PALISADE

@RISK

the world's most powerful risk analysis tool

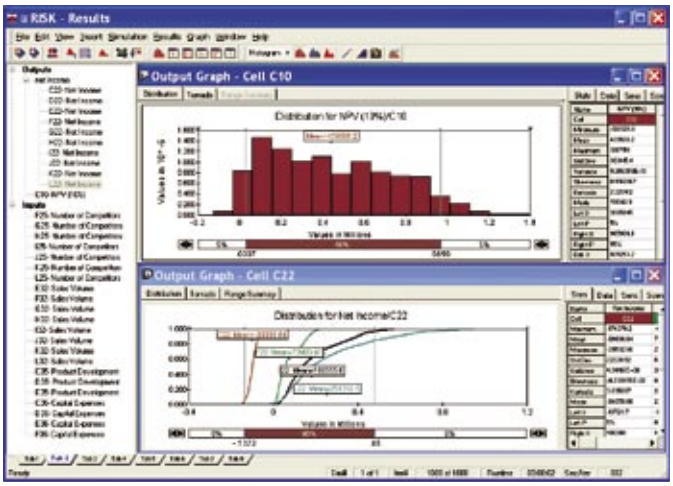
You take risks every day. Risks are assessed using whatever data you have at hand. But how often do you wish you had more information?

It's easy to take a bad risk if you don't take into account a range of possible scenarios.

Taking smart risks means performing risk analysis. And there's no easier, more powerful solution than @RISK, the world's most widely-used risk analysis tool!

"I have found @RISK to be an extremely robust product. Using this programme I can now do analyses in about 20 minutes that used to take more than two days."

– Gary Auld, *Coffey Mining, NSW*



See a wide range of possible outcomes in any situation with @RISK!

@RISK Shows You Many Possible Outcomes

@RISK lets you see many possible outcomes in your situation – and tells you how likely they are to occur! This means you – the decision maker – finally have, if not perfect information, the most complete picture possible. You will see what could happen and how likely it is. You can judge which risks to take and which ones to avoid. @RISK can help you to choose the best strategy based on the available information. That's not a bad guarantee!

@RISK Works Where You Work – In Excel

@RISK is an add-in to Microsoft Excel. As an add-in, @RISK seamlessly integrates with your spreadsheet, adding risk analysis to your existing models. Working with @RISK is as easy as working with your spreadsheets, so there's almost no learning curve!

@RISK uses a technique known as Monte Carlo simulation to show you a wide range of possible outcomes. Running an analysis with @RISK involves three simple steps:

1. Define Uncertainty: Start by replacing uncertain values in your spreadsheet with @RISK probability distributions. These @RISK functions simply represent a range of different possible values that a cell could take instead of limiting it to just one value.

2. Pick Your Bottom Line: Next, select your outputs – the "bottom line" cells whose values interest you. This could be potential profits for a new product launch, insurance claims payout, disease recovery rate, or anything at all.

3. Simulate: Click the "Simulate" button and watch. It's that easy! @RISK recalculates your spreadsheet model hundreds or thousands of times! Each time, @RISK samples random values from the @RISK functions you entered, places them in your model and records the resulting outcome. The result: a look at a whole range of possible outcomes, including the probabilities they will occur! Almost instantly, you will see what critical situations to seek out – or avoid!

Simply by running a simulation, @RISK takes your spreadsheet model from representing just one possible outcome to representing thousands. With @RISK, you can answer questions like, "What is the probability of profit exceeding $1,000,000?" or "What are the chances of losing money on this investment?"

"The use of @RISK forms a fundamental component of our successful risk management process at Infineon. We have trained more than 1,000 employees on @RISK."

– Dr. Martin Erdmann, *Infineon Technologies AG*

Have you ever seen a financial spreadsheet of a multimillion-dollar venture with only best case, worst case, and most likely scenarios? Or, key marketing, R&D or engineering decisions that were based on "best guess" estimates of demand, market share, and effects of competition? Chances are the answer to these questions is "Yes!" The fact is that the vast majority of Fortune 1000 companies, universities, and government agencies make multimillion-dollar decisions without taking more than three different possible outcomes into account! In reality, there are almost always dozens – if not thousands – of possible scenarios that could affect a company's bottom line.

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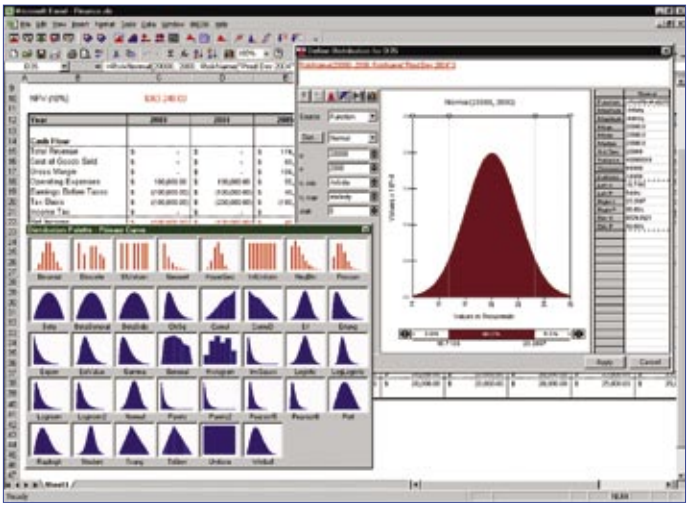
Present Results with Stunning Graphs

@RISK provides a wide range of graphs for interpreting and presenting your results to others. Histograms and cumulative curves show the probability of different outcomes occurring. Right-click menus and handy toolbars make navigation a snap. Use overlay graphs to compare several results. You can even create summary graphs that display risk over a range of time! Sliding delimiter bars make reading probabilities of different outcomes a breeze. All graphs may be copied to the Windows clipboard or exported directly to Excel.

@RISK also gives you a full statistical report on your simulations, as well as access to all the data generated. You can generate a one-page, pre-formatted, ready-to-print Quick Report on results with a single mouse click.



Choosing distributions is easy with @RISK's pop-up distribution viewer.

Identify the Factors That Cause Risk

@RISK provides you with Sensitivity and Scenario Analyses to determine the critical factors in your models. Use Sensitivity Analysis to rank the uncertain factors in your model according to the impact they have on your bottom line. See the results clearly with an easy-to-interpret Tornado diagram!

Scenario Analysis identifies which scenarios – or combinations – lead to particular outcomes. Find out which situations to strive for or avoid. For example, you may need to know your production costs, shipping time, and price points when profits are highest. Gain insight that your competition won't have, and learn how to increase profits and avoid pitfalls!

Define Uncertainty with Ease

Choosing which @RISK distribution function to use for a cell with an uncertain value doesn't have to be complicated. @RISK comes with a built-in distribution viewer that lets you preview various distributions before selecting them. You can choose distributions from a gallery of thumbnail distribution pictures, and then watch as @RISK builds a graph of the distribution while you enter your parameters. Can't decide on a built-in distribution? Draw a curve freehand using your expert intuition and have @RISK make a distribution for you!

@RISK even lets you define distributions two ways: using standard parameters or percentiles.

For example, if you have a cost that is usually around $50,000 but fluctuates between $40,000 and $60,000, you might pick a normal distribution with a mean of $50,000 and a standard deviation of $5,000. Or, you could set up your normal distribution defining the 10th percentile as $40,000 and the 90th percentile

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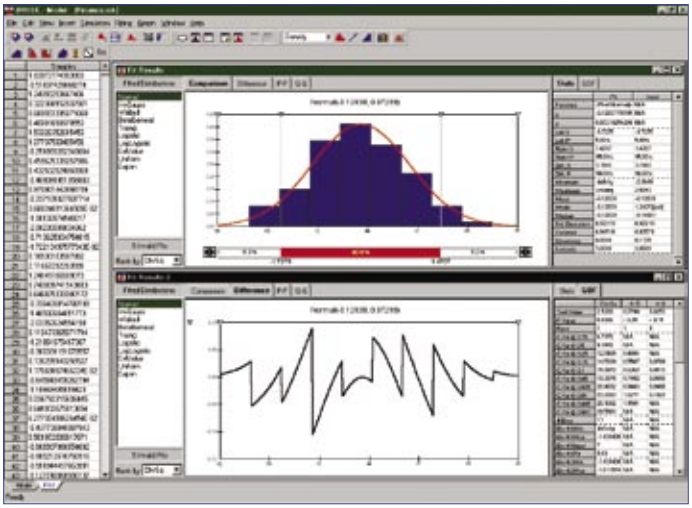
"We love @RISK because it incorporates distribution fitting and gives us the flexibility to evaluate alternative distributions on screen."
– Art Misyan, *Merck Pharmaceuticals*

"@RISK's Quick Reports are good — a valuable addition."
– Tony Martin, *Department of Agriculture, Western Australia*

"@RISK is the easiest risk analysis tool on the market, with the most capabilities. Risk analysis within Fluor has moved up to a different level because of Palisade training on the software."
– Waymon Lofton, *Fluor Corporation*

ecision maker – now have the most complete picture possible

"We've trained well over a thousand people throughout the company on @RISK, and rely on it for our entire range of investment decisions."
– Bob Hunt, *Procter & Gamble Corporate Finance Division*



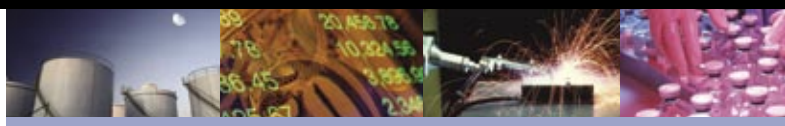
Determine the best distribution for your models with integrated distribution fitting.

as $60,000, meaning 80 percent of the time it's between these two values.

Make Your Data Work for You!

Perhaps you know what costs have been historically for your product. @RISK lets you use that data to accurately describe what the costs might be! Just use @RISK's built-in distribution fitting tool (Professional and Industrial versions only). Read your data into @RISK, and with the click of a button @RISK will find the distribution function that best describes it. Another click, and the distribution is written directly to your spreadsheet!

@RISK ranks dozens of distributions against your data, provides graphs that compare your data against the fits, and more! You can even "hot link" your data so that your distribution automatically updates when the source data changes.



Features	Benefits
Shows you many possible outcomes	Helps you avoid pitfalls and identify opportunities
Shows you chances of different outcomes occurring	Lets you develop best strategy possible
Works with you in Excel	No need to learn new application from scratch
Intuitive toolbars and right-click menus	Easy navigation – multiple ways to perform common tasks
Presentation-quality graphs	Easy explanation of results to others
Distribution fitting	Enables accurate description of uncertainty using data

Industries	Applications
Aerospace	Cost estimating
Environment	Endangered species preservation
Financial Services	Retirement planning
	Real options analysis
	Discounted Cash Flow analysis
	Value-at-risk
	Portfolio optimisation
Government	Budgetary projections
Information Technology	Deployment and configuration analysis
Insurance/Reinsurance	Loss reserves estimation
Manufacturing	Six Sigma and quality analysis
	Product life cycle analysis
Oil/Gas/Energy	Oil reserves estimation
	Capital project estimation
Pharmaceuticals	R&D estimation

Three Editions to Meet Your Needs!	@RISK Standard	@RISK Professional	@RISK Industrial
Advanced Simulation Engine	X	X	X
37 Distribution Functions	X	X	X
Correlation of Inputs	X	X	X
Variety of Graphs & Charts	X	X	X
Sensitivity & Scenario Analyses	X	X	X
Integrated Distribution Viewer	X	X	X
Integrated Distribution Fitting		X	X
@RISK Goal Seek		X	X
Stress Analysis		X	X
Advanced Sensitivity Analysis		X	X
Integrated @RISKAccelerator			X
RISKOptimizer			X

@RISK Professional

@RISK is available in three editions to meet your risk analysis needs: Standard, Professional, and Industrial. @RISK Professional adds a host of analytical power features to your arsenal:

Integrated Distribution Fitting: Fits distribution functions to your data.

@RISK Goal Seek: Find the value of an input that leads to a desired simulation result. You set the target value – or goal – and tell @RISK which input to adjust. @RISK uses multiple simulations to find the input value that achieves that goal.

Stress Analysis: Lets you control the range that is sampled within an input distribution. By specifying extreme ranges of a given input, you can see how different scenarios would affect your bottom line without changing your model.

Advanced Sensitivity Analysis: See how changes in any input – distributions or regular values – affect your simulation results. Using a wide variety of options, you can control how inputs are varied. @RISK runs any number of simulations and tracks how outputs change. Graphs such as Box-Whisker plots, spider graphs, and comparison graphs show you critical factors at a glance.

@RISK Industrial

@RISK Industrial is well-suited to the power risk analyst. @RISK Industrial builds upon @RISK Professional by adding:

Integrated @RISKAccelerator: Speed up large simulations by using all CPUs in a multi-CPU machine. If your PC has two processors, your simulations will run nearly twice as fast!

RISKOptimizer: Optimise the results of your @RISK simulations with this unique tool. Combining the power of Monte Carlo simulation with genetic algorithm-based optimisation techniques, RISKOptimizer finds the best combination of inputs that maximise or minimise simulation results.

@RISK for the Internet

If your company is like many others, you have colleagues in offices across the country or around the world. More and more project teams rely on the Internet to communicate ideas and models. The @RISK Developer's Kit takes your risk models out of Excel, allowing you to streamline the distribution of your risk analysis models through enterprise-wide Web deployment. Users need only a Web browser to enter model parameters, run simulations, and get results. Model logic and simulation files are stored on the server, ensuring consistency for all end-users and eliminating local installation and support issues. Visit www.palisade.com.au/devkits to run live examples of risk analysis models, download a free trial of the @RISK Developer's Kit, and purchase online.

RELATED PRODUCTS

Enhance and expand the power of @RISK with these tools from Palisade:

@RISKAccelerator
Speed up simulations using multiple CPUs across a network or within one machine.

@RISK Developer's Kit
Apply simulation to applications outside Excel.

@RISK for Project
Monte Carlo simulation for Microsoft Project.

Ignoring Risk is Costly; @RISK is Not!

Not taking risk into account can bring down even the mightiest corporate giants. Considering the impact of the decisions you make every day, you can't afford not to perform risk analysis. @RISK puts risk analysis within reach of almost any budget. Just one smart decision made using insight gained from @RISK will pay for the cost of the software many times over. So join the growing list of savvy companies who have made @RISK a key part of their decision-making processes! Order today!

Download and order @RISK from www.palisade.com.au. A detailed fact sheet is available in PDF format, and there are free trial versions and multimedia tours that will help you learn more!

Language Support

@RISK is now available in English, French, Spanish, German, Italian, and Japanese. All @RISK menus, dialogues, output reports and graphics, help files, and manuals have been carefully translated. You get the same great functionality in a language that's closer to home. Remember to state your language preference when you order @RISK.

Custom Solutions to Meet Your Needs

@RISK is available through a variety of licensing options, including corporate, network, and academic licenses. Training and consulting services can be bundled with your software to ensure you and your staff get the most out of your investment. Our Sales Representatives would be happy to discuss your needs in order to put together a package of software and services that makes sense for you.

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+61 2 9929 9799 • 1 800 177 101 AUSTRALIA • www.palisade.com.au • sales@palisade.com.au