Exhibit 7.3 Benefits of Good Forecasting

The benefits of good forecasting include:

1. **Avoiding bad financing decisions.**
   One costly pitfall that can be avoided through a good cash forecast is the forced reversal of a previous financing decision.
2. **Investing in higher-yielding instruments.**
   A good cash forecast will allow treasury staff to invest funds for a longer period of time, rather than keep precautionary balances or invest only in lower-yielding overnight alternatives.
3. **Investing earlier each day.**
   This improvement may be a significant advantage for investment or borrowing decisions because the best rates are usually available in the morning.
4. **Increased staff productivity.**
   Duplicating efforts can be eliminated with a centrally coordinated cash forecast.
5. **Increased credibility.**
   In repeated surveys, CEOs indicate that they value treasury *most* for its ability to manage liquidity and provide reliable cash forecasts. The benefit could be as great as saving the company's very existence, but in any case, it gives management more time to react. Other stakeholders, such as bank lenders, place a premium on good cash forecasts and measure management's credibility by it.
6. **Improved intra-company communication.**
   The process, as well as the end product, helps develop better, more proactive interdepartmental relationships. It forces a coordination of outbound and inbound flows, so that purchasing, accounts payable, accounts receivable, and collections are all brought into a single conversation.