



## Forecasting Cash Flow and Liquidity Despite Financial Uncertainty

Wednesday | September 29, 2010

*As the economic recovery slowly moves forward, companies are still dealing with the challenging conditions associated with increased volatility and tighter credit markets. Many organizations are increasing their focus beyond traditional profit and growth metrics to more cash-based metrics like EBITDA and Free Cash Flow, while also looking for ways to improve their strategic forecasting, such as:*

- **Assess a range of potential business results** given volatile industry and macroeconomic drivers
- **Provide a more accurate cash flow forecast**
- **Evaluate liquidity** and excess availability
- **Model alternative financing structures** with adjusted debt and equity profiles
- **Project bond ratings and covenant compliance** to ensure that compliance remains intact on an ongoing basis.
- **Capitalize on market opportunities for inorganic growth** due to currently attractive asset valuations

Only one tool addresses these challenges - Hyperion Strategic Finance.

From a **“time to value perspective,”** the average implementation to get Hyperion Strategic Finance up and running is around **8-10 weeks**. Blue Stone International and Oracle will be hosting this webcast to discuss the value of Hyperion Strategic Finance along with a demonstration.

**PLEASE JOIN US FOR THIS  
VALUABLE WEBINAR SESSION ON:**

**Wednesday | September 29, 2010  
3:00 - 4:00 PM CST**

**RSVP:**

**Greg Szpalik**  
Blue Stone International  
gszpalik@bluestoneinternational.com  
866 . 224 . 2841 ext 139

**Barbara Markus**  
Blue Stone International  
bmarkus@bluestoneinternational.com  
866 . 224 . 2841 ext 114