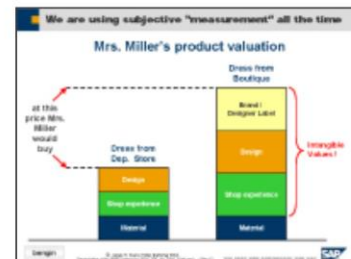
need for "new" measures



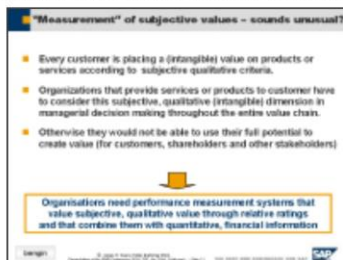
Temperature is objective and subjective



Value is objective and subjective



Mrs. Miller's product valuation



qualitative AND quantitative



Credit Rating

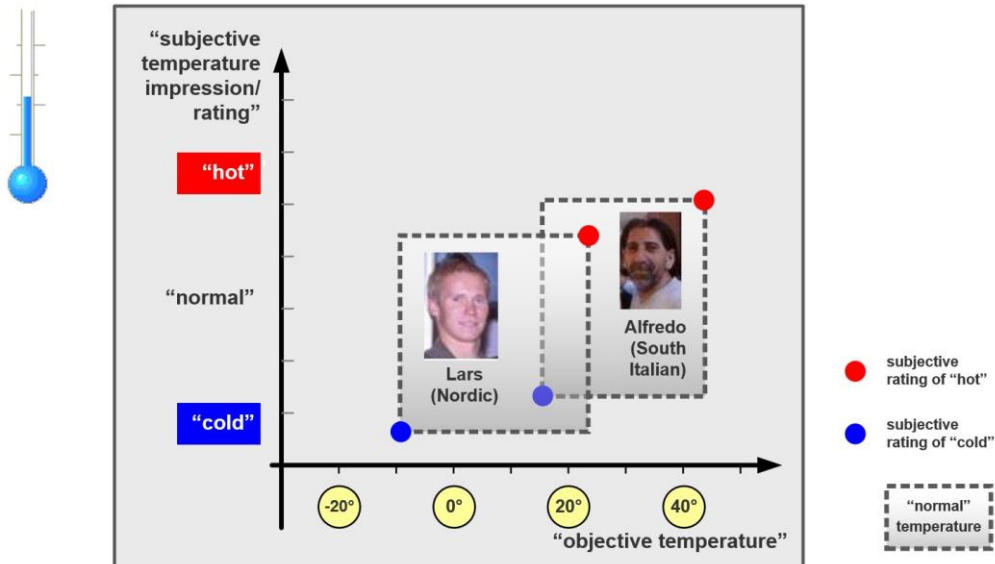


The Concept

We are using subjective “measurement” all the time

Example 1: Temperature

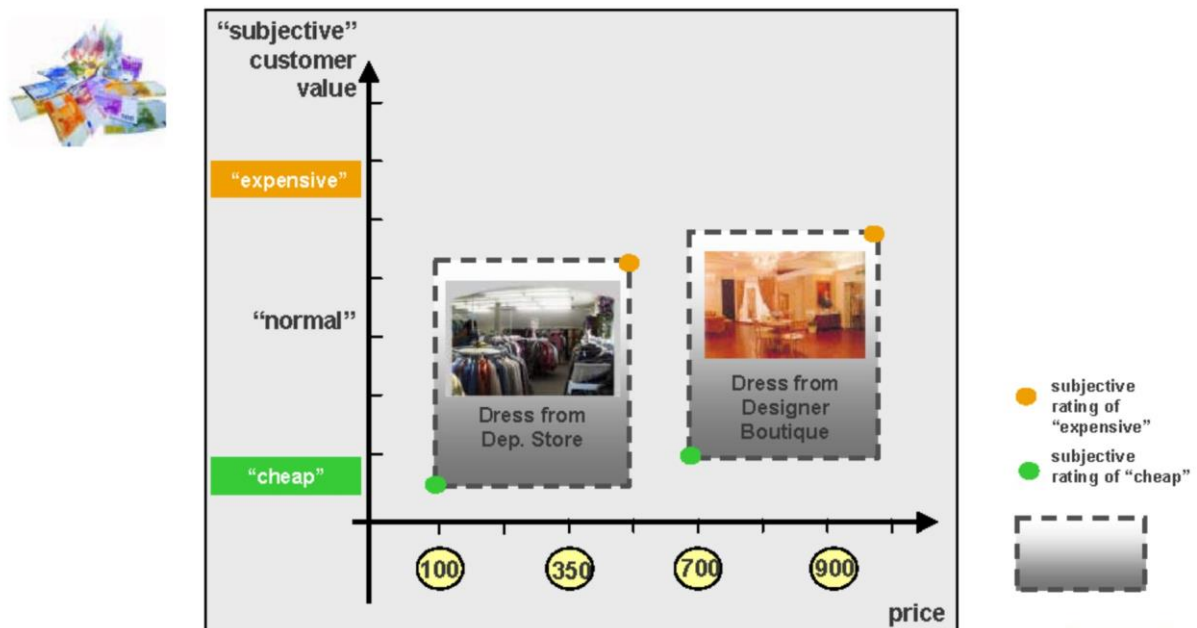
(ask Alfredo and Lars what they regard as “normal” temperature)



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Example 2: Price

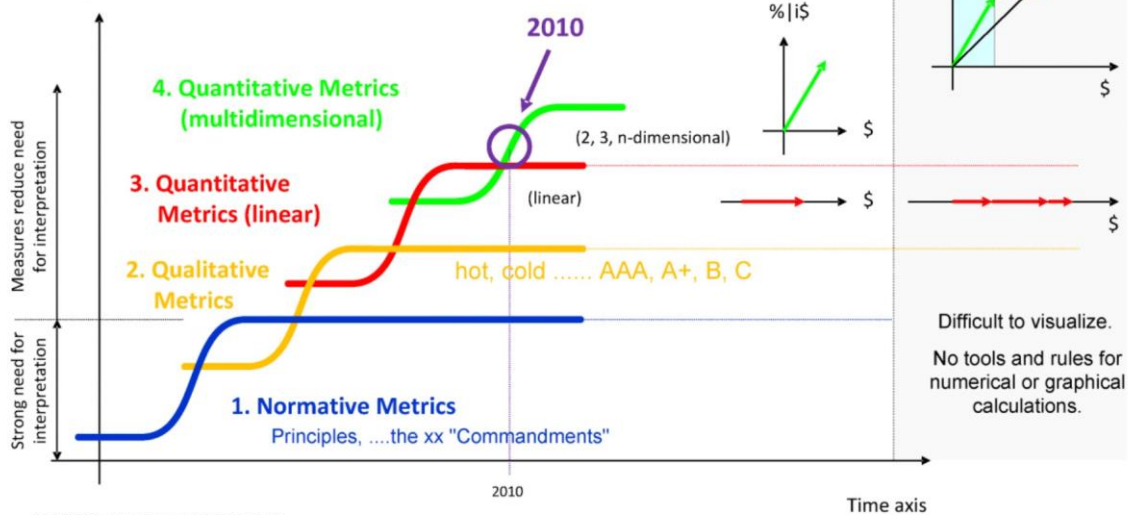
(How much is Mrs. Miller willing to pay for her new dress?)



Development of (economic) Value-Metrics

Why Metrics?

- comparing, comprehensible, reproducible
- Making rational communication easier.



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Quantifying means

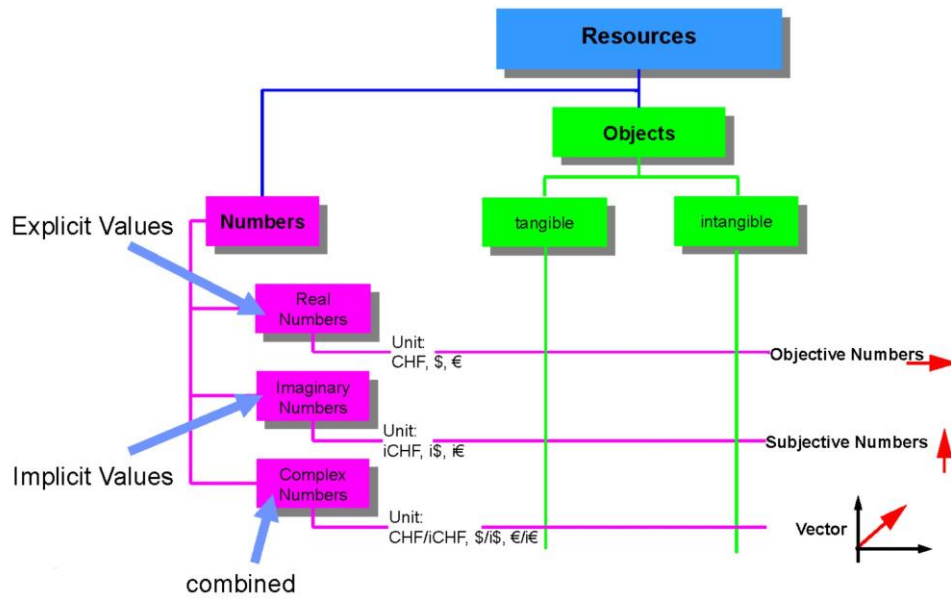
If you want to count and map multidimensional attributes (such as the value) of an object, you have to use a multidimensional metric system which shows and visualizes the chosen attributes in an understandable context.

Just compiling a lot of linear, unrelated metrics does not help.

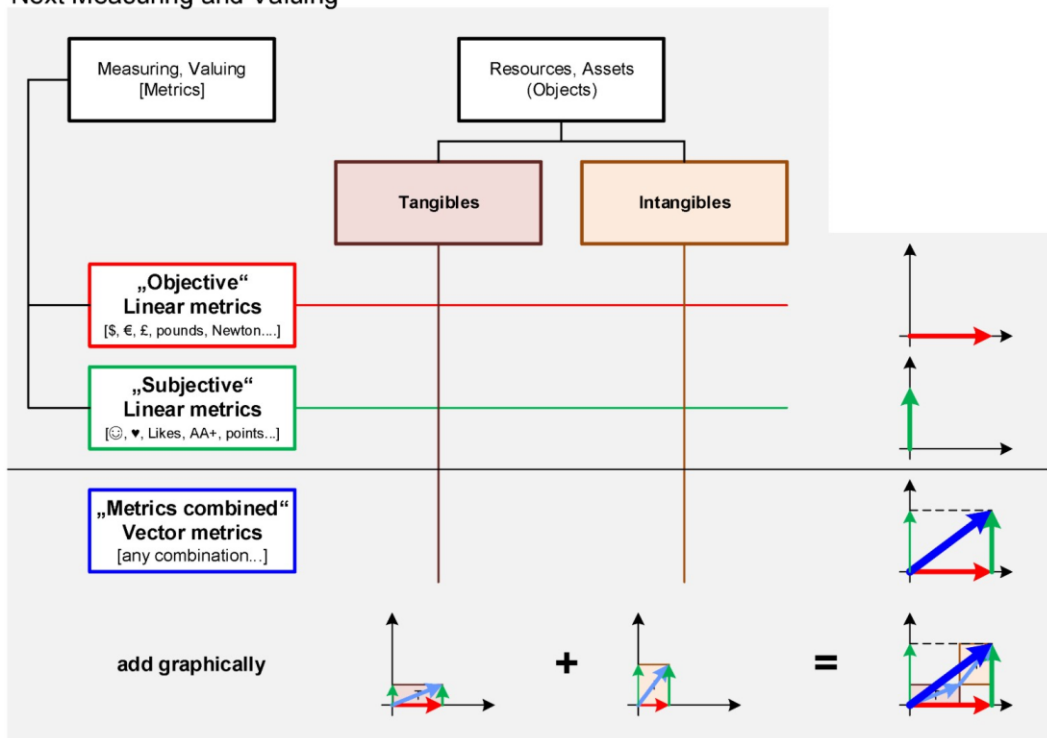
Objects, metrics, numbers and units				
		linear	2-Dimensions	3-Dimensions
Generic, geometric	Scalar, points	#	#, #	#, #, #
	Relations, division	%, a/b		
	Square	c	a x b	
	Volume	d		a x b x c
	Vector		a, b	a, b, c
Physical items, objects	Temperature	°C		
	Lengths	m		
	Area	m ²	a x b	
	Work	mkp	m x kp	
	Energy	cal		
	Volume	m ³		a x b x c
	Velocity	m/s	m/s, direction	
	Force	kp	kp, direction	
	Mass	kg		
	Electricity	A		
Business items, objects	Radioactivity	curie		
	Colour			r, g, b
	Money	\$		
	Turnover	\$		
	Employees	#		
	Earnings	\$		
	Cost	\$		
	Knowledge	?	?	?
	Rights	?	?	?
	Information	?	?	?
Artificial metrics	Brand	?	?	?
	Reputation	?	?	?
see, feel, smell				
artificial metric				

© 2003

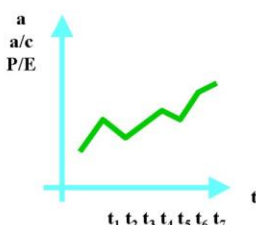
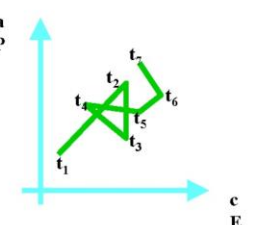
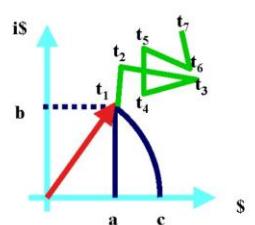
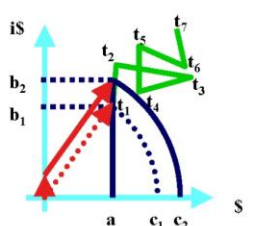
Objects, Attributes, Value-Measures

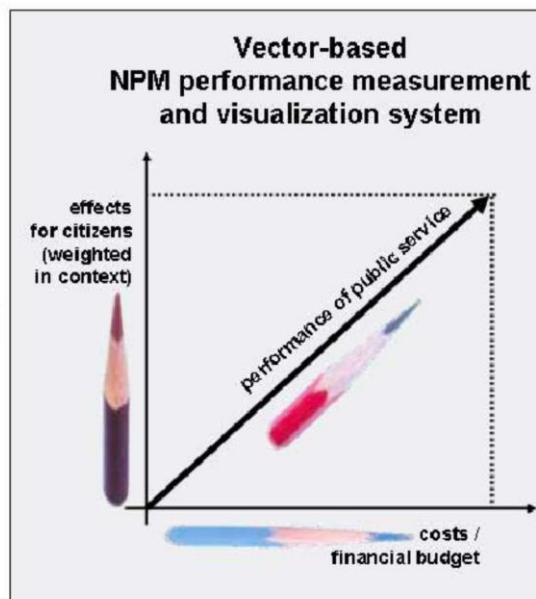
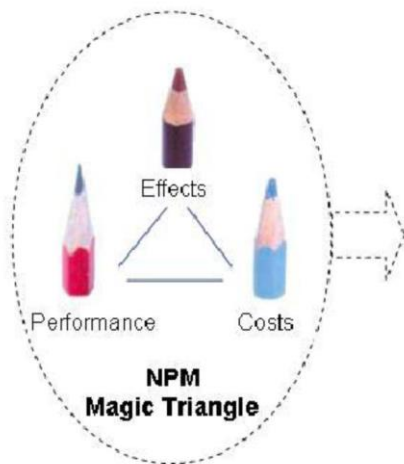


Next Measuring and Valuing



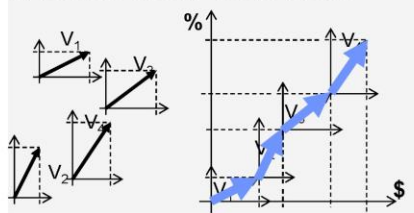
Today's multidimensional Business World can only be represented through a graphical interface

Numbers	Graphics
<p>Absolute: a, b, c.....</p>	 
<p>Relation: a/b, a/c.....</p>	 
<p>Vectors/ complex Number: $z = a + bi$</p>	

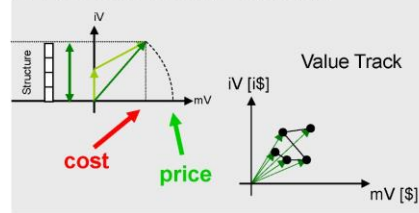


Relative and absolute Value maps

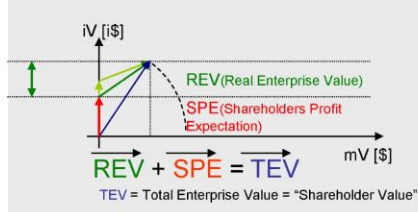
a) relative Vector, Vector profile



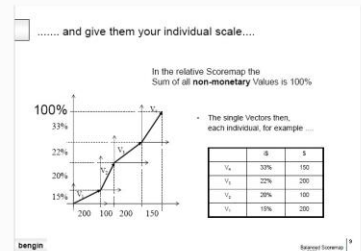
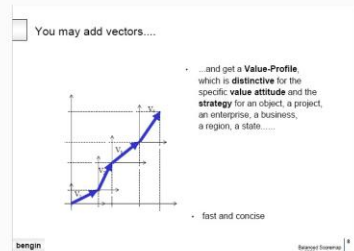
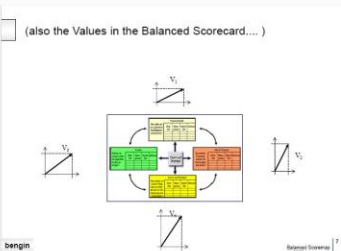
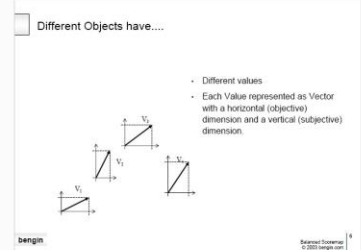
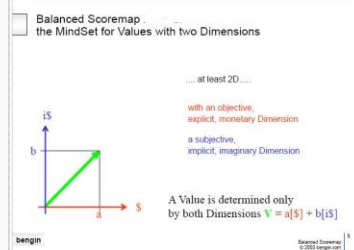
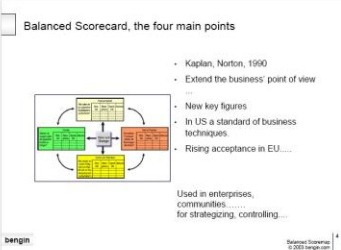
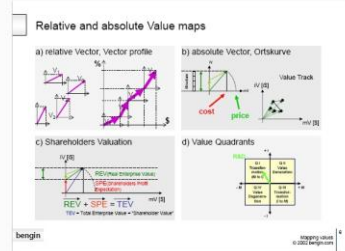
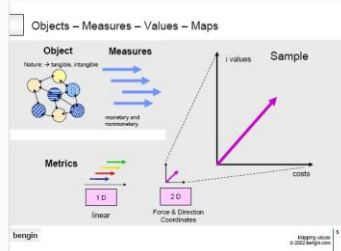
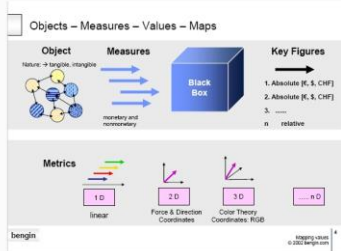
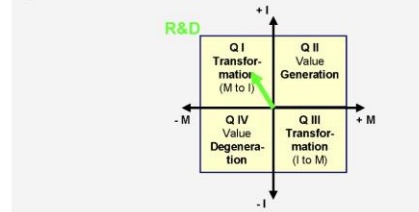
b) absolute Vector, Ortskurve



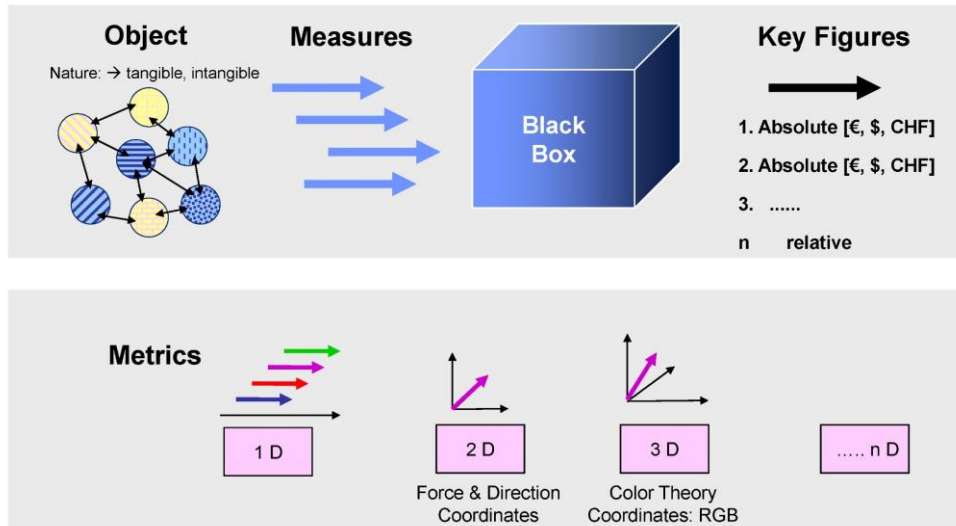
c) Shareholders Valuation



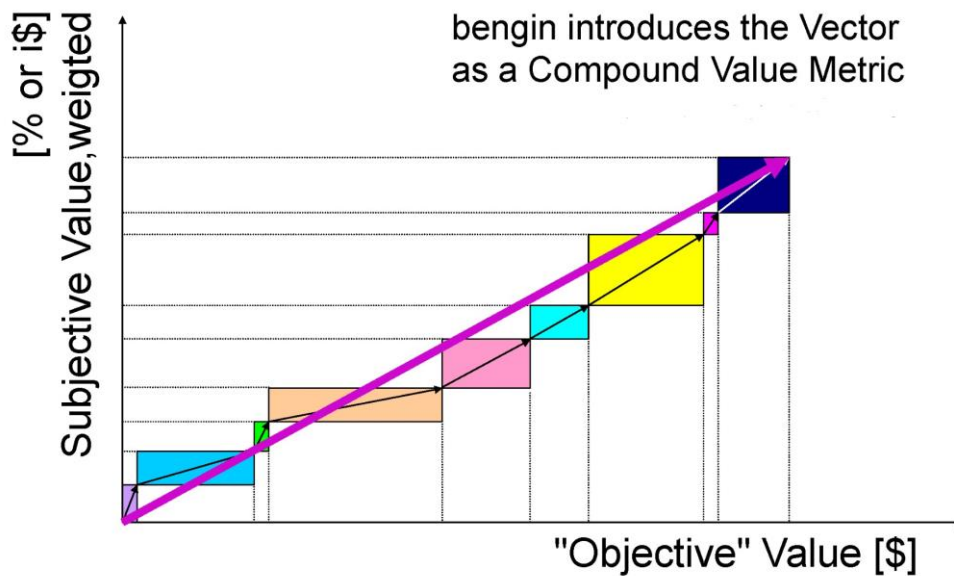
d) Value Quadrants

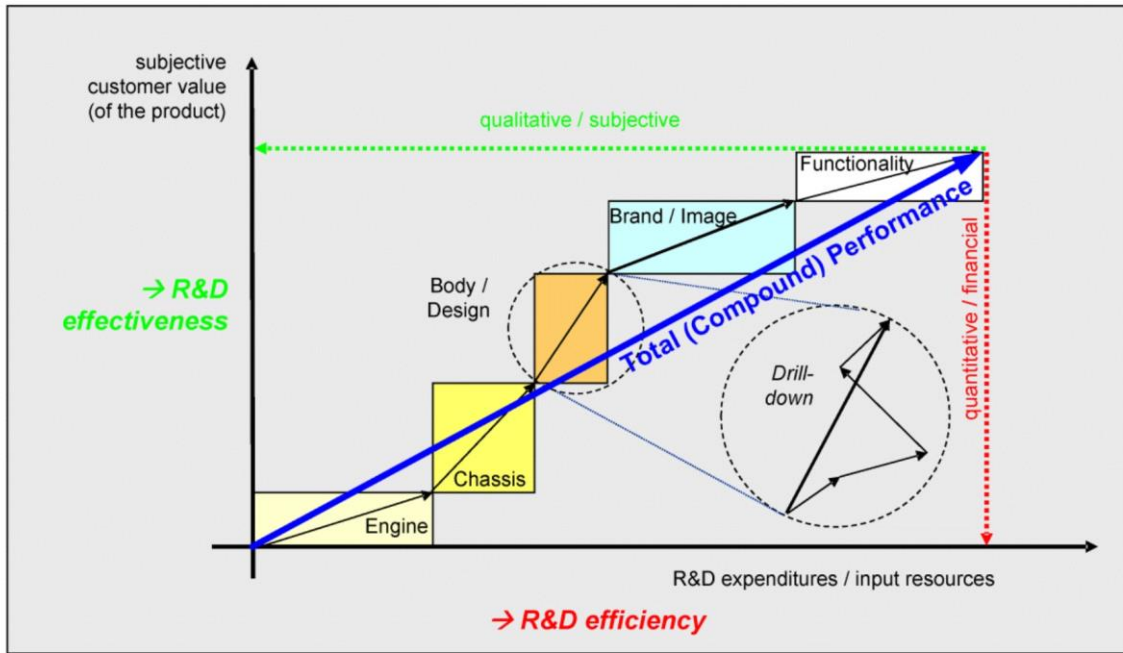


Objects – Measures – Values – Maps

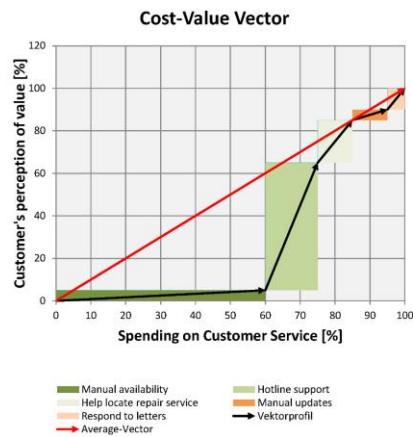


Evolutionary Economics





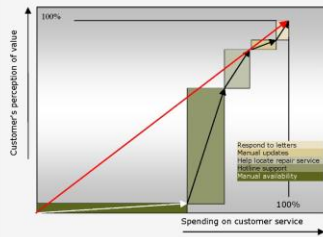
Vector Type 1



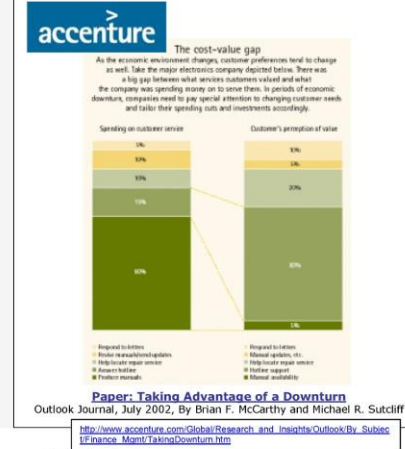
http://bengin.net/beta/05_cost_value_vector_e.xlsx

Combining subjective and objective values

ONEview – action points – fast,instead of several views and maps with linear metrics.
(Customers perception of value and cost of service)



Innovative techniques for visualizing complex interdependences.



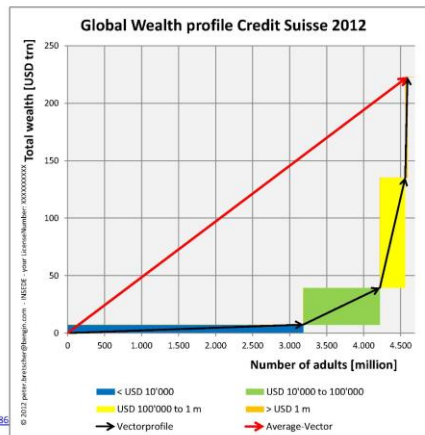
INSEDE/bengin Vectortools

Global Wealth profile Credit Suisse 2012	Number of adults [million]	Total wealth [USD trn]
1 < USD 10'000	3.184,00	7,30
2 USD 10'000 to 100'000	1.035,00	32,10
3 USD 100'000 to 1 m	344,00	95,90
4 > USD 1 m	29,00	87,50
Sum	4.592,00	222,80

	x-axis	y-axis
Border right & top	100,00	0

Data source: [Credit Suisse Global Wealth Report](#)
The global wealth pyramid page 18

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Additional infos www.bengin.net www.insede.ch
@ Google+ <https://plus.google.com/10704874427543876086>



Changes in household wealth in 2011-2012	Total net wealth 2012 (USD bn)	Change in assets (USD bn)		
		financial assets (bn)	non financial assets (bn)	correction to sum
1 Africa	3,358	-332	42	7.7
2 Asia-Pacific	50,724	-298	-938	-7.5
3 China	20,128	238	367	3.8
4 Europe	69,351	-6,237	-6,489	-18.5
5 India	3,193	-139	-586	-7.5
6 Latin America	8,696	-447	-920	-13.7
7 North America	68,179	383	403	11.8
8				
9				
10				
World	222,726	-6,639	-7,726	

	x-axis	y-axis
Bar chart & top	100%	0

Source: Credit Suisse Global Wealth Report
Changes in household wealth page 5

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www.inseidi.org

@ Google+ <https://plus.google.com/10704874427438760866/about>

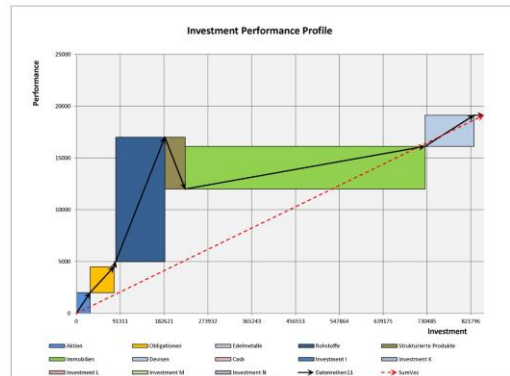
Table 1
Changes in household wealth in 2011-2012 by region

Source: James Davies, Strategy, Finance and Strategy University, Credit Suisse Global Wealth Database 2012

Region	Change in assets (USD bn)		Change in assets (USD bn)		Change in assets (USD bn)		Change in assets (USD bn)	
	2012	2011-12	2012	2011-12	2012	2011-12	2012	2011-12
Africa	2,363	727	0.0	112	0.1	42	3.0	
Asia-Pacific	50,724	5,311	2.5	298	1.0	938	-3.1	
China	20,128	562	2.6	233	2.8	367	3.4	
Europe	69,351	70,882	13.6	6,237	14.9	6,489	-12.1	
India	3,193	699	18.0	139	20.9	586	-17.4	
Latin America	8,696	799	8.0	447	10.4	920	-8.6	
North America	68,179	682	1.3	383	0.5	403	1.5	
World	222,726	12,336	5.2	6,640	4.6	7,726	-9.8	

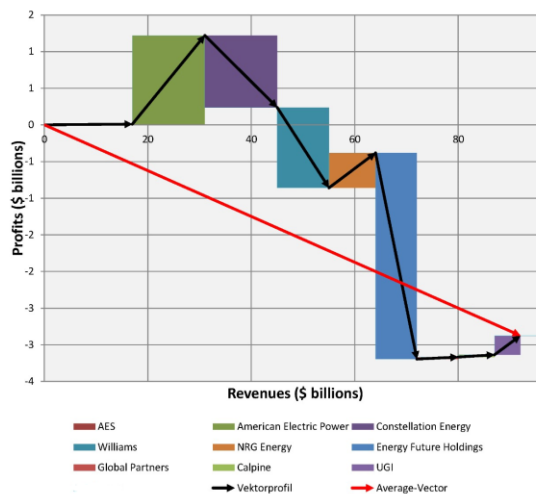
Investment Performance Profile	Investment	Performance
Aktion	28,900	1,000
Chargement	49,840	2,000
Edenstraße	1,340	500
Heinrich	100,000	1,000
Strukturierte Produkte	62,300	5,000
Investition	100,000	4,125
Devisen	225,700	3,000
Cash	20,480	0
Investment I	0	0
Investment K	0	0
Investment L	0	0
Investment M	0	0
Investment N	0	0
Summe	848,950	19,125

Ingenieurbüro für Wirtschaftsentwicklung
Peter Bertscher, Dipl.-Ing.
CH 9034 Eggern
www.bengin.net
patent.bertscher@bengin.com



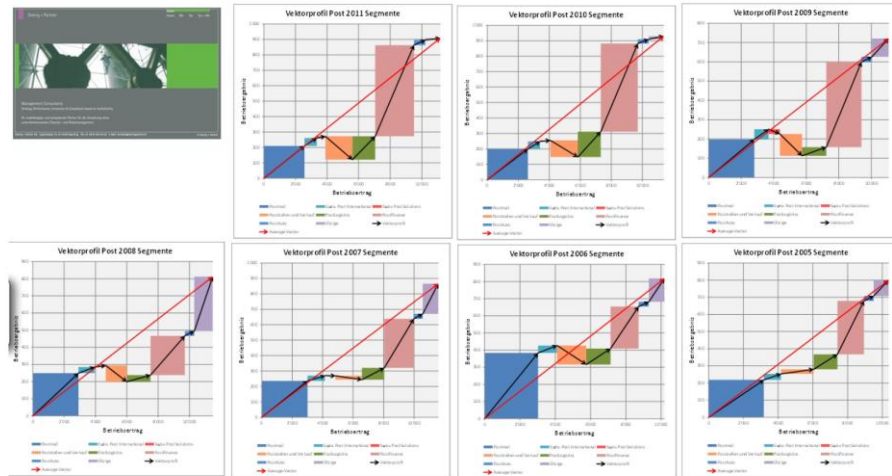
Vector Type 1

First nine of Fortune 500 (Energy 2011)

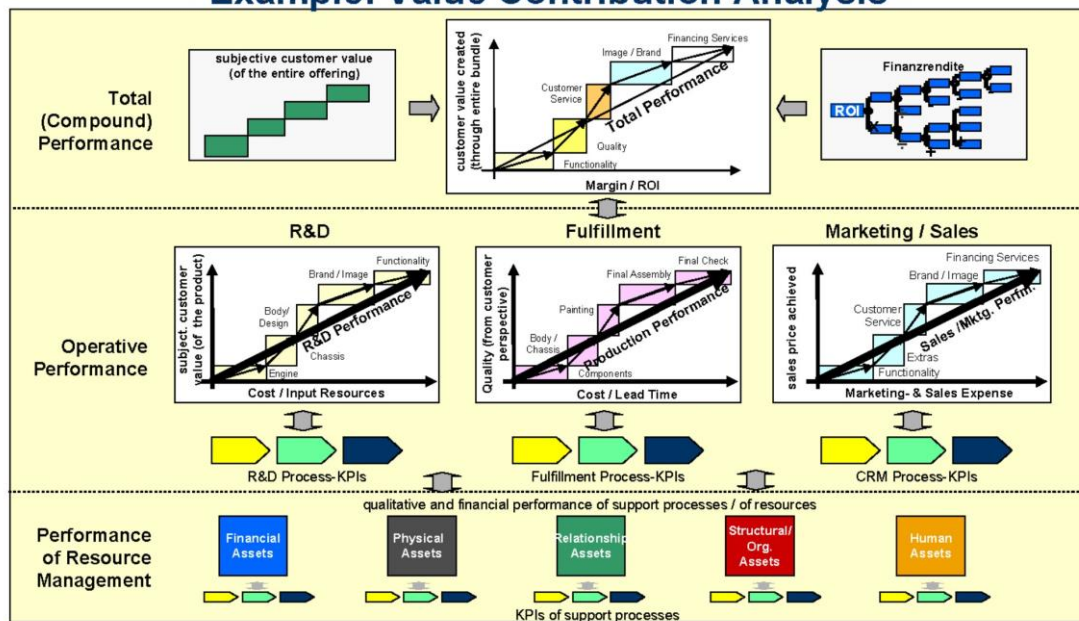


http://bengin.net/beta/10_fortune500_energy_rect_e.xlsx

Vector Type 1



Vector-Based Performance Measurement - Example: Value Contribution Analysis -



Source: Daum, J.H.: Intangible Assets und die wertorientierte Steuerung von Netzwerken in der Automobilindustrie-Teil 1, in: Forschungsbericht des Arbeitskreises „Netzwerksteuerung/Network Value Added in der Automobilindustrie“
© Jürgen H. Daum / Peter Bretscher 2004.
Presentation at the PMA Conference 2004, 29th July 2004, Edinburgh - Slide 27

THE BEST-RUN BUSINESSES RUN SAP



Show Absolute Financial Efficiency – Instant 2D-Performance Insights with Vector Based Value Profile

Far beyond number interpretation, see hidden correlations and transfer your findings simple and understandable.
Try it yourself in Excel (no macro, no protection).

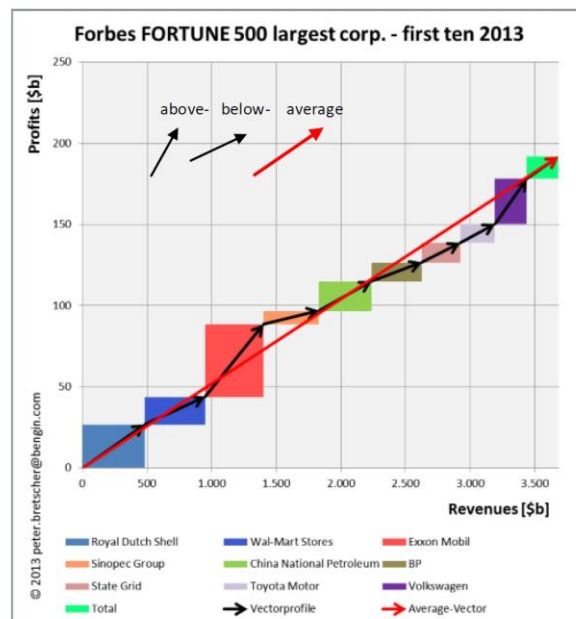
Download link:

http://bengin.net/dl13/10_forbes500_2013_profrev_001_e.xlsx

Other Excel templates link:

http://bengin.net/beta/basic_master_e.htm

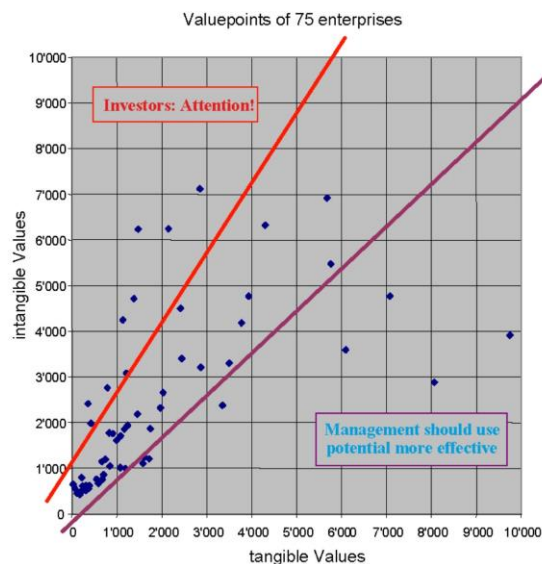
Rank	Company Name	Revenues (\$b)	Profits (\$b)
1	Royal Dutch Shell	431.7	26.6
2	Wal-Mart Stores	409.2	17.0
3	Exxon Mobil	449.9	44.9
4	Sinopec Group	426.2	8.2
5	China National Petroleum	406.6	18.2
6	BP	308.3	11.6
7	State Grid	296.4	12.3
8	Toyota Motor	265.7	11.6
9	Volkswagen	247.6	27.9
10	Total	234.3	13.7



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2013-ff500_2x_e.vsd

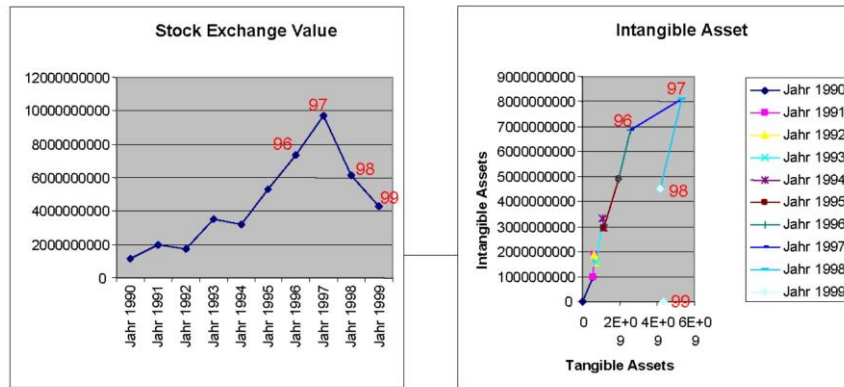
A better model for new decisions



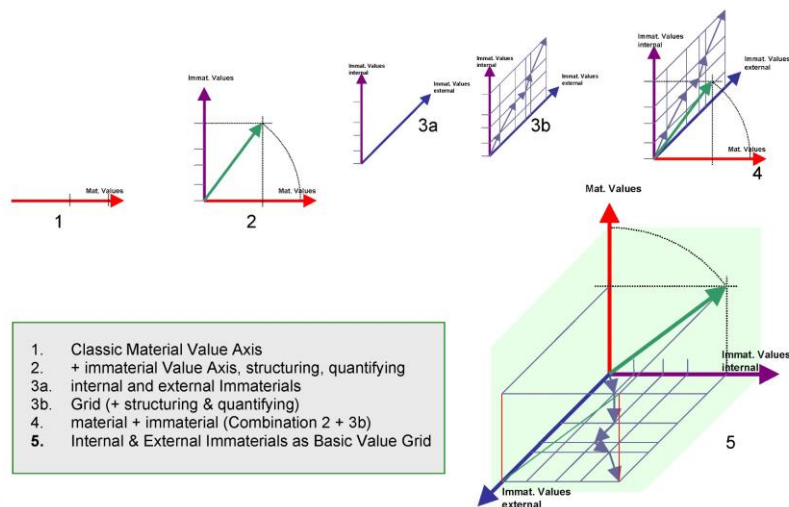
Analyzing enterprises with the above mentioned instruments **leads to fundamentally new decisions on the side of the managers as well as of the side of shareholders**, which have nowadays a better/good working instrument for showing overpriced papers.

A better working instrument for showing overpriced papers: Example Coca Cola Amatil

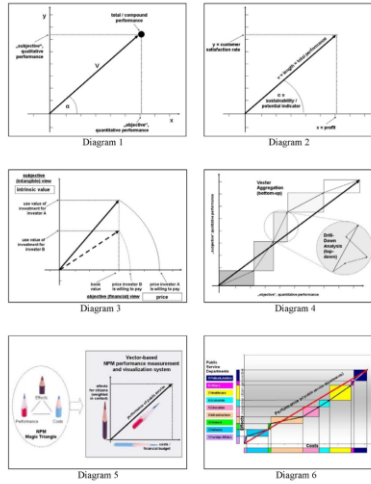
....a year before the classic Market Analysis, the Intangible Assets Analysis of BE-Solution could foresee a change by Coca Cola.....



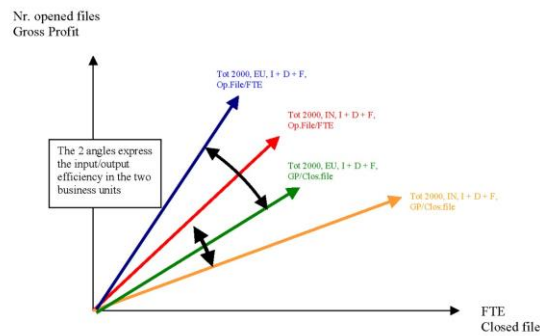
Space for InTangibles



Diagrams

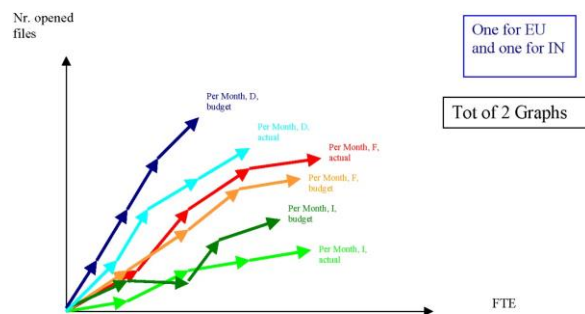


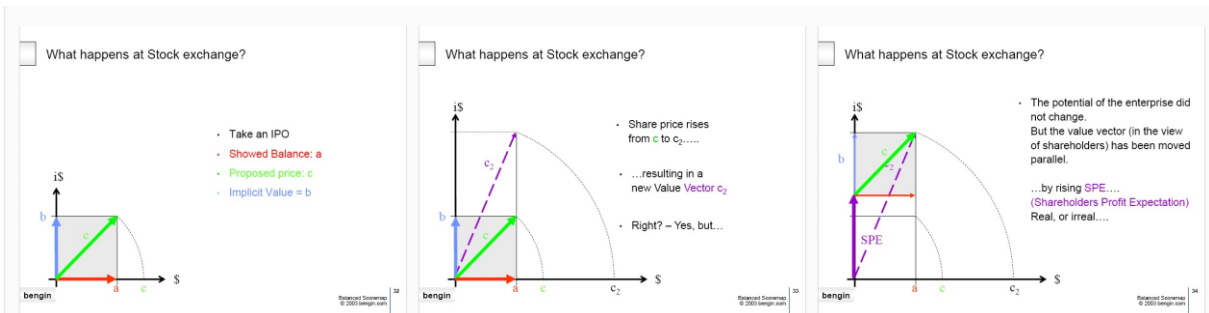
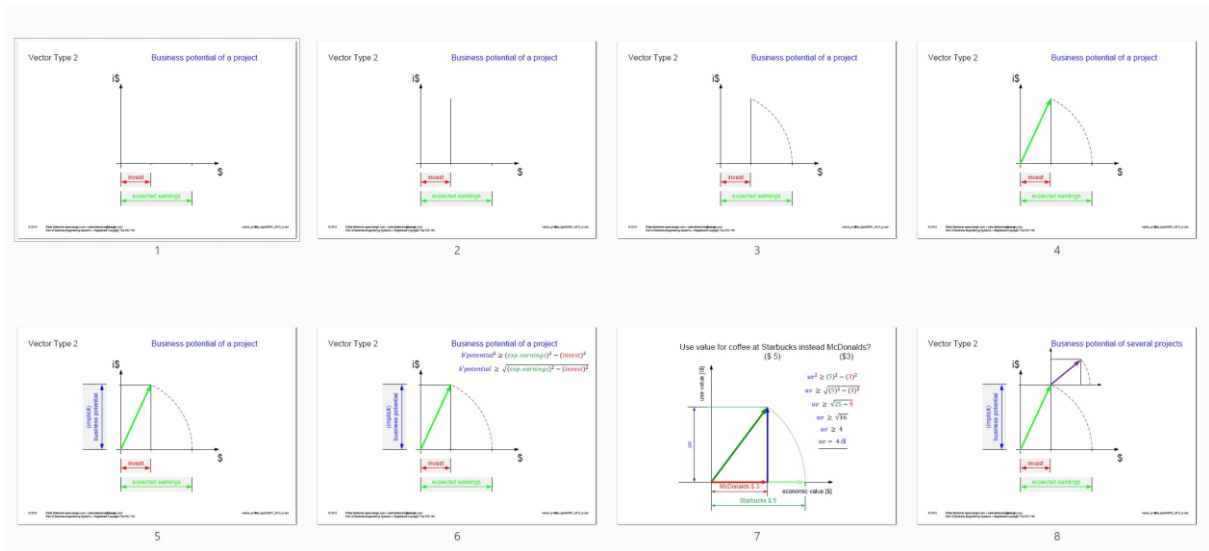
Graphs for the combination of the two previous KPIs



The above graph could be shown in details, e.g. per Land (only I value, only D value and only F value) or in comparison with the budget values.

Graphs could be prepared for the KPI: Opened Files / FTE





INSEDE offers the Relativity Model of Values to economic understanding

- because values are relative
- because values are subjective
- because values are not only monetarily
- because the potential of the future is in the values
- because values have always been more than monetary values

The overdue innovation with new perspectives



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peter.bretscher@bengin.com – www.bengin.net – mobile +41 79 650 49 04

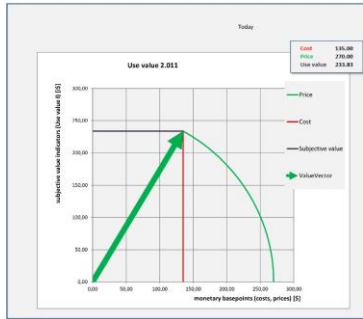
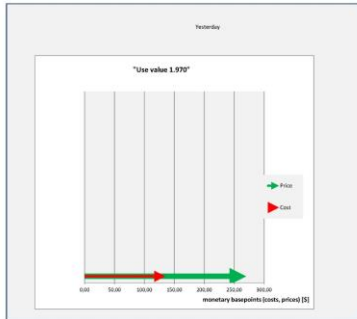
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INSEDE introduces the Relativity Model of Values to economic understanding

ecorel.net

- because values are relative
- because values are subjective too
- because values are not only monetary
- because the potential of the future is in the value
- because values have always been more than monetary values

The overdue innovation with new perspectives



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peter.bretschler@benign.com - www.benign.net - mobile +41 79 650 49 04

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INSEDE/benign Vectortools for Shareholders Profit Expectation

TWITTER - SPE (Shareholders Profit Expectation)

in thousands

Invest 1	xmin	708.161	[\$]
Price 1 start	xmax1	1.000.000	[\$]
Price 2 IPO	xmax2	1.620.000	[\$]
use-v-start	(result)	708.051	[\$]
use-v-IPO	(result)	1.676.576	[\$]
SPE	(result)	970.525	[\$]

Name x-axis: monetary indicator (costs, prices) [\$]
Name y-axis: subjective value indicators (Use value i, SPE i) [\$]

Source: SEC Twitter Form S1

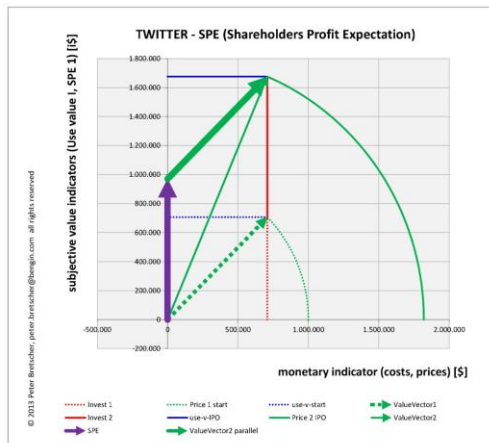
SPE = Shareholder's Profit Expectation

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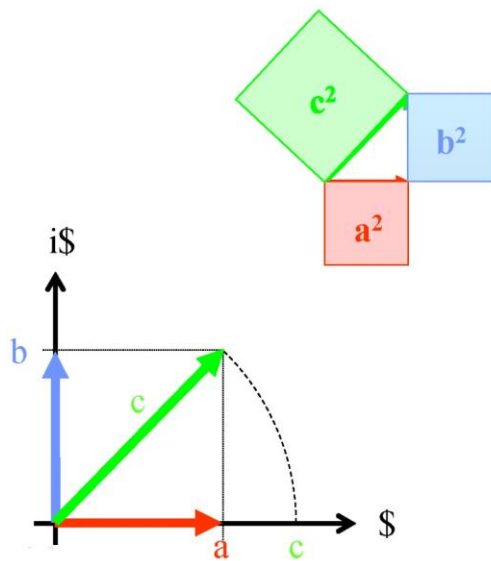
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Additional info: www.benign.net
www.insede.org

Invest 1 = Total assets - Total liabilities
Total Assets 964.059 (see Form S-1 page 13)
Total liabilities 255.898 (see Form S-1 page 13)
Net Assets 708.161 Invest 1



Count (on) the implicit Value of an Object (mathematics)



Remember Pythagoras?

$$a^2 + b^2 = c^2$$

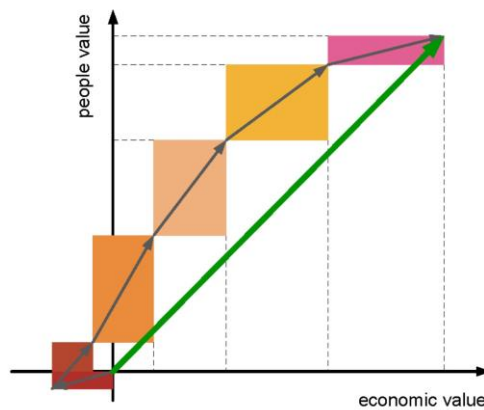
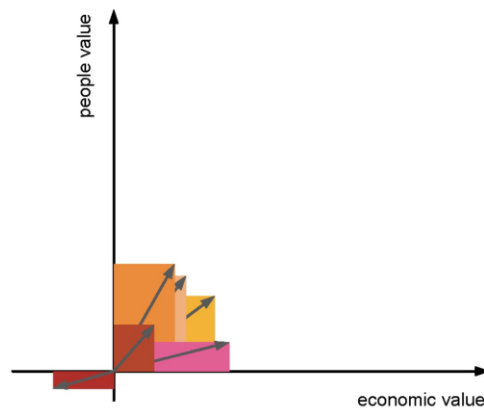
$$b^2 = c^2 - a^2$$

$$b = \sqrt{c^2 - a^2}$$



pwc

Debunking Values





2nd step: 2012

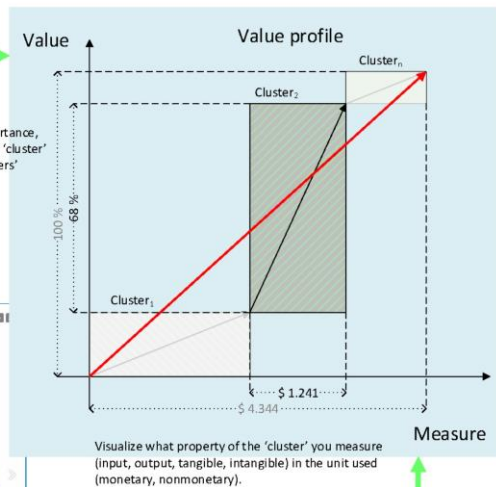
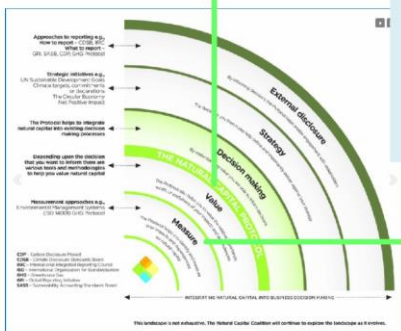
3rd step: 2013

Visualizing and Mapping Shared Value

Decision making

Decision making =
Valuing the options.

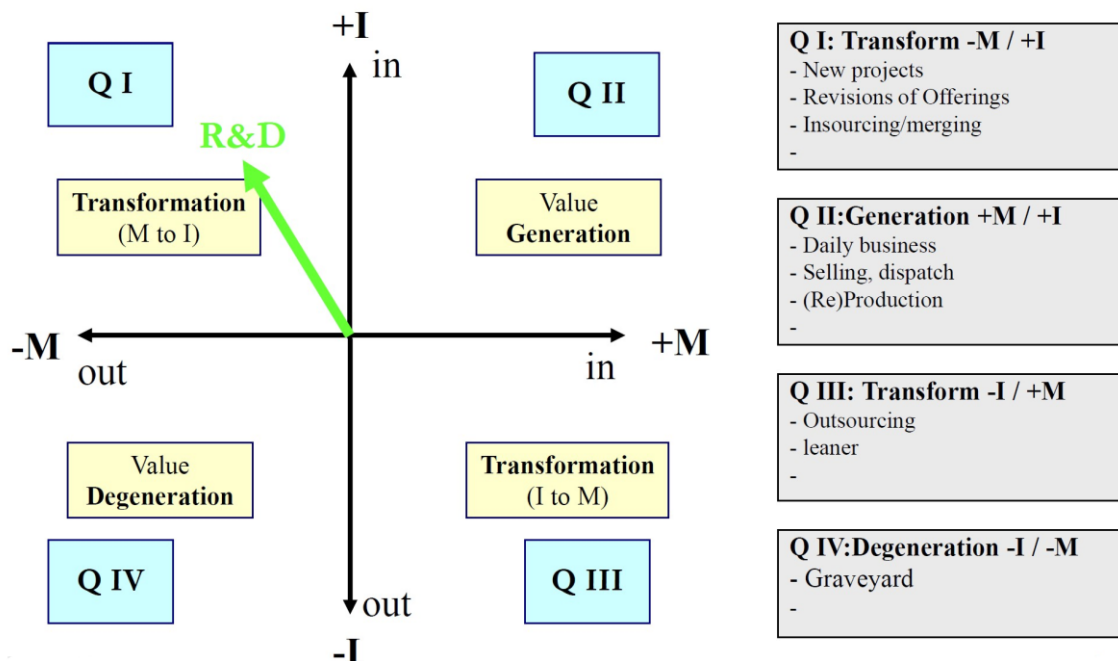
Several 'Value profiles'
from peers are enabling
integrated value
discussions.



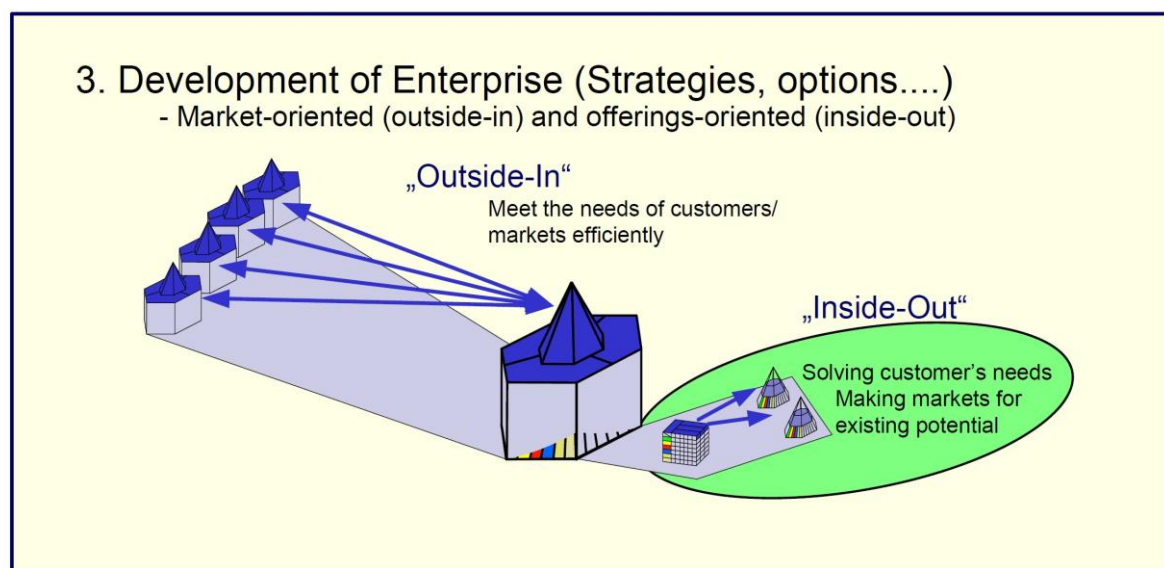
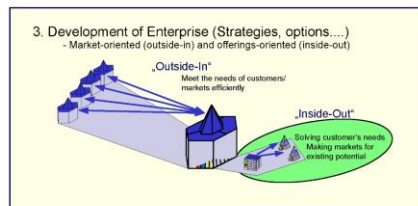
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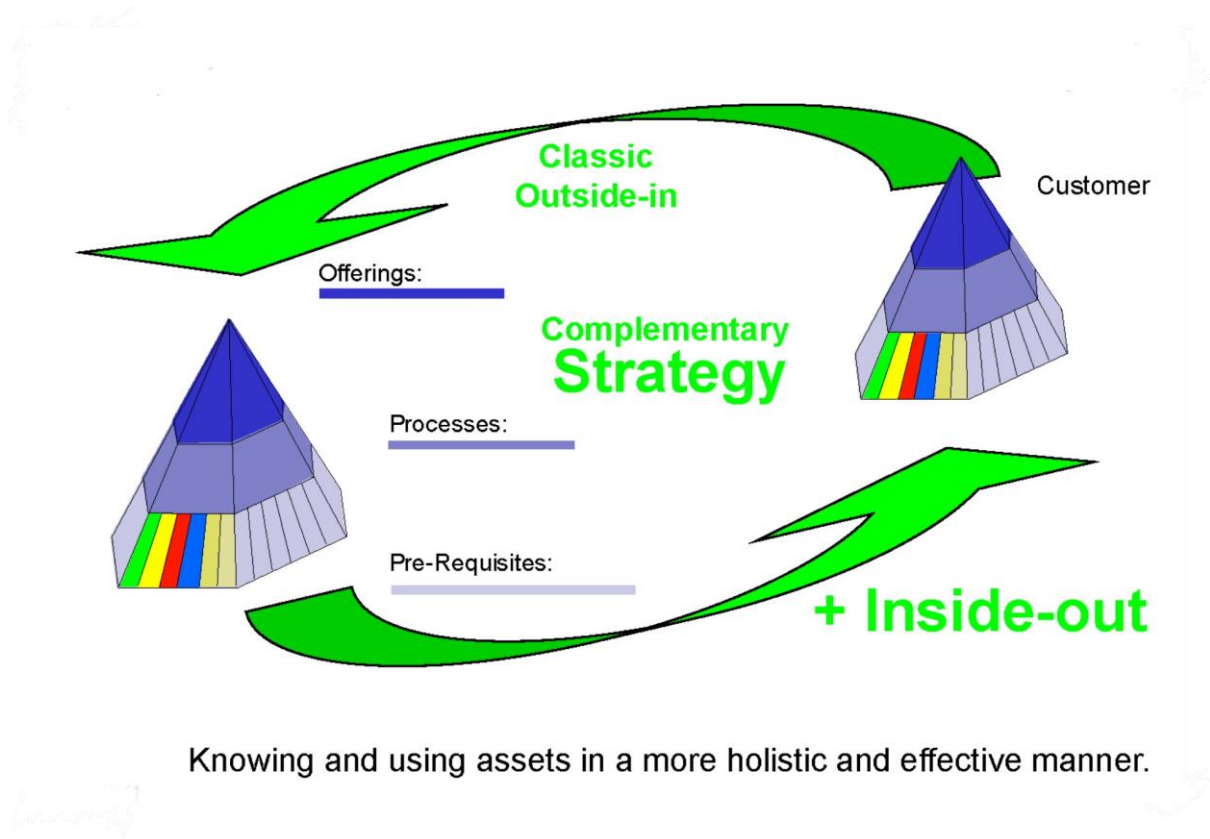
noc_value-profiles_v1.0_e.vsd

The four Quadrants of Value generation



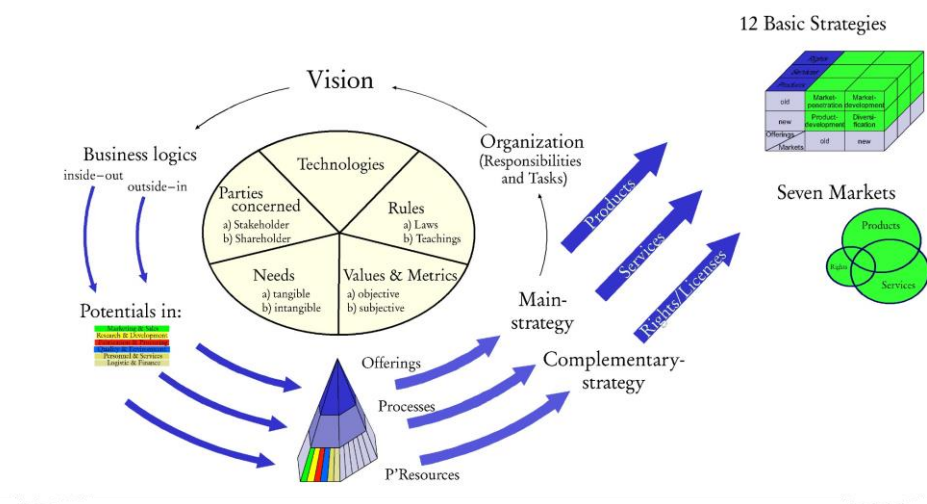
BES-Orientation





From Vision to Innovative Strategies

Better use of the capabilities!



New view - Two Strategic Options

Strategic Options

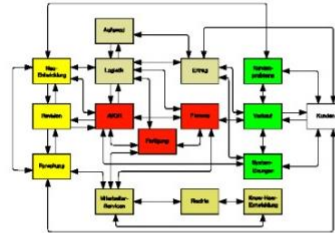
Strategy X: TOP-DOWN



1. We develop, manufacture and sell hydro-mechoptonic production equipment (incl. smart software).
2. We need potentials in: Marketing and sales
Research and development
Manufacturing and procurement
Personnel and services
Logistics and Finance
3. If we can sell less equipment, we must become more competitive. "faster, better, cheaper"

Goals – Ways – Means

Strategy Y: BOTTOM-UP



1. We have potentials in: Marketing and sales
Research and development
Manufacturing and procurement
Personnel and services
Logistics and Finance
2. We develop, manufacture and sell hydro-mechoptonic production equipment (incl. smart software).
3. If we can sell less equipment, we have to expand our range of offerings. (Products? Services? Rights?)

Means – Chances – Goals

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(C) 1996/2003

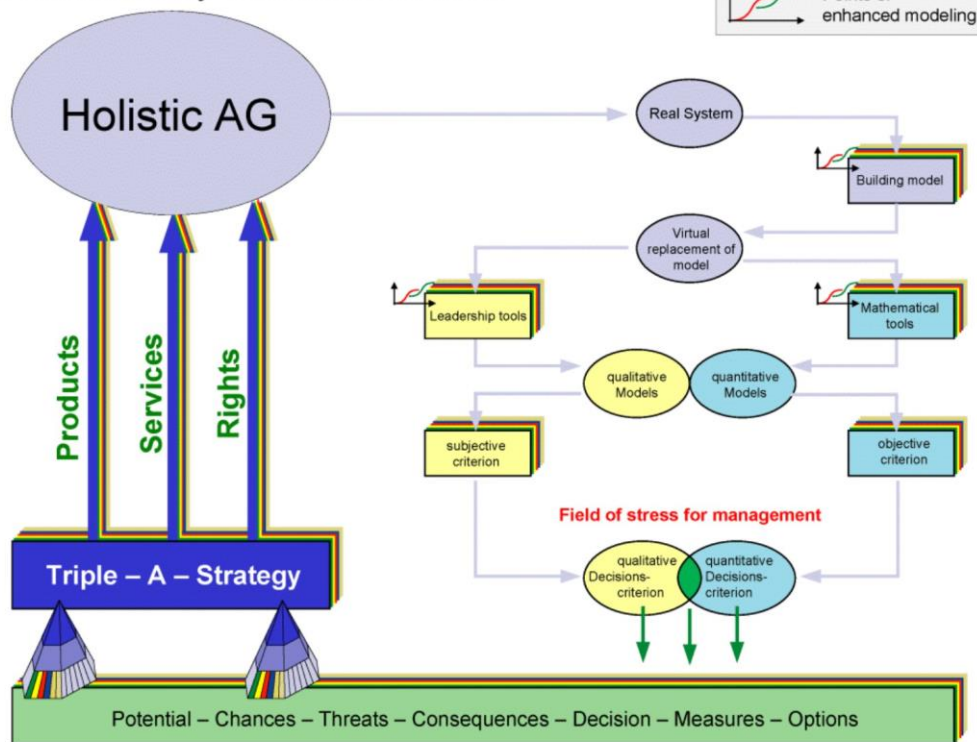
STR0001...f

When capabilities move from the cross-divisional network to the centre of strategy, there are new opportunities.

Strategy 1: Goals - Paths - Means

Strategy 2: Means - Chances - Goals (2nd)

Improved Business by enhanced models

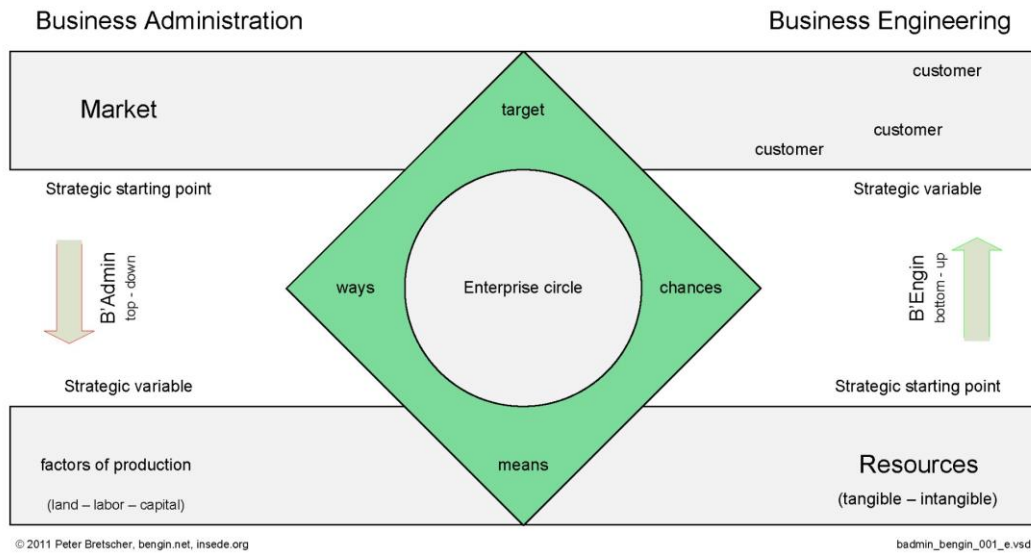


Technology Transfer is part of the future Business

	Yesterday	Today	Tomorrow
Focus	Product	What buyer wants	What buyer needs
- Offer	Products	Products, Services	Products, Services, Rights
& Pre-requisite		& Processes	& Processes
& Pre-Pre-requisite			& Resources
Question	How to realize products?	How to simplify processes?	How to use Resources and capabilities?
Answers	Structures share of labour making themselves	minimizing costs automatisation outsourcing leaner	maximizing earnings enlarge Business activities insourcing smarter

-> Management will face that it will be an important task finding innovative solutions in order to localize the Core Resources and create new business opportunities.

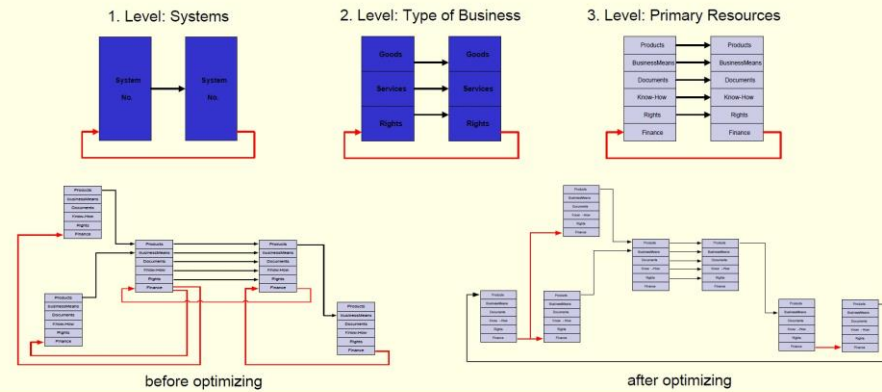
The two strategic business options in balance



BES-Valuenet

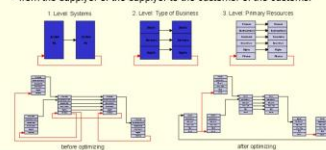
4. Closed Loop Business Relations

- planning, design, optimize Value Adding Net [VAN], beyond borders
- from the supplier of the supplier to the customer of the customer



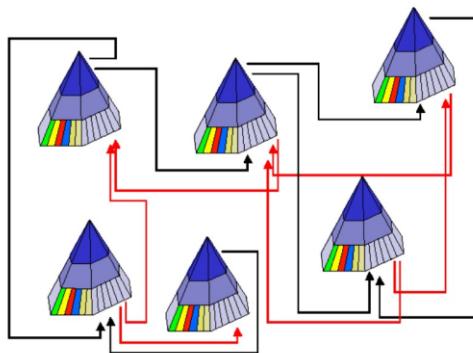
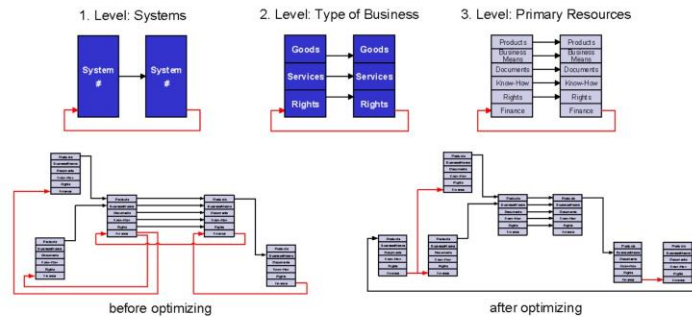
4. Closed Loop Business Relations

- planning, design, optimize Value Adding Net [VAN], beyond borders
- from the supplier of the supplier to the customer of the customer



4. Closed Loop Business Relations

- planning, design, optimize Value Adding Net [VAN], beyond borders
- from the supplier of the supplier to the customer of the customer ... and back!



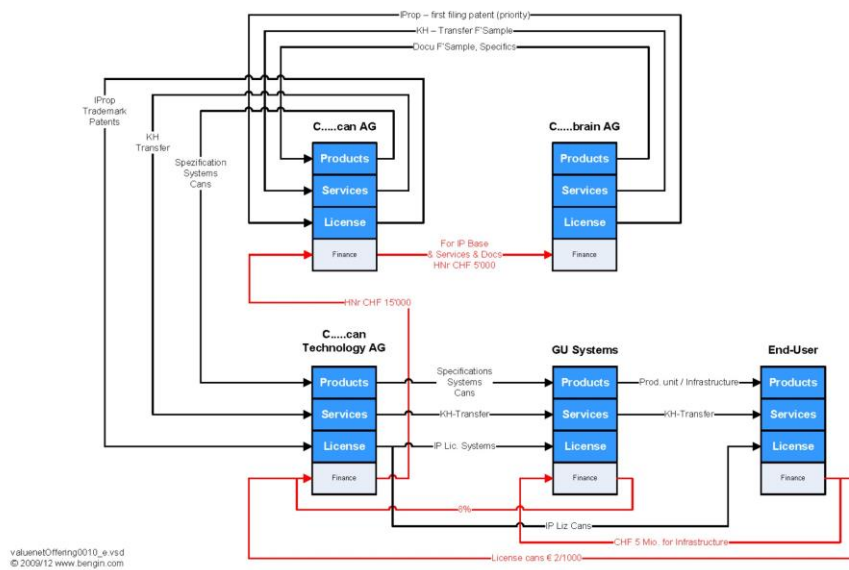
Optimizing flow of:

- Offerings
- Processes
- Resources (tangible and intangible)

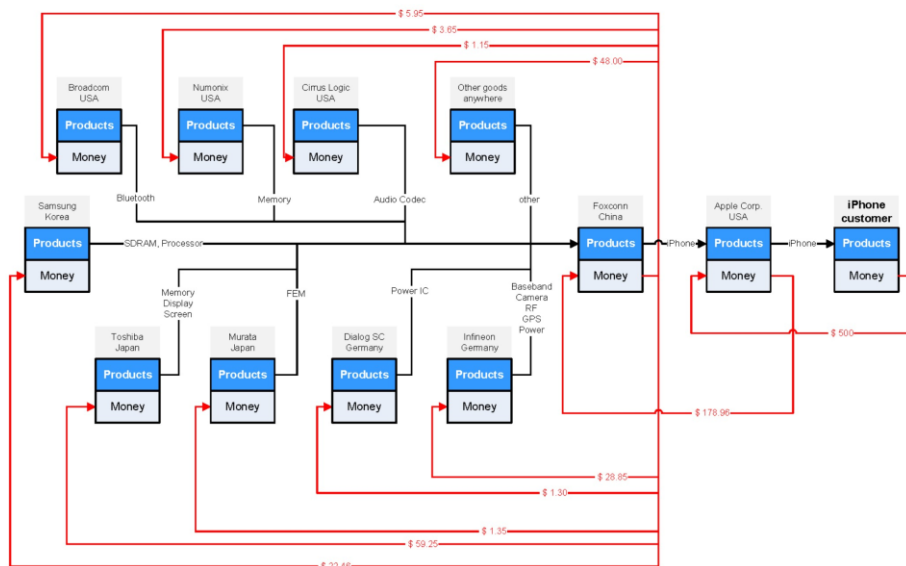
→ Money → other types of business objects

Increasing / reducing / redirecting the flow on the map.
Leads to new options for doing business.

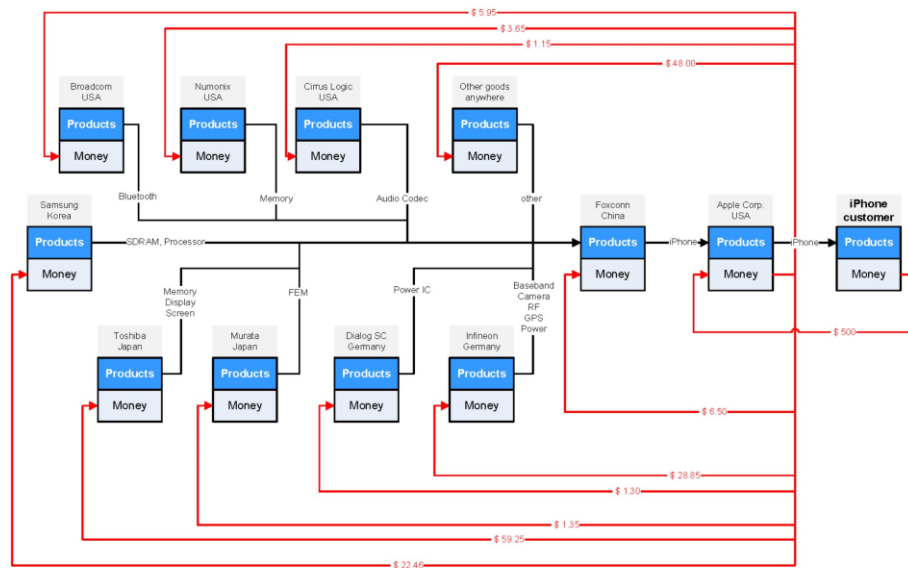
Deliverables and payments Variant A



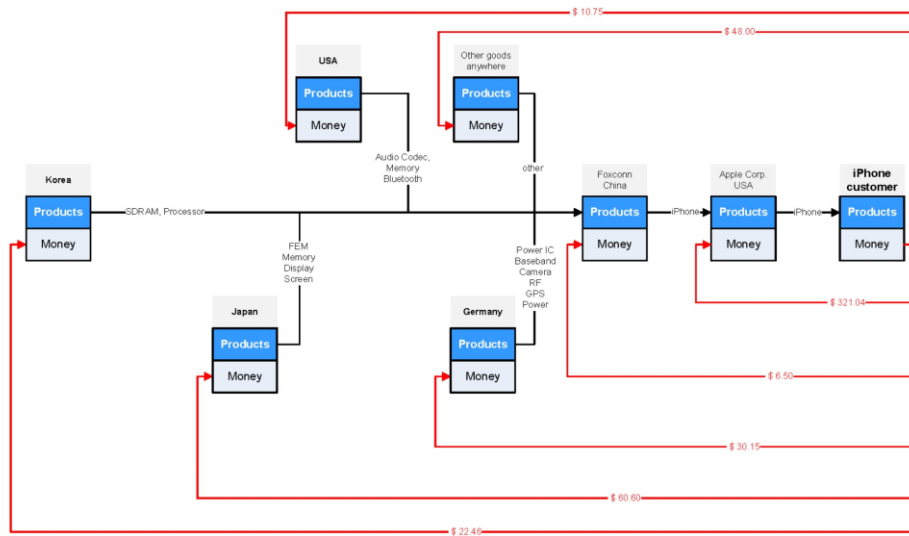
Flow of Goods and Money (countries)



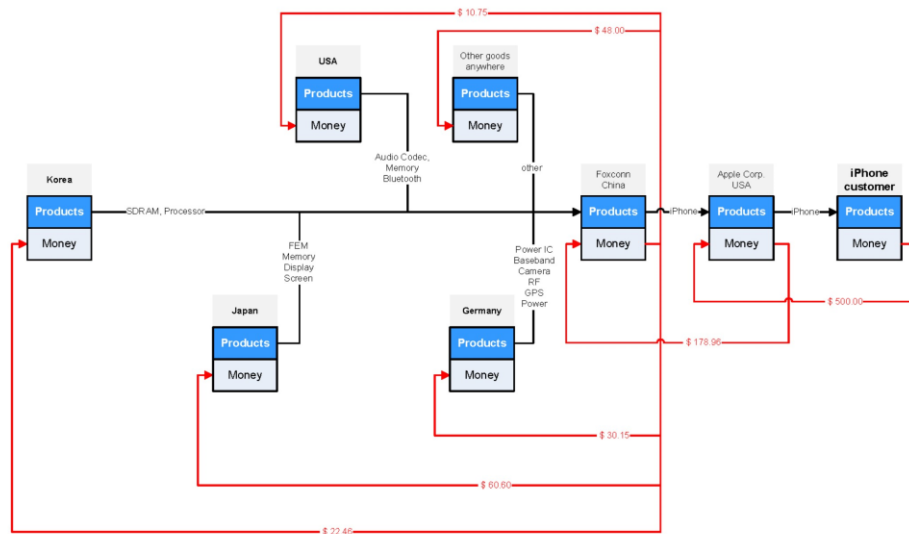
Flow of Goods and Money (countries)



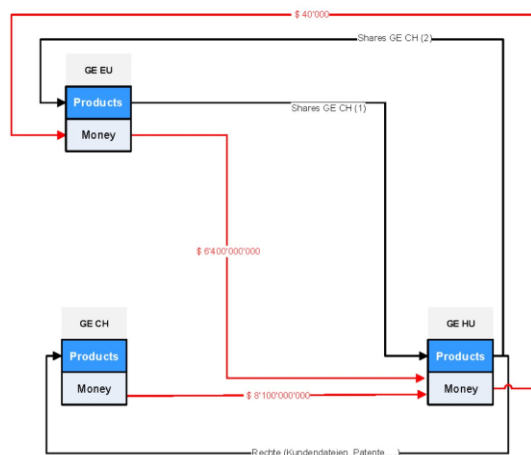
Flow of Goods and Money (countries)



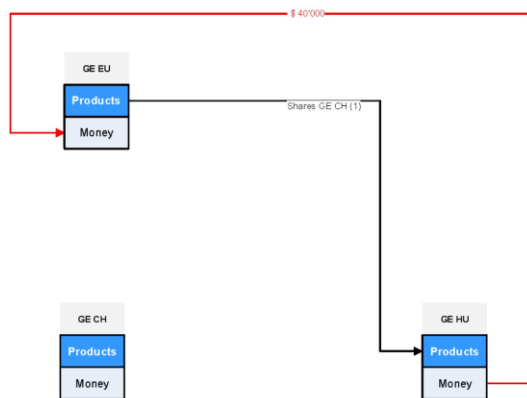
Flow of Goods and Money (countries)



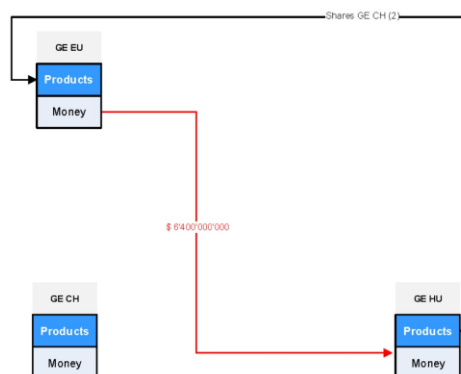
Flow of Goods and Money (countries)



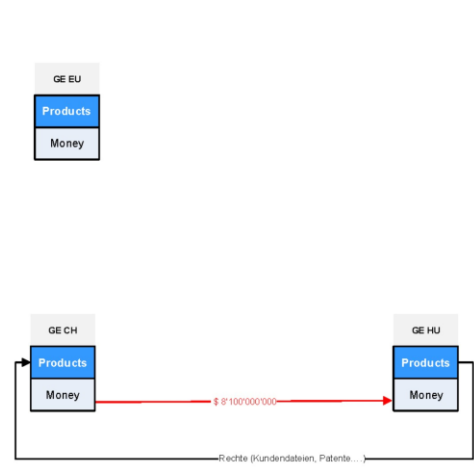
Flow of Goods and Money (countries)



Flow of Goods and Money (countries)

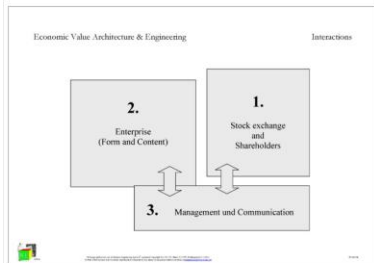


Flow of Goods and Money (countries)



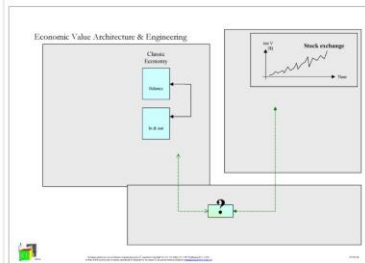
BES-Special (Intangible Assets)

Stock exchange, accounting, link



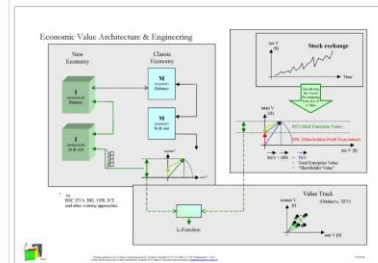
Three interrelated topics. 1. the stock market price, 2. the company, 3. the appearance of the company. (How to communicate assets and potential of enterprise?)

Expanding the scope of teaching



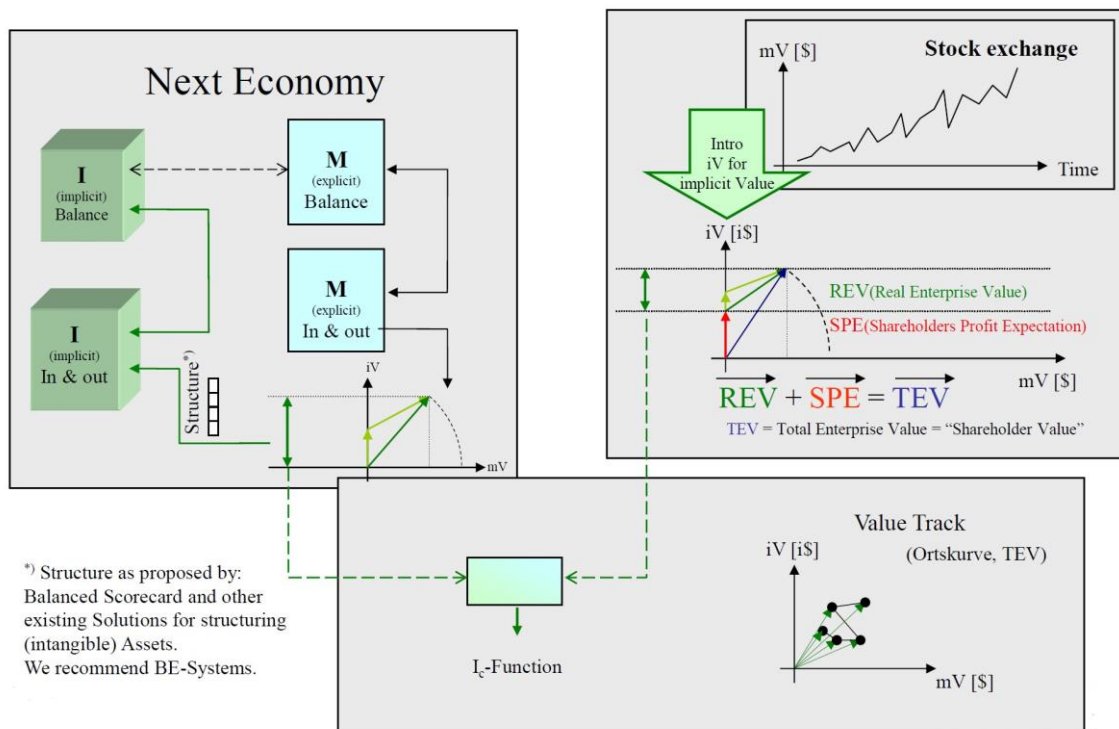
How to calculate and communicate the real values (including potential) when only linear and monetary indicators are available?

Show where the values really are

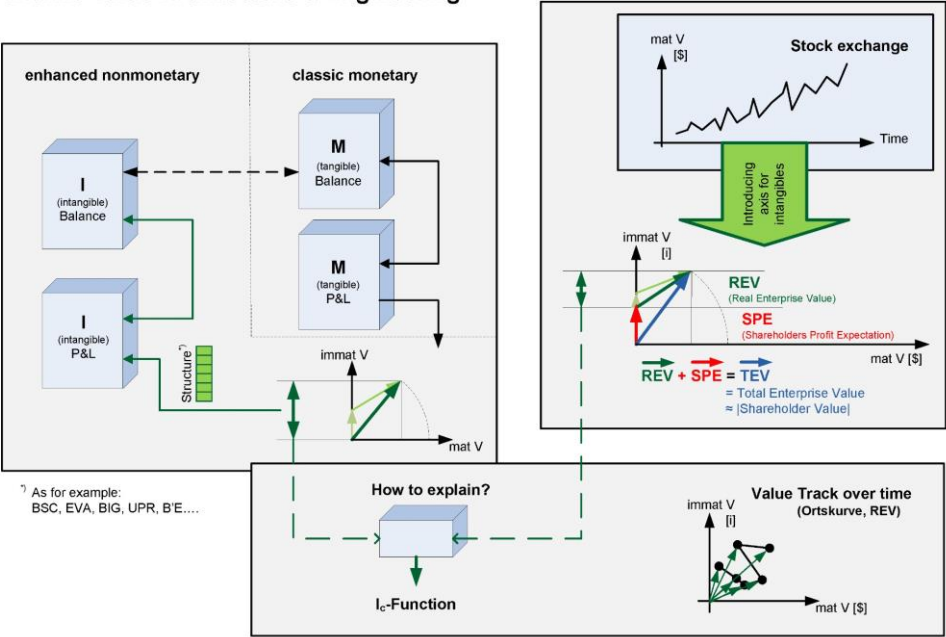


Showing the (immaterial) values hidden by the doctrine provides transparency and security. To management, employees and shareholders.

Economic Value Architecture & Engineering

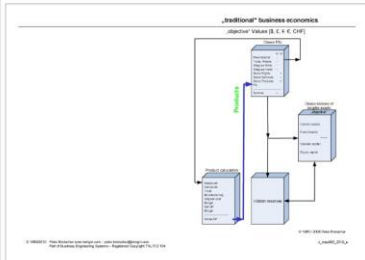


Economic Value Architecture & Engineering



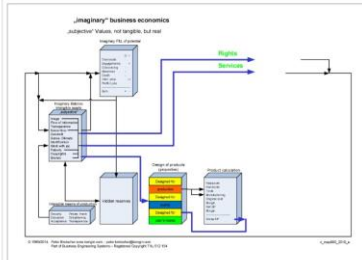
7 As for example:
BSC, EVA, BIG, UPR, B'E.....

Old Business Administration Map



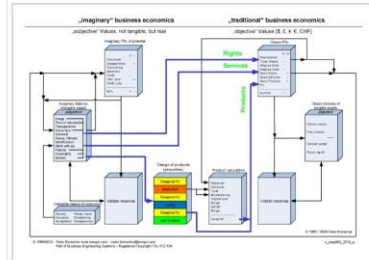
Calculation, income statement and balance sheet are known. Only the intangible prerequisites necessary for productive operation are still missing.

charting what's missing

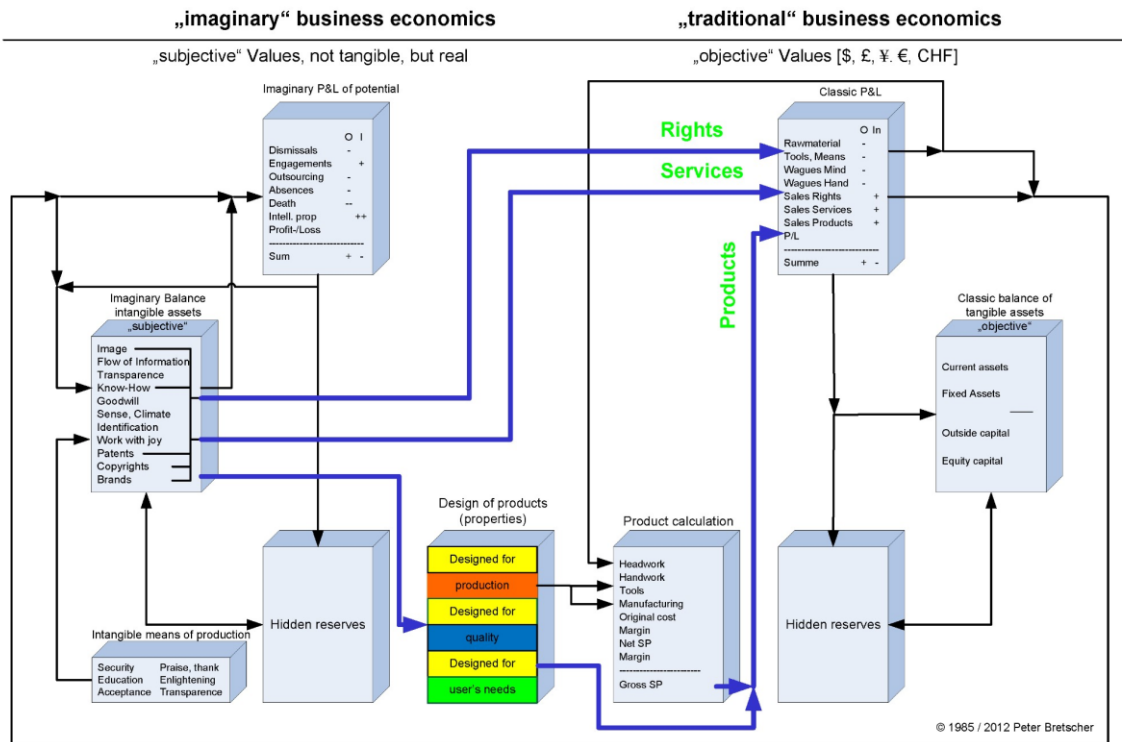


For the missing elements, mainly immaterial goods, also create an "imaginary map" of the immaterial goods.

and combine it.



The combination of the "traditional" and the "imaginary" economic maps gives the entrepreneur the necessary transparency to make better use of existing potentials.

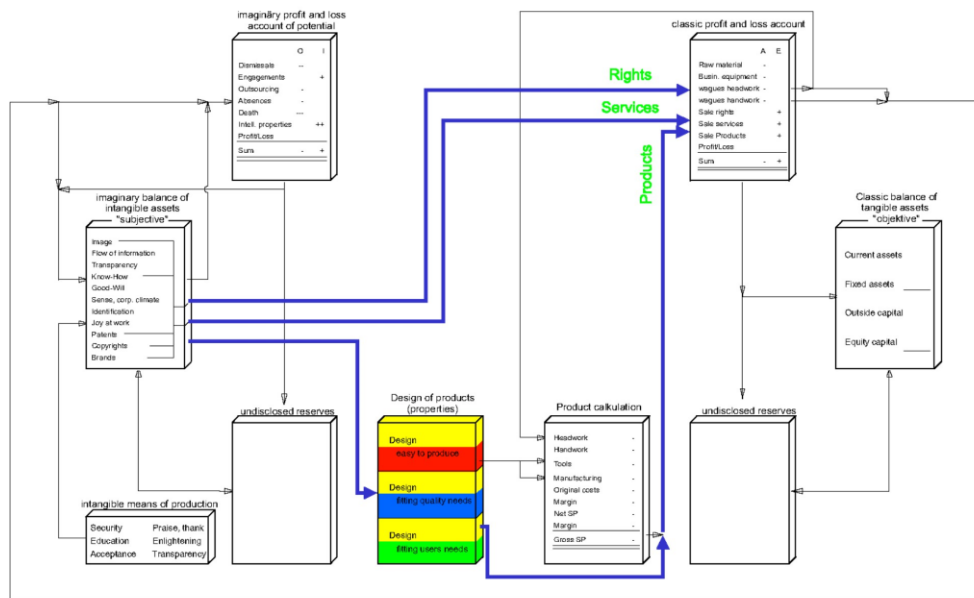


Controllers Map "imaginary" business economics

classic business economy

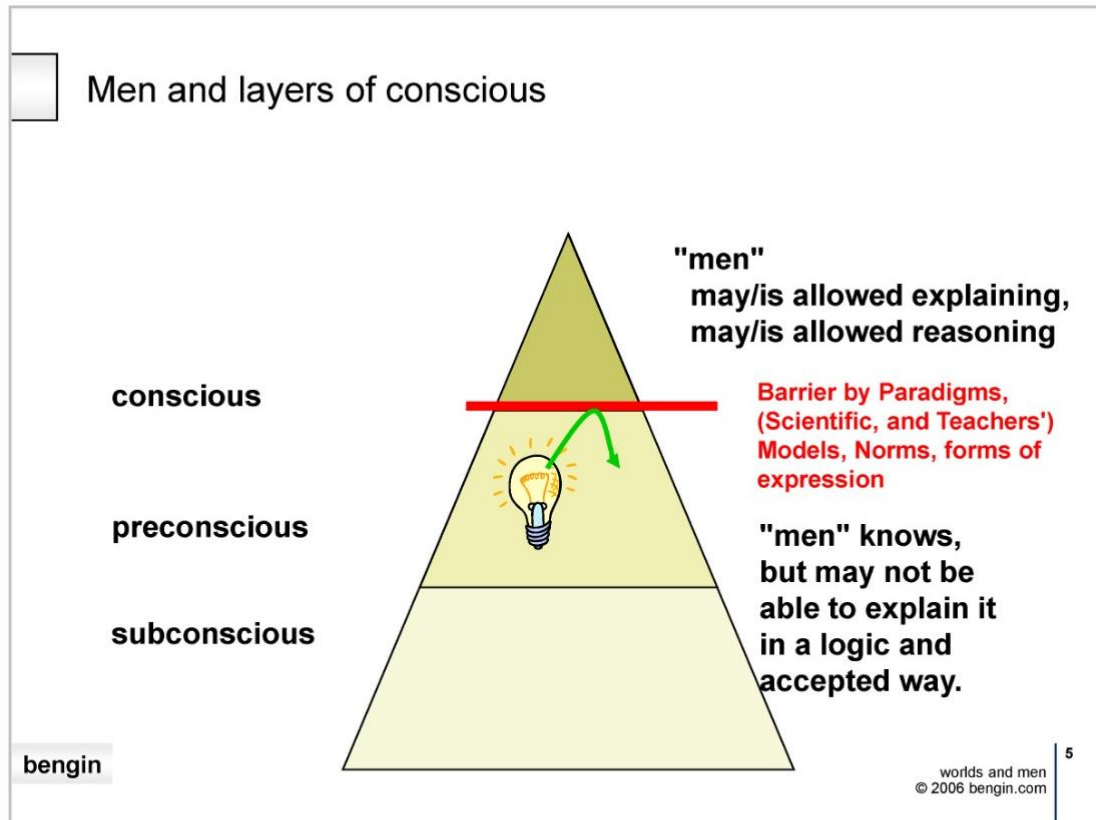
"subjektive" values, not tangible, but real [subjective metric]

"objektive" values (\$, £, ¥, €, CHF) [objective metric]



BES-Special (Knowledge)

Three levels of consciousness

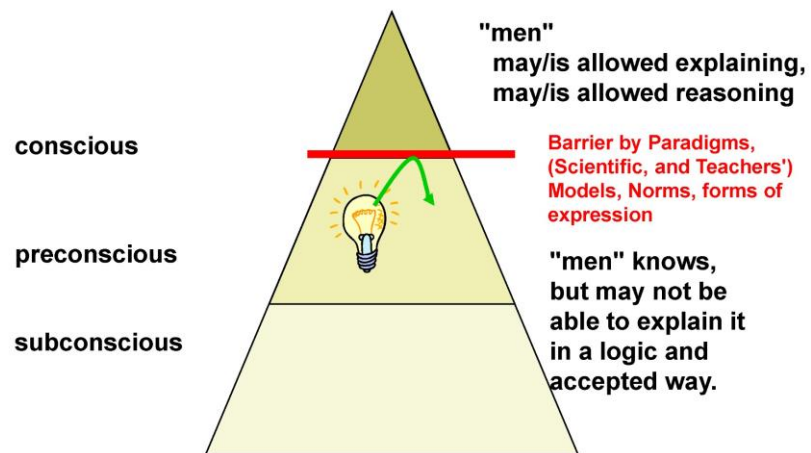


A large part of a company's potential lies "in the pre-consciousness" of its employees.

In other words, what they know and are able to do - but are not able or allowed to express.

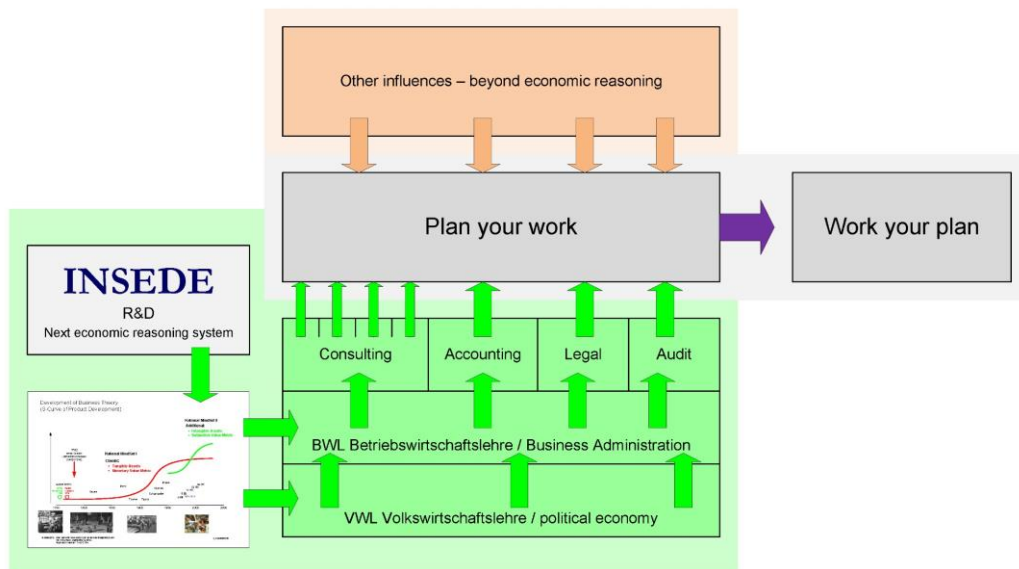
Direct communication helps to exploit this potential.

Men and layers of conscious

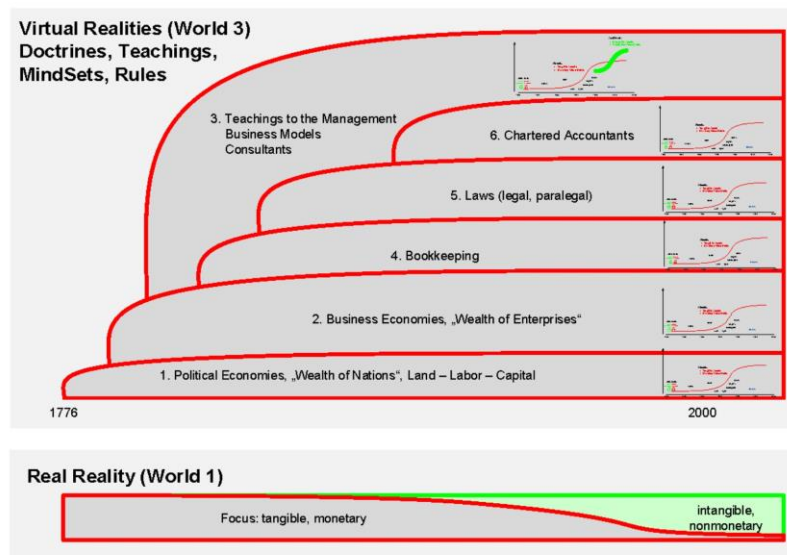


BES-Special (Steps to solve problems)

INSEDE enabling sustainable growth



World 3: Six interdependent fields

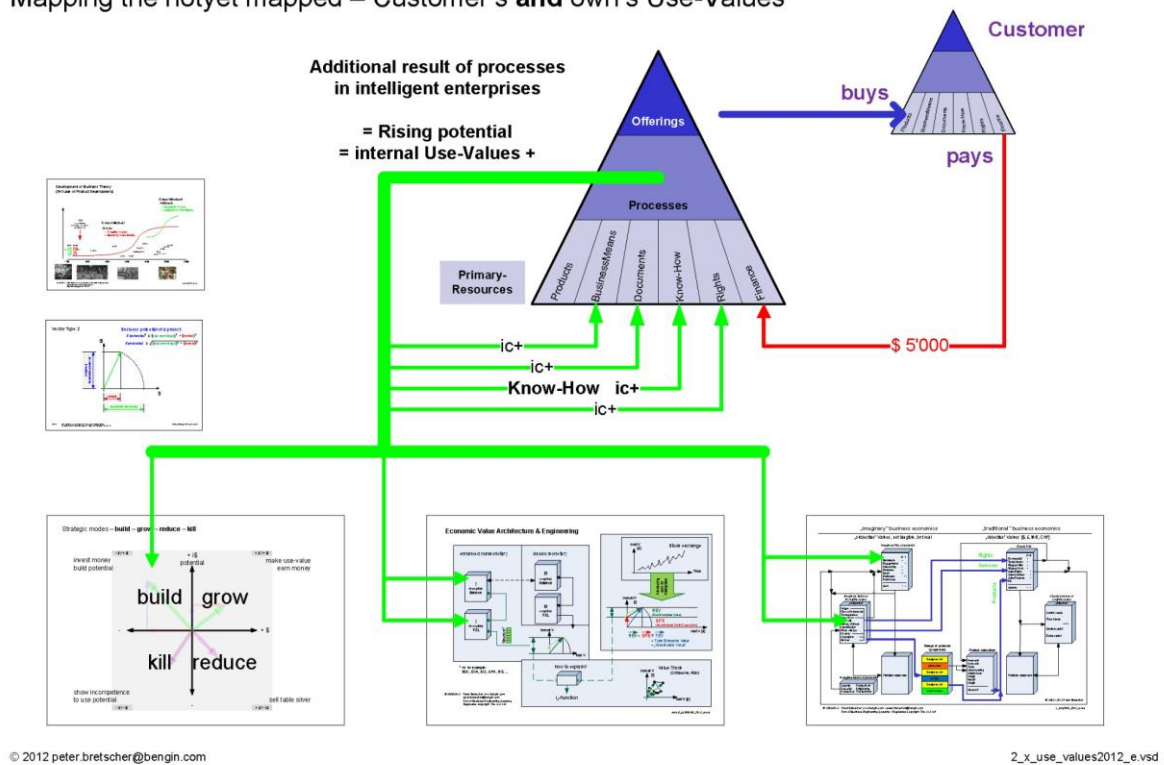


BES-Special (wrapup...)

**Our competitors deliver structures. We go further!
delivering models, quantifying elements, the metrics
and the intellectual property to use it!**

	Structure	Quantify	
Arthur Andersen	+	-	Cracking The Value Code
Boston C G	0	-	Real Asset Value Enhancer
CG EY / EY	+	-	Value Creation Index
PwC	+	-	Value Reporting
Skandia (IC Visions)	+	-	Tobin, „Intellectual Capital“
Stern Steward	-	-	MVA, EVA
Sveiby	+	-	Intangible Asset Monitor

Mapping the notyet mapped – Customer's and own's Use-Values

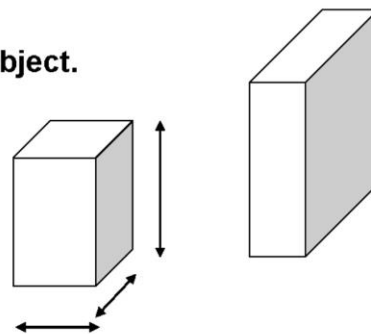


Quantifying means

Content of information. The cube as an object.

$$a \times b \times c = d$$

a	b	c	d
3	4	5	60
15	4	1	60
60	1	1	60
5	6	2	60

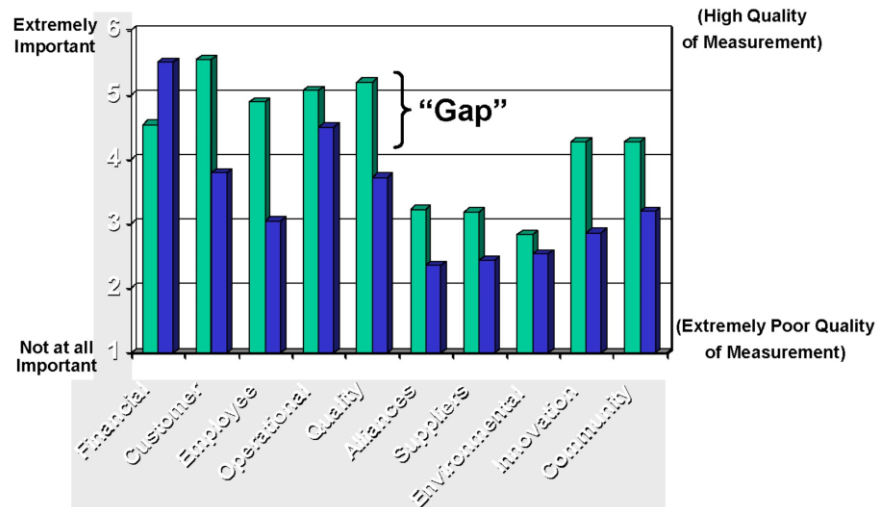


Reduction of measures to linear metric "d" reduces the content of information significantly.



Reduction of value-measures to a linear monetary metric system limits the usage of this system for mapping reality.

Comparison to Measurement Quality ...



Classic Business Theory is short in mapping the Intangible Reality

