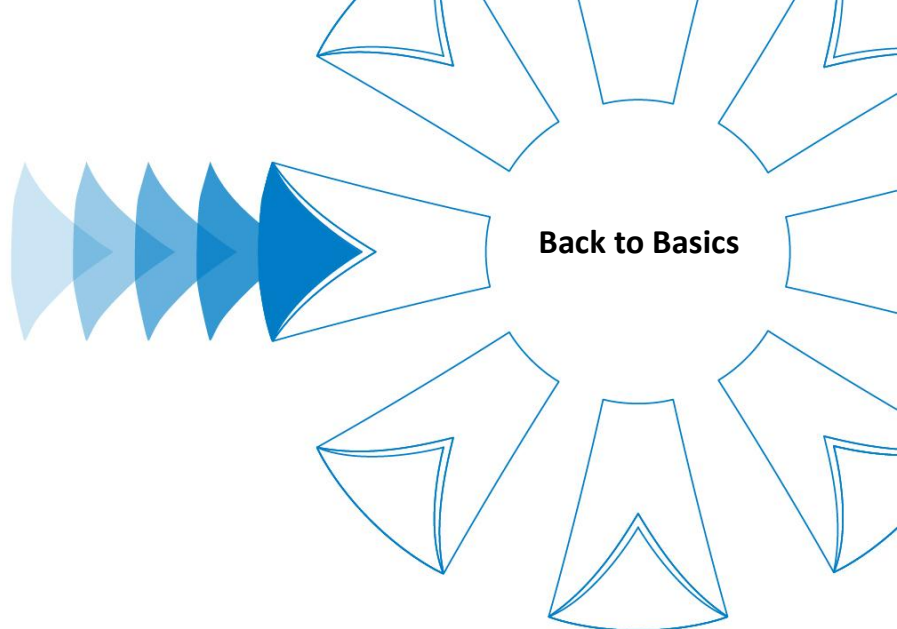


AN ACCESS ANALYTIC
SUCCESS STORY



The Company
Nubax

Overview

A manufacturer of the Nubax® Trio, a home traction device designed for home use in the relief of back pain.

The Industry
Health & Fitness
Equipment

Business Challenge

The owners of Nubax had previously developed their own financial model to assist with presenting information to potential investors with a view to raising capital to expand the business.

The Solution
Enhanced Financial
Model

The model had not been structured in flexible or user friendly manner. The result was a model that was difficult to follow, time-consuming to change and error-prone.

This made it difficult to effectively and confidently communicate financial information to potential investors.

How Access Analytic Helped

We were engaged to develop a user-friendly, easily understandable model that would allow the client to quickly demonstrate the financial implications of various potential scenarios.



Time was a critical factor so simplicity and clarity were key in the planning and development of the model.

Business Benefits

- Clearly identified assumptions that were more logically grouped and formatted allowed investors to intuitively understand the assumptions and assess their effects.
- Since the new model was structured in a modular fashion it was able to be easily amended and adapted as requirements changed e.g. the addition of new country of distribution can easily be included.
- Various investment scenarios and levels of detail could be instantly shown when required and outputs were designed using a consistent, pre-defined presentation format. This allowed potential investors to drill-down to details in areas of particular interest or simply view summarised results.
- A clear path of link between calculations and outputs aided users and investors to quickly understand, and therefore have confidence in, the model's projections.



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