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ITSE 1450

Module 7 Project 3

The brochure section could be designed from a client's perspective, highlighting what each method means for their decision-making process:

Payback Analysis: Ideal for quick, initial assessments, payback analysis shows when the invested money in an IT project will be recovered, aiding in cash flow planning. However, it should be complemented with other methods, as it overlooks the overall profitability and cash flows after the payback period.

ROI: Popular among executives, ROI offers a ratio or percentage that can compare the profitability of various investments. It is effective for prioritizing projects with immediate benefits but may oversimplify complex long-term projects.

NPV: NPV is the best practice for understanding long-term value, translating future benefits into today's dollars, which is excellent for projects with long horizons. It requires a more detailed analysis, which might be a con for clients looking for quicker, less intricate evaluations.

In this client-focused section, the brochure would emphasize that Sterling Associates can help clients navigate these financial tools to make informed decisions that align with their business goals and project timelines.