1. Partnership System ZORAN

Is the best universal tool for exclusive fiscal, budgetary, business and investment projects creating, analyzing, correcting, developing and supporting at real-time mode in any economic sphere and scale.

2. Main difference!

The main difference of Partnership System ZORAN in comparison with any other computer program is real possibility to calculate or recalculate any economic project at conditions of data indefiniteness and incompleteness at real-time mode. Classical example here is creating of expenses estimate, when some data are unknown simply, while some other data can not be determined exactly.

3. Response to skeptics

They consider always during many years, that there are a great number of computer programs like as Partnership System ZORAN, and these programs are using actively everywhere. But this is untruth. **Firstly**, everyone who is thinking so could not demonstrate me concrete examples of a real direct analogous program in past, and at present time there is no changes in demonstrating process; every such person is limiting oneself always by very primitive proofless opinions only, something about: it is impossible that there is no anything like Partnership System ZORAN in the whole world... It goes without any saying that SOMEWHERE ELSE SOMEBODY SOMETHING analogous worked out already, and even unless, then SOMETHING analogous will be realized very soon!.. **Secondly**, author by himself during several years was looking for analogous products, but could not find out nothing similar at all, excluding very rough analogies (something about tables with possibility of fuzzy data input). **Thirdly**, let's open software catalogues; there are: thousands of one-day programs, tens of serious highly specialized products and only a few huge program systems, realized on a base of a complex scientific theory and a most expensive technology; so, there are no **direct** analogies at all! Well, **fourthly**, at last, to create program system like as Partnership System ZORAN it is necessary to have not only new on principle ways and conceptions, but fundamental scientific investigations must be done also, which are increasing automatically in hundreds and even in thousands times expenses for any product developing. In short, high technologies – are not carrot at a bad – it is impossible to grub up a lot of ones!

4. In what item, however, skeptics may be right – rough analogies can be find out always

Really, there are a number of know-how realized in computer programs, basing upon which consulting companies are rendering different services to customers. Many of such programs are not selling in software market at present, and they will never be sold in future, because monopolistic using of these programs makes it possible to render really exclusive and therefore very expensive services (just because of this reason Partnership System ZORAN is not a «box» public product now). And there are experienced specialists with great results at the sphere of exclusive business management. But, in the greater part, these great results are the desert of these specialists exactly; these achievements were reached owing to experience, skills, methods, strategies and intuition of mentioned specialists only. Computer programs, undoubtedly, are rendering necessary supporting, but only there, where definiteness is existing. When definiteness is finishing, there is no supporting from the side of trivial software nearly always, which is able to process definite data only.

Well, then the question will be about data processing.

5. Definite or concrete or exact data

All classical computer programs are able to process traditional *definite* or *concrete* or *exact* data as well as Partnership System ZORAN. For example, You know, that according to conditions of Your contract with bank, credit sum will be **100000$** exactly. These are *concrete* data. Such *definite* data are using during data processing by classic book-keeper computer programs, for instance. But very often it is impossible to present data at a **concrete** way. For instance it may be at enterprise activity planning processes when some data are **not concrete** and some data even are **not known** by personnel. There are great problems in this case. Real headache.

6. But this is not catastrophic situation!

      To get over possibility limitation for exact calculations Your ought to use computer program of new generation - Partnership System ZORAN, which is able, owing to unique features, to process many actual up-to-date tasks. This system is basing upon great skill to calculate tasks containing outstandard data types, which are described below.

7. What purposes new data types are necessary for (forecasting of future)

Calculating results, received by means of traditional computer programs, are always exact, even in the case when it is necessary to evaluate qualitatively and quantitatively totals of forecasting events (events, which must take place in future only). But this is erroneously absolutely, because in our world, as the empiric rule, possible future is not strictly determinate; various chances both good and bad, different force majeur circumstances can occur always. Undoubtedly, exceptions are possible sometimes, when, for example, a contract of equipment delivering for strictly determinate sum was concluded; in this case data can be represented in a concrete way. But always, during forecasting and calculating of a future, it is necessary to take into consideration a some degree of indefiniteness, uncertainty, "erosion", fuzziness. Since definite data can not reflect adequately fuzzy values, author was forced to put into operation new data types, which make it possible to get over stated limitation of definite data, and also, of course, for confusion excluding author was forced to work out classification of these new data types. Both the classification and new data types are described below.

8. Fuzzy or not concrete data

At first, these are *fuzzy* or *not concrete* data. For instance, You know, that **100 PC** lot cost is equal now **100000$**. This lot You want to buy in two months. Usual practice for computer market - periodical prices reduction. Therefore, with some confidence range You can wait that in two months **100 PC** lot cost will be lower down to **1-10%**. May be so. And at the same time may be not. Nobody can know exactly. This is **indefinite** situation.

Human being is able to process in his mind **1-2-...-10(perhaps) indefinite** situations. And what about **50? 200? 500? 1000? indefinite** situations? Who can process such amount? Where can You find out a genius for work from? Who is able to process correctly at least 25 **indefiniteness**?

Let's return to our example. After not complex calculations You can determine that in two months **100 PC** mentioned lot cost will be equal **90000$<>100000$** (from **90000$** up to **100000$**). But suddenly You are informed that in 1.5 month delivering prices will be increased up to **10% exactly** (1000$ additional expenses). As the result Your expenses in future will be something about **91000$<>101000$**.

These *fuzzy* data can be put into computer program Partnership System ZORAN which will process these data correctly together with other *fuzzy* data and also together with *concrete* data usually presenting at calculations. Single thing here which a user must to do - to put data into PC.

9. Co-using of definite and fuzzy data

Thus, usefulness of fuzzy data using for prognosis purposes can not arise any doubts. One would think that everything is clear here: definite data must be used for traditional calculations of determinate past, while indeterminate future is necessary to evaluate using fuzzy values only. Unfortunately, exceptions are possible always. In a lot of cases a future can be described in exact data. Well, a past simultaneously, results of finished events, are not always becoming known in good time; therefore, sometimes they are forcing to represent such past by means of fuzzy data. Besides it, practically always a great deal of events in unities of events are not beginning at the same time and have different time duration. That is, in the course of time, any prognosis, plan, scheme, a number of events is going little by little from past into future, decreasing final indefiniteness in ideal case. On the whole, they are forcing to correct data constantly, using for correction definite values as well as fuzzy ones. Therefore, they ought to use both definite and fuzzy data together, situationally, depending from availability of such requirements.

10. What purposes new data types are necessary for (analyzing and evaluation of a past)

As it was mentioned just now, from time to time one is forcing to come across necessity of representing of finished events results in the form of fuzzy values. Indeed, how can one give correct evaluation of what was going on, if data about it are hiding carefully, and therefore there is nothing for one but to be content, very often, with fragmentary, incomplete and contradictory information only? It happens that even large groups of professionals are not able to work out opportune conclusion concerning analyzing of a current situation. But especially actual this is becoming for economical secret services, when it is necessary to carry out careful, scrupulous quantitative and qualitative analysis of competitors activities for purposes of adequate evaluation of potential threats to economical and political interests. As the result, to get over limit of possibilities for exact calculations in a usual way, great financial and human resources are required to be used, and what is more, there are no guarantees from miscalculations arising during a process of manual calculations execution, and also during a process of transitions from definite and fuzzy information obtained by secret service to definite data for exact computer calculations and inversely – but again to fuzzy representation of results. While co-using of definite and fuzzy data during calculations process makes it possible to reduce the price of these calculations greatly and decrease quantity of arising miscalculations in many times.

11. Incomplete data

At second, we can consider without any saying that *incomplete* data are belonging also to **outstandard** data types. For example, it can be the situation when a cell in a table is empty. But the contents of this cell is very important for subsequent calculations.

In this case Partnership System ZORAN, according to situation, in different ways, but correctly, will process such *incomplete* data.

12. Indefinite data

At third, data may be *indefinite*. Sometimes a user can write for his unknown sums only something about "*don't know*" or "*it will be clear in a few days afterwards*" and so on. But Partnership System ZORAN can process correctly such data also.

13. Dependent data

At fourth, data may be *dependent*, when one part of information depends on another parts of data. Suppose, You are going to buy milk tank from "Great Vasyuki" farm, and then resell it with some profit.

So, You will be able to resell this tank only after its buying. Well, of course, there are some beautiful situations when You are searching for a buyer firstly, taking his money (this is equal to selling goods which You have no yet), and only afterwards it is necessary to find out a seller. In this case *dependent* events are changing by time moments simply: at first You are selling goods and only then You are buying it.

It goes without any saying that in real life You can meet more complex situations.

But there is one rule which is actual for events dependence always: if one event from it will be unsuccessful - such dependence will be destroyed independently from other events.

In real life You can meet many hundreds and thousands of the most various dependencies. Therefore, additionally You must remember always that events amount increasing in a dependence will be main reason for risk increasing simultaneously.

Partnership System ZORAN can help to evaluate correctly the reality for events dependence profit and also for all mentioned dependencies profit.

14. Illustration of dependence

Here is more complex dependence for illustration:

Bank credit => goods buying => goods selling => credit repayment => profit

15. Multivariant data

At fifth, data may turn out to be *multivariant*. Simple example. You are buying a potatoes lot for **200000$** from "Small Vasyuki" farm and in one week (after delivering), You are going to resell this lot to a single buyer from three potential buyers. According to Your expert conclusion, You will be able to resell Your potatoes lot:

- To **"Potatoes Plus" Limited** for **250000$<>280000$** approximately, at **20%** probability;
- To **"VegetablesB" Joint-Stock** for **240000$<>270000$** at **30%** probability;
- And to **"Agriculture Trade" Joint-Venture** for **235000$<>260000$** at **50%** probability.

But right now You don't know exactly, what buyer will become the most profitable. Perhaps, in one week afterwards:

- **"Potatoes Plus" Limited** will be ready to buy Your lot for **250000$** only;
- **"VegetablesB" Joint-Stock** will refuse;
- **"Agriculture Trade" Joint-Venture** for **259000$** - the most profitable buyer.

There is great amount of such *multivariant* events versions in a real life. And it is not easy for a human being to calculate all these events in his mind. Here it is necessary to say also that mentioned example is only the simple event with **3** ways of possible ending. And probability sum for a simple event can not be moreover than **100%**. If Partnership System ZORAN is using for calculations – there are no reasons for trouble: this system will calculate correctly any *multivariant* data and even all combinations of *multivariant* data totalities.

16. Paradoxical data

At sixth, data may be *paradoxical*. So, if in previous example probability of each variant will be equal **90%** exactly, the probability sum of such complex event will be equal **270%** - *that is absolutely impossible according to probability theory.* But even in this case Partnership System ZORAN can process correctly all *paradoxical* events. It is important to notice, besides all, that, of course, it is not necessary for a user to put into Partnership System ZORAN probability data. If this condition is taking place, real wastes for data input will be lower to some extent.

Besides, real calculating results can be turned out of common sense also, that is to be *paradoxical*, when, for example, while income is decreasing - real possibility to increase common profit is arising. In our case all *paradoxicality* is under strict control. Paradoxes are described in second part of this presentation in detail.

17. Distributed data

At seventh, data may be *distributed* - to be stored in different documents at various PC (united into a network and/or at single workstations). Here is the simple example: information, concerning **"Potatoes Plus" Limited**, is storing at **PC № 1**; **"VegetablesB" Joint-Stock** data are at **PC № 2**; and **"Agriculture Trade" Joint-Venture** information can be received from **PC № 3**. If there is a network, it is quite enough for a user to indicate to Partnership System ZORAN all necessary documents for calculations and wait for results afterwards.

18. Nonevident data

And at eighth, at last, data may be *nonevident* also (when some information can not be received without preliminary processing) - at any moment any user can take out some (but not all) *nonevident* data into PC display.

They are attributing to *nonevident* data, for example:

1. **Calculating results;**

2. **Various critical points;**

3. **Different variants of business projects analysis for stability;**

4. **Sorted out sequences of values;**

5. **Calculating formulas, which are creating by Partnership System ZORAN independently;**

Etc.

19. Data classification

Thus, let's unite now all described data classes into the single registry; there are following already mentioned data:

1. *Definite* or *concrete* or *exact*;

2. *Fuzzy*;

3. *Incomplete*;

4. *Indefinite*;

5. *Dependent*;

6. *Multivariant*;

7. *Paradoxical*;

8. *Distributed*;

9. *Nonevident*.

As You can see, for successful resolving of real economic tasks it is quite necessary to use, together with traditional, definite data, many outstandard data. Otherwise it is impossible to speak about neither reliability nor adequateness nor accuracy of received calculating results.

20. Complex data processing

After finish of data input, it is enough for any user to allow a processing action to proceed and wait some moments while Partnership System ZORAN will find out **independently** all *concrete*, *fuzzy*, *incomplete*, *indefinite*, *dependent*, *multivariant*, *paradoxical*, *distributed* and *nonevident* data at existing problem, *sort these data*, *verify information for mistakes presence*, *independently create united calculation formula*, *make all necessary calculations*, *and take out generalized information into PC display or into graphical devices*. Besides, the same computer program will help any user to find out *critical* points at his business plans and work to remove these ones.

21. And what is user to do?

Thus, any user ought to do only, in general, creative tasks: to set his goals clearly and determine input data correctly. Partnership System ZORAN, from its side, will do all other routine operations independently.

At any changes in initial data any user can do without problems reengineering of his business processes at real-time mode.

22. There is scale-ability also!

At last, it is necessary to mention the fact, that Partnership System ZORAN has the feature of *scale-ability*. That is, this system can be installed at any quantity of computers both isolated from each other and united into a net. Accordingly, each user can work almost independently from all other users, that is very convenient for large corporations.

23. Exclusive services

Besides all, if You need for some single time calculations, it will be easily and cheaply for You to address to me, sole analyst, who is using Partnership System ZORAN for calculations and analysis during rendering of consulting services. I'll help You to minimize Your indefiniteness and calculate all necessary data by means of intellectual computer system of new generation.

24. So, I offer

You to become my strategic partner at spheres of using and distribution into internal and external markets of up-to-date Russian elaboration – computer program "Partnership System ZORAN", which is basing upon fundamental investigations at the sphere of artificial intelligence; these ones have no direct analogous in the world practice.

25. My advantages

I. My «visiting card» - Partnership System ZORAN - exclusive product of elite class for limited circle of customers;

II. I'm rendering a wide spectrum of exclusive consulting services on the basis of Partnership System ZORAN;

III. I'm single author and owner of Partnership System ZORAN;

IV. I have had large practical experience from 1994 year till now.

26. Know-how and results

I. **Fundamental scientific theory;**

II. **New conception of artificial intelligence;**

III. **Know-How for outstandard data types processing;**

IV. **Practical realization on the base of modern program technologies.**

27. Marketing focus

Marketing focus for Partnership System ZORAN is directed to education, any investment activity, planning, management, decision making etc.; all mentioned above is demonstrating in educational examples for common type tasks, described in manuals and in educational Partnership System ZORAN data base.

28. Ways to cooperation

Possible schemes of cooperation: any, excluding transference of rights to intellectual property into property of other outsider persons. Common projects are also possible, for example, for data converting into other programs (book-keeping, analytic, financial etc) from Partnership System ZORAN and vice versa etc. At present time there are a few ways of the elaboration development and for improving of manual and examples also.

29. Patent

All rights to Partnership System ZORAN belong to author of program: Gennady N. Kon.

Reference to system: Partnership System ZORAN was officially registered in Russia at RosAPO (Federal Institute of Industrial Property). Registration patent N 980435 from 17.07.1998. The beginning of the system creation is 1993 year.

30. State of the elaboration at present

1. Up-to-date version of Partnership System ZORAN (Russian-based)
2. 44 variants of simplified version – so named peripheral modules (Russian-based)
3. Limited version of Partnership System ZORAN (Russian-based)
4. Limited internet-version of Partnership System ZORAN (English-based)
5. Manual for practical using of Partnership System ZORAN (Russian-based) author – Dr. Ivan A. Khakhaev, holder of the chair of informatics at Saint-Petersburg state Institute of Commerce and Economics
6. Educational examples with decisions of original economic tasks (Russian-based and English-based)
7. Internet site (Russian-based and English-based)

31. Short message to You

I SHALL BE GLAD TO SEE YOU BEING MY SPONSOR, INVESTOR, PARTNER, PROMOTER OR CUSTOMER