

WILLKOMMEN! BIENVENUE! WELCOME!

to the world of

MagicWorkbooks®

UtilityAnalyzer

This is a **Magic**Workbook: a controlling tool in the form of a Microsoft Excel file.

No macros, no write protection. All formulas used are visible.

All formats used are standard Excel which transform into your country's Excel formats.

You can import your DATA from any source that supports MS Excel.

You can also add your own worksheets as you see fit.

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www.MagicWorkbooks.com

System requirements

Platform: Windows 98 or later operating system
Microsoft Excel Version: 2007 or later
(You need a xls format (excel 2003) – send us a short information after you placed the order – support@magicworkbooks.com - we'll send you the ordered xls MagicWorkbook by email)




























Product Survey

- Need to prepare a company decision involving "soft" factors?
- Need to compare complex strategic moves with each other?
- Need to compare alternatives that are not readily translatable into money?



Then Utility Analyser is the tool you

- You can rate up to 10 different alternatives/strategies according to up to 10 different criteria.
- You can decide which rating scale you want to use and what weight you assign to each criterion within the whole strategy.
- And of course you get your utility analysis with lots of presentable graphs on all aspects of the analysis

Sheet	type	contains	click on book to get to page
WELCOME	Text	Introduction	
DATA	Spreadsheet	DATA INPUT	
DemoData	Spreadsheet	DEMO-DATA = a complete set of data for your orientation	
Analysis	Spreadsheet	<i>Utility Analysis</i>	
gran	Graph	<i>Graphic Overview Utility Analysis by criteria stacked</i>	
gran2	Graph	<i>Graphic Overview Utility Analysis by alternatives stacked</i>	
gran3	Graph	<i>Graphic Overview Utility Analysis by criteria in total</i>	
c1	Graph	<i>Graphic Overview Criterion 1</i>	
c2	Graph	<i>Graphic Overview Criterion 2</i>	
c3	Graph	<i>Graphic Overview Criterion 3</i>	
c4	Graph	<i>Graphic Overview Criterion 4</i>	
c5	Graph	<i>Graphic Overview Criterion 5</i>	
c6	Graph	<i>Graphic Overview Criterion 6</i>	
c7	Graph	<i>Graphic Overview Criterion 7</i>	
c8	Graph	<i>Graphic Overview Criterion 8</i>	
c9	Graph	<i>Graphic Overview Criterion 9</i>	
c10	Graph	<i>Graphic Overview Criterion 10</i>	
datcrit1	Graph	<i>Data sheet criterion 1</i>	
datcrit2	Graph	<i>Data sheet criterion 2</i>	
datcrit3	Graph	<i>Data sheet criterion 3</i>	
datcrit4	Graph	<i>Data sheet criterion 4</i>	
datcrit5	Graph	<i>Data sheet criterion 5</i>	
datcrit6	Graph	<i>Data sheet criterion 6</i>	
datcrit7	Graph	<i>Data sheet criterion 7</i>	
datcrit8	Graph	<i>Data sheet criterion 8</i>	
datcrit9	Graph	<i>Data sheet criterion 9</i>	
datcrit10	Graph	<i>Data sheet criterion 10</i>	

Utility Analysis

Move company HQ abroad

Date May 25

 Set filter to D to hide empty rows^o


		1	2	3	4	5	6	7	8	9	10		
	Alternatives and weighted criteria	office space available	distance from production in Oregon	employee concerns	Prestige	tax benefits	board of directors preference	language barriers	aquisition of new employees	airport	IT infrastructure	TOTAL	Rank
1	Move to Paris	40	6	3	20	25	5	16	8	27	15	165	3
2	Move to Tokyo	10	27	9	16	25	5	20	6	30	15	163	4
3	Move to Shanghai	5	15	5	18	25	5	18	2	24	15	132	5
4	Move to New York	50	3	1	2	50	50	2	20	3	3	184	2
5	Stay in Kansas City	40	30	10	6	40	25	10	10	12	9	192	1
6													
7													
8													

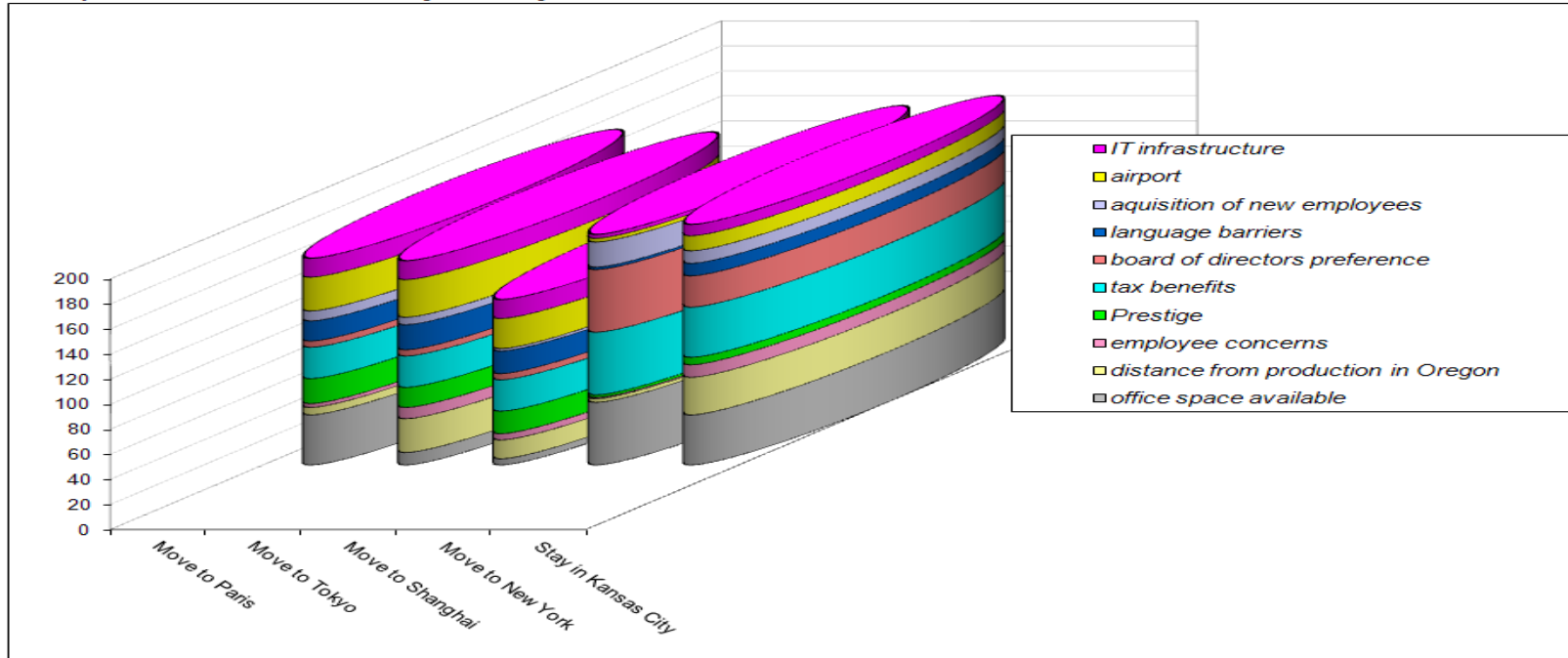
0177-01 UtilityAnalyzer

Graphic overview Utility Analysis

Move company HQ abroad

Date May 25

hide employees



		office space available	distance from production in Oregon	employee concerns	Prestige	tax benefits	board of directors preference	language barriers	acquisition of new employees	airport	IT infrastructure	TOTAL	Rank
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2	Move to Tokyo	10	27	9	16	25	5	20	6	30	15	163	4
3	Move to Shanghai	5	15	5	18	25	5	18	2	24	15	132	5
4	Move to New York	50	3	1	2	50	50	2	20	3	3	184	2
5	Stay in Kansas City	40	30	10	6	40	25	10	10	12	9	192	1

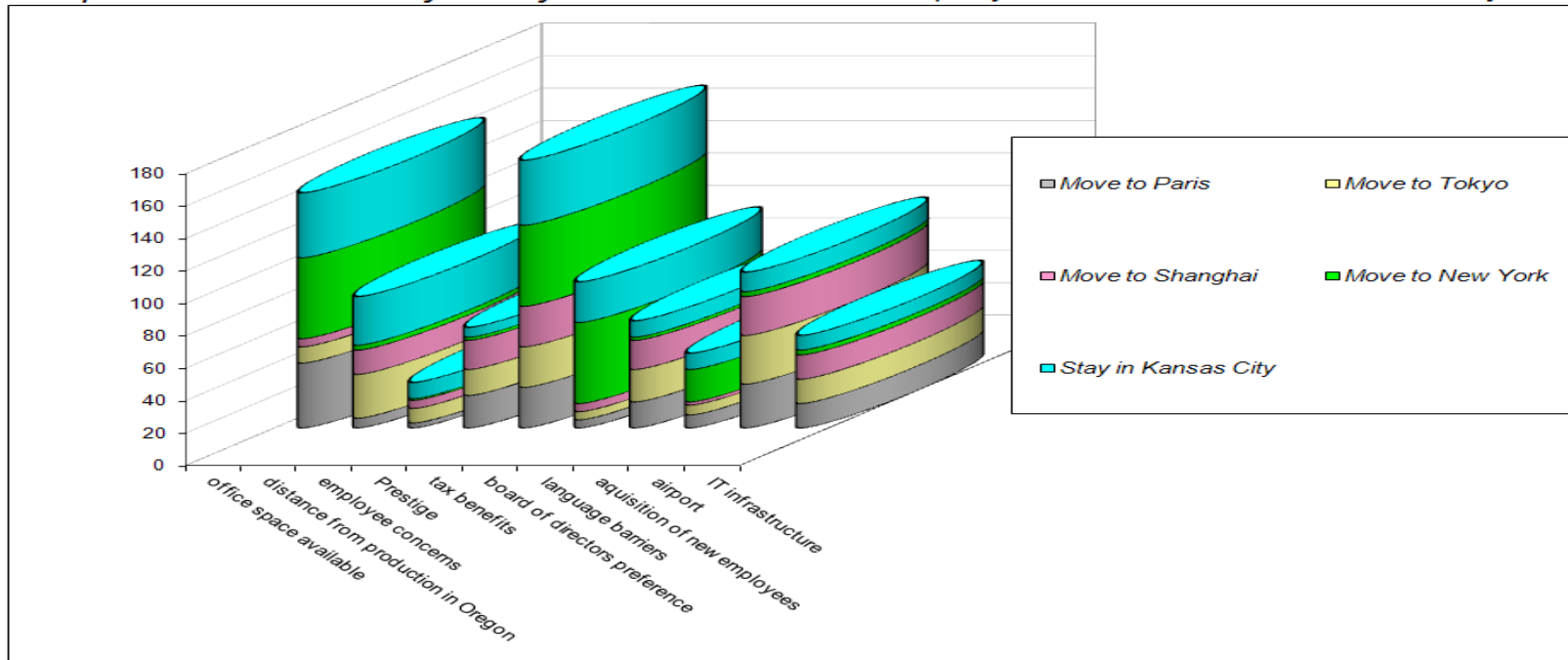
0177-01 UtilityAnalyzer

Graphic overview Utility Analysis

Move company HQ abroad

Date May 25

hide employees



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3	Move to Shanghai	5	15	5	18	25	5	18	2	24	15	132	5
4	Move to New York	50	3	1	2	50	50	2	20	3	3	184	2
5	Stay in Kansas City	40	30	10	6	40	25	10	10	12	9	192	1

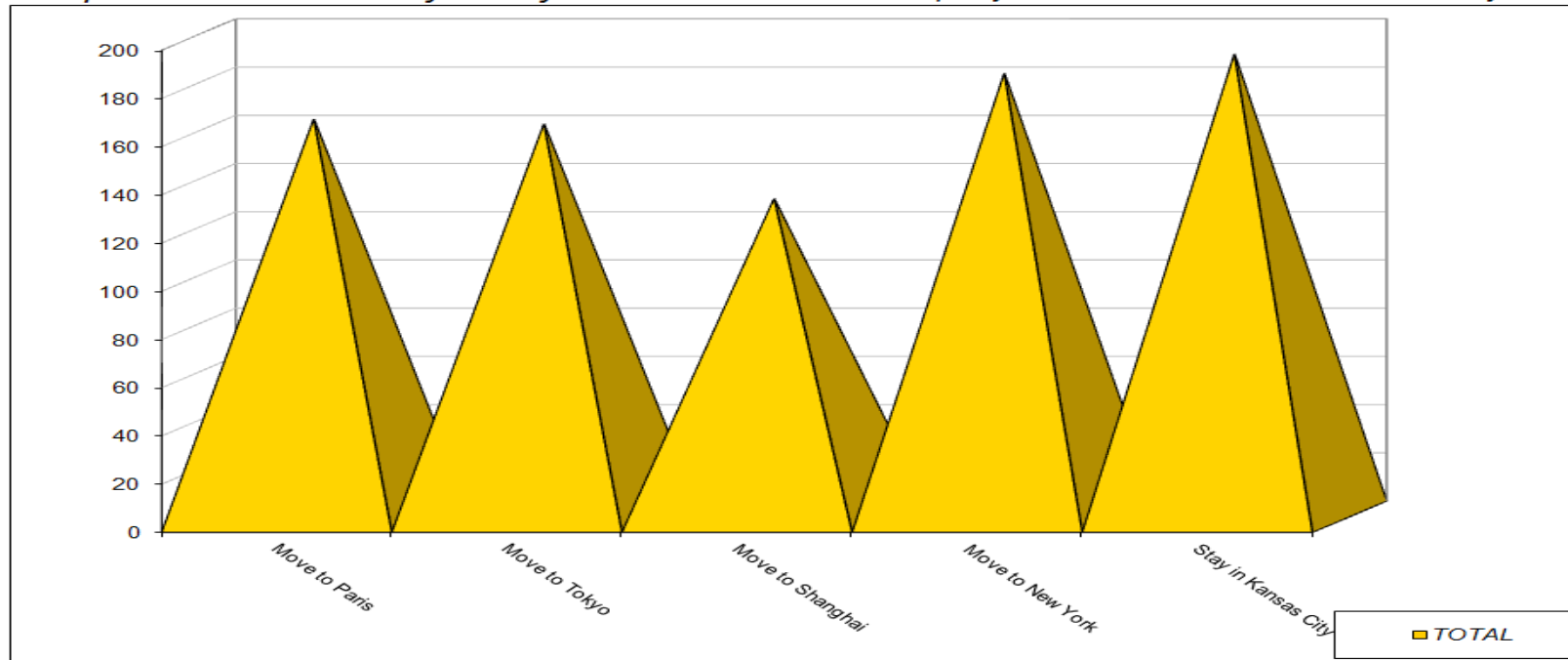
0177-01 UtilityAnalyzer

Graphic overview Utility Analysis

Move company HQ abroad

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hide employees



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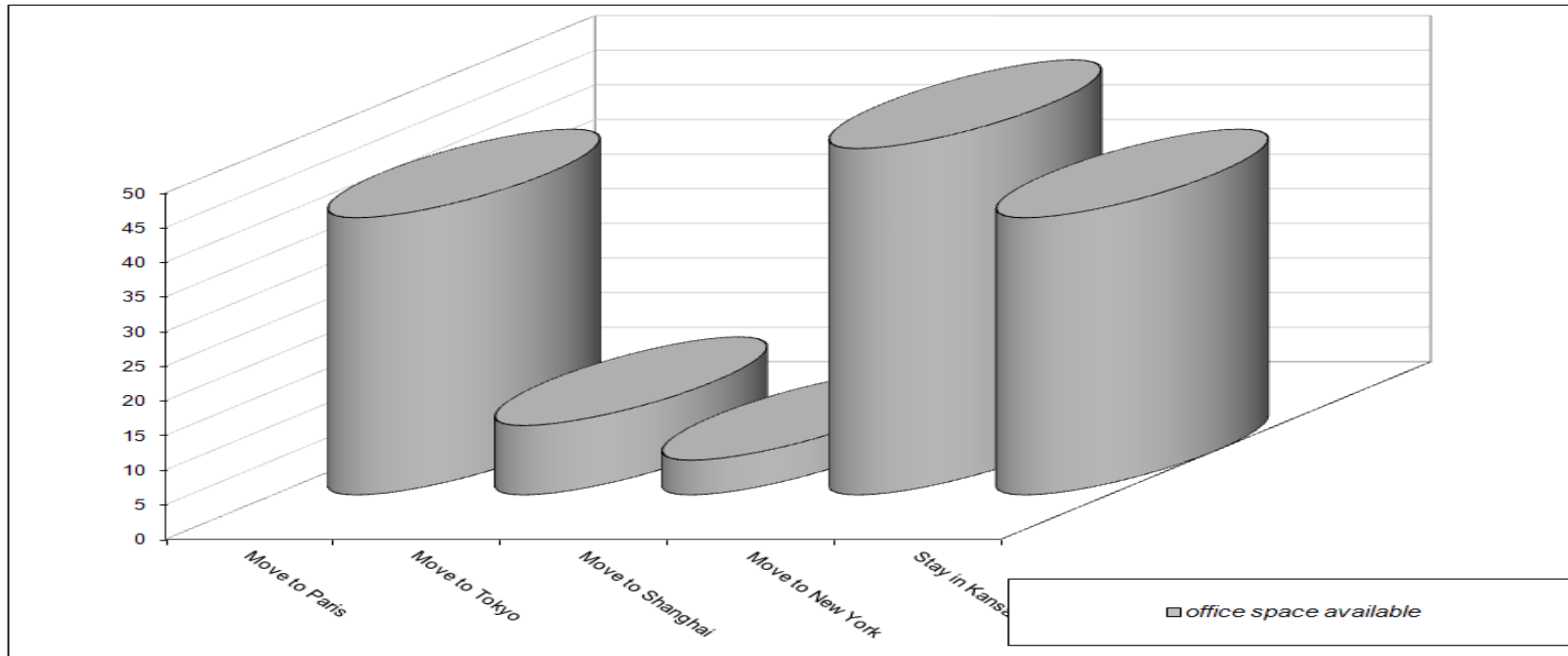
0177-01 UtilityAnalyzer

Graphic overview Utility Analysis
by criteria: office space available

Move company HQ abroad

Date May 25

Set filter to D to hide empty rows²



		office space available	distance from production in Oregon	employee concerns	Prestige	tax benefits	board of directors preference	language barriers	aquisition of new employees	airport	IT infrastructure	TOTAL	Rank
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0177-01 UtilityAnalyzer

Graphic overview Utility Analysis

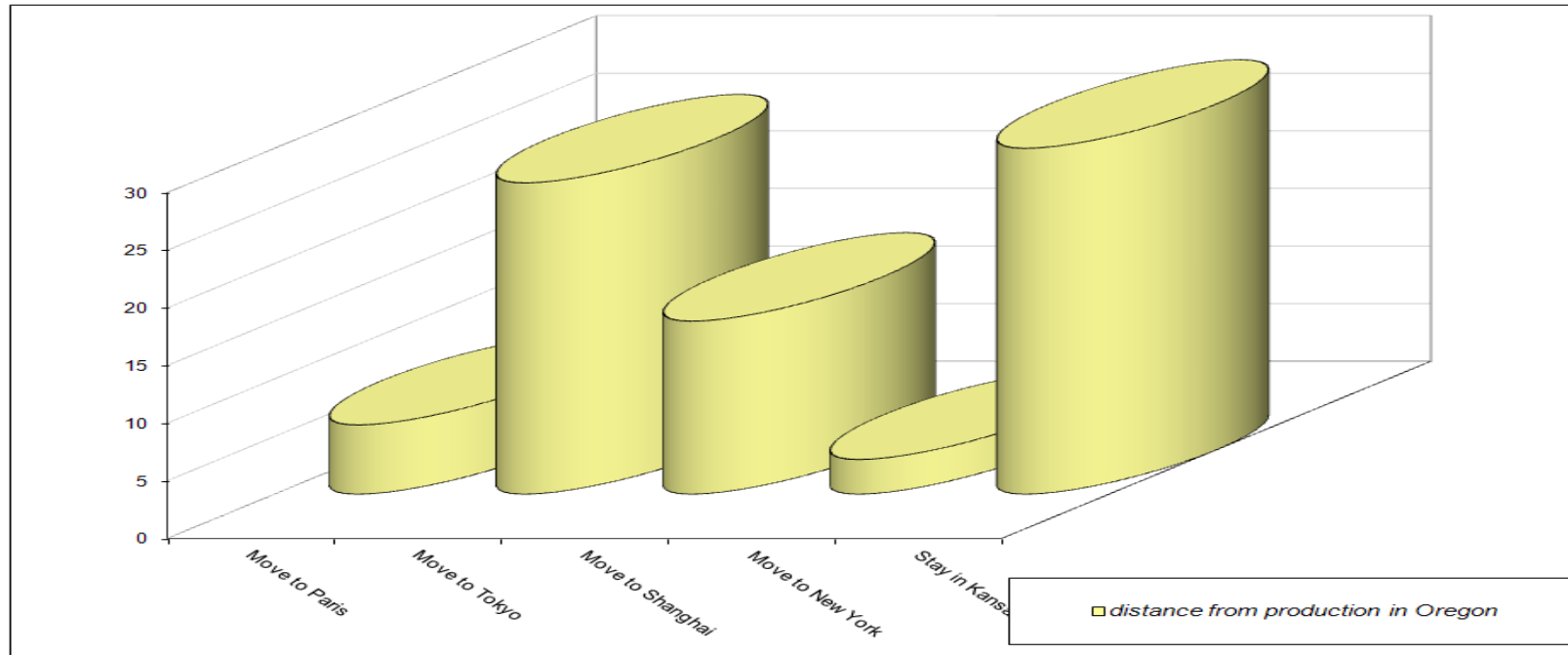
Move company HQ abroad

Date May 25

by criteria:

distance from production in Oregon

Set filter to D to hide empty rows²



		office space available	distance from production in Oregon	employee concerns	Prestige	tax benefits	board of directors preference	language barriers	aquisition of new employees	airport	IT infrastructure	TOTAL	Rank
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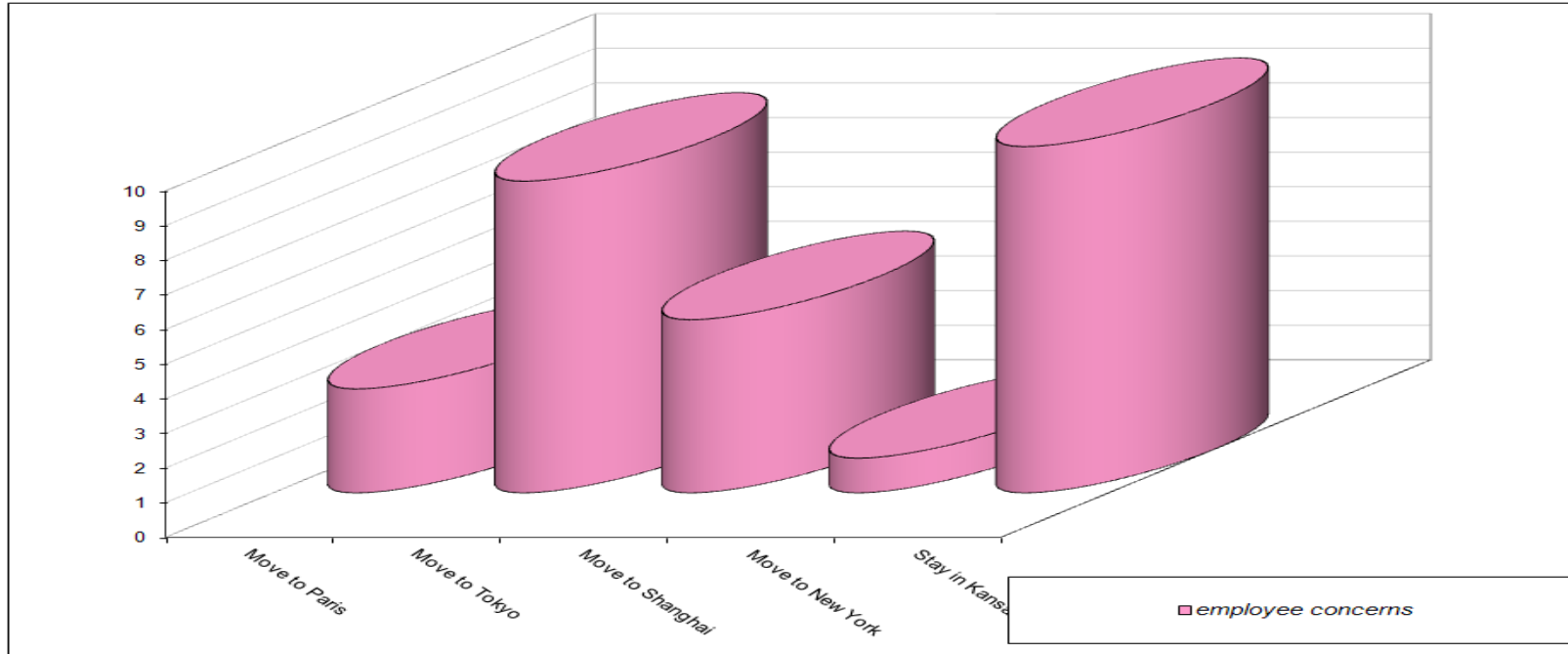
0177-01 UtilityAnalyzer

Graphic overview Utility Analysis
by criteria: *employee concerns*

Move company HQ abroad

Date May 25

Set filter to D to hide empty rows²



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5	Stay in Kansas City	40	30	10	6	40	25	10	10	12	9	192	1

0177-01 UtilityAnalyzer

Rating Sheet Criterion
1
office space available

 Set filter to D to hide empty rows^o

Alternative		facts	rating
1 Move to Paris		3 offers available, space sufficient, price a bit too high but probably negotiable	8
2 Move to Tokyo			
3 Move to Shanghai			
4 Move to New York			
5 Stay in Kansas City			
6	0		
7	0		
8	0		
9	0		
10	0		



In what way do **MagicWorkbooks**[®] differ from normal Excel workbooks?

MagicWorkbooks are easier to use:

- Easy-to-handle data input with demo data for orientation
- All data to be entered only once
- No programming knowledge required
- No detailed knowledge of Microsoft Excel required
- No work on spreadsheets or charts required
- No scrolling for sheets thanks to a Hyperlink-table of contents

MagicWorkbooks are faster:

- A monthly report with 20 spreadsheets and 20 charts in 20 minutes?
- Calculate year-end liquid reserves with changes in revenue prediction for every month in half an hour?
- Compute balance sheets for the next five years in one hour?
- Decision on a \$ 50 million sale-and-lease-back operation: Prepare all relevant data in one hour?
- Determine capital re-investment requirements (fixed assets) for the next year in 10 minutes?
- Prepare a comprehensive company presentation for your bank in one hour?

With **MagicWorkbooks** all that is „business as usual“!

This was just a brief survey ...

if you have further questions regarding this workbook, email us!

You are interested in other products:

www.MagicWorkbooks.com