

# Key Indicator Analysis Company

## Interface 5: Making investment choices

Indicator 30: Machinery Index  
Indicator 29: Inflation Rate  
Indicator 28: Interest Rate  
Indicator 27: S&P-Index  
Indicator 26: Dollar/Euro  
Indicator 25: Money Supply M3

## Interface 4: Dealing with the pressure for change

Indicator 24: Economic Value Added  
Indicator 23: Return on Investment  
Indicator 22: Debt Equity Ratio  
Indicator 21: Equity Ratio  
Indicator 20: Relative Market Share  
Indicator 19: Competitor Data

## Interface 3: Managing what we do

Indicator 18: Backlog  
Indicator 17: Revenue  
Indicator 16: Profitability  
Indicator 15: Profit margin  
Indicator 14: Delivery reliability  
Indicator 13: Average Inventory

## Interface 2: Dealing with the exceptions

Indicator 12: Tax Write-offs  
Indicator 11: Backorders  
Indicator 10: Customer Satisfaction  
Indicator 9: Fluctuation rate employees  
Indicator 8: Failure Rate Products  
Indicator 7: Customer complaints

## Interface 1: Monitoring the innovations

Indicator 6: Innovation Rate  
Indicator 5: R&D Investments  
Indicator 4: Volume of Sales/New Products  
Indicator 3: Time to Market  
Indicator 2: Flop Rate Innovations  
Indicator 1: Innovation Proposals/Employee