

How to Develop Cost Effective Presentations

Surviving tough times in the business world requires companies to do more with less. Administrative staff members need more time to perform at expected levels identified by management. Sales teams must be more efficient, so they can spend more time in front of their clients and prospective clients offering them benefits that result in higher productivity and lower costs. A new solution called iPoint Presentation Manager (IPM) provides a way to produce more effective presentations without breaking the bank or consuming the employee's valuable time.

To identify and evaluate the problem, iMarc engaged the services of the Choice Research Company to survey the Oil & Gas Industry to find hidden costs that reduce sales effectiveness and efficiency. Choice research sent by email 3,000 surveys to employees of the Oil and Gas industry companies including operators, supply and service companies, oil tools manufacturers and independent producers, upstream and downstream. Amazingly, 2,257 took the time to answer the questionnaire and return it electronically. A significant percentage (68%) of those surveyed identified a common issue that affected almost all these companies: developing and preparing effective presentations with reduced staffs in administration, marketing and sales.

Companies Using PowerPoint to Develop Presentations Need to Seek Ways to Optimize Their Employees Time

When it comes to cutting costs, managers, as a rule, do not realize what their employees are spending on PowerPoint presentations. Generally, they look at personnel, equipment and processes when cutting costs. Good managers look for ways to help their staff increase their efficiency while cutting costs. In the Oil & Gas industry the average employee spends 15 hours in developing and presenting each PowerPoint presentation. Most employees, on average, present six presentations a year to both internal and external audiences. When companies rely on sales organizations for revenues the number of presentations increase significantly. It can be as high as two presentations per month per each technical person working in sales.

Every department in every company has been mandated to look for ways to increase productivity and reduce costs. With multiple responsibilities being added to each employee they need the tools to allow them to better perform their jobs. By eliminating time consuming tasks like PowerPoint, employees will have more time to perform other critical or important tasks. For companies who have outside sales staffs, this allows their sales personnel to spend more time with their customers helping them solve their problems. This in turn brings in more revenue to their company increasing sales and profit, all contributing to the bottom line while reducing costs.

The deliverables for Newmark have been well received, both by customers and our management. Not only are we happy with the outcome, we also enjoyed our working relationship with iMarc and our presentation costs are down - Doug Sherman, Vice President

It is also important to remember that the presentation is a direct reflection of the skills and abilities of the company and employee presenting. If a significant amount of time is dedicated to the formatting of the presentation, other areas will eventually suffer. Specific corporate standards need to be adhered to, and with less than 30% of them compliant, this area must not be overlooked. Not only is time wasted, but also the negative impact on internal as well as external brand communication can be detrimental to companies.

Managers Want to Know How Many Presentations are Prepared Monthly and Their Costs

When discussing presentations with managers, they often ask, do we really know how many presentations are being presented monthly? How long do they take to prepare? Now we know, of those surveyed, 68 percent use PowerPoint and 30 percent use PowerPoint on average, twice a month. Each presentation requires on average 15 hours to prepare with the majority of the time being spent on researching the subject matter. When the presentation was technical, it increased the time to develop a presentation to 20 hours and sometimes involved multiple presenters increasing the number of hours required exponentially.

Employees complained about the need to have presentations centralized. They believe there would be a tremendous savings in time if all presentations could be centralized for everyone to access globally. They also voiced their concern about

having to create presentations from scratch although they believe a presentation already exists. Accessing and revising older presentations can be extremely time-consuming. Content and design must be adjusted, and the formatting required to do this can be tedious. There is also the issue of an approved template. Often non-approved templates are used, and this only adds confusion to the customer and the marketplace. Optimization is key, especially when this process can be automated in PowerPoint. Overall, 38% of the time employees spend on PowerPoint can be fully automated. By simply allowing employees to gain access to a library, they will have the most relevant, and up-to-date versions of individual slides readily available. This translates to a savings of almost 10 hours per month, per employee, based on average employees who spend 20 hours a month on PowerPoint.

Several Complain Presentations Do Not Resemble One Another, Different Templates, Lack of Consistency, from One Office to the Next.

When it comes to PowerPoint presentations, one of the largest problems' companies face today is the lack of coordination from one office to the next. This often includes subject matter content and the proper use of template designs. Those interviewed during the research study often complained that a product or service was being presented inconsistently and this was compounded by use of non- approved templates.

Many study participants noted there was a need for the program to have a library with no limitations as to the types of media that can be stored – PowerPoint, Flash, video, MS Office docs, CAD animation were mentioned. Plus, they also envisioned a need to make presentations live while in the program, or, have the capability to export a PDF for later use.

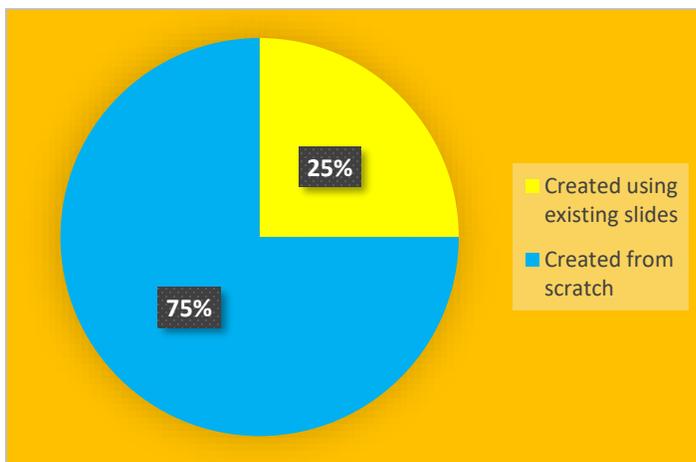
When Kvaerner awarded iMarc the mission of creating an application to handle corporate presentations that were impressive, comprehensive, and flexible, I felt certain iMarc would rise to the challenge. I was not disappointed, iPoint has been a real advantage for us – John D. McClellan, Senior Vice President

They also believed it was good to have additional functionality like being able to provide a link to a second party, so they can view the presentation on line. They also wanted the program to send a notification letting the author of the

presentation know when the presentation was viewed. Being able to collaborate globally is important especially when presenting internationally.

Because of editing concerns the survey participants placed a high priority on the ability to assign certain users the ability to edit master presentations while other users do not have editing privileges. They also believed that when edits are made they should automatically be made to other presentations located in the library. This ensures presentations are always up-to-date.

It was determined during the study that most presentations are created from scratch, so wheel reinvention is a real problem.

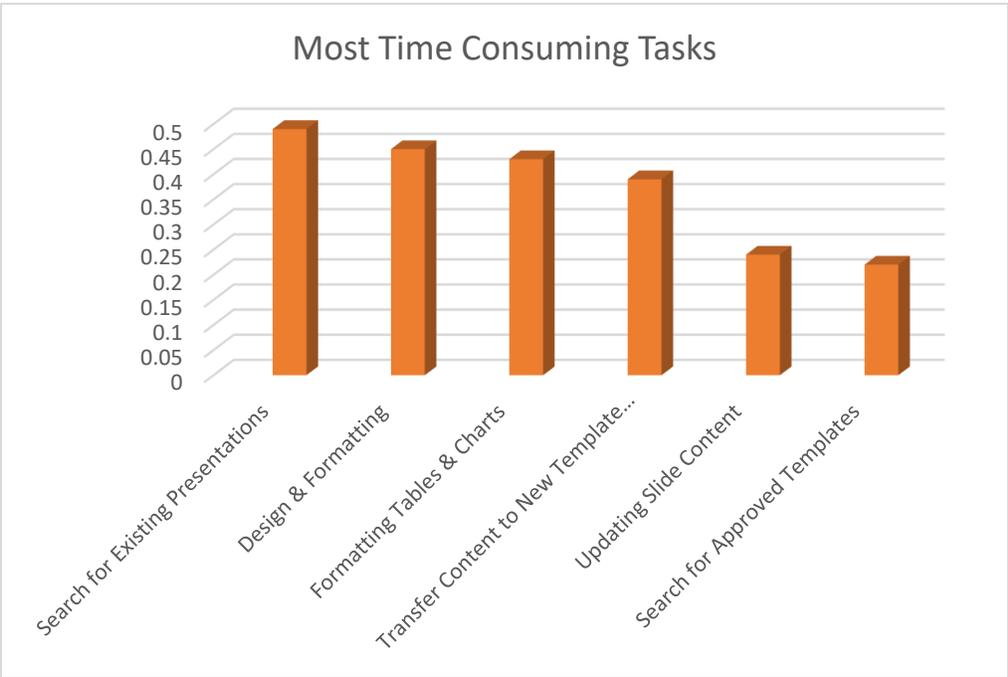


Users not having access to a library will develop a presentation not realizing a presentation on a given subject matter might already exist. This creates problems for content consistency and branding not to mention the amount of time spent in duplicating an existing presentation. Optimization is a key in eliminating these problems and more.

Approximately 40 percent of the time staff members spend on PowerPoint can be eliminated by software support. When software is implemented it allows staff members to have access to a library containing slides, Flash, video, MS Office docs, CAD animation, and other digitized files. Using a key word search, users can quickly find the requested material saving a tremendous amount of time. This methodology also provides the most relevant up-to-date information. This translates to saving nine to ten hours per month, per employee, based on an average of staff members who spend twenty hours a month using PowerPoint.

Managers Want to know What are the Largest Time-Consuming Issues When Working with PowerPoint

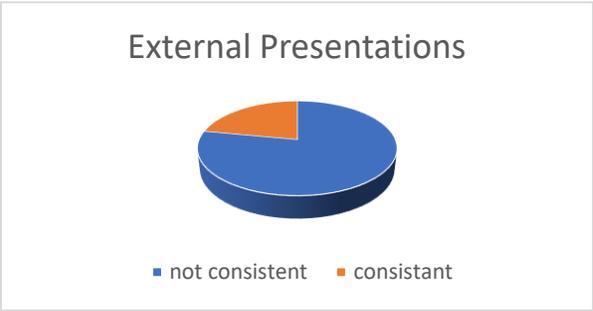
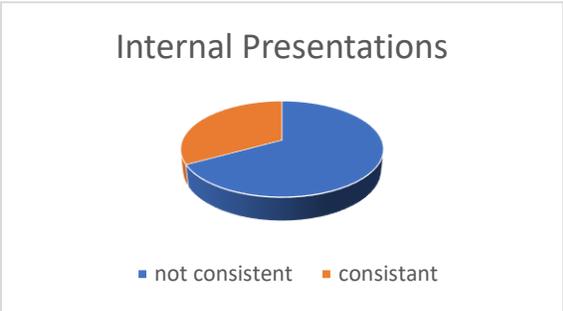
Today, employees use PowerPoint to present internally and externally. Often, they are used by Sales Groups to position their company along with their products or services. Employees using PowerPoint spend approximately 40% of their time looking for relevant slides and formatting them to fit the template. Research informs us that staff members in the Oil & Gas Industry spend on average between 15-20 hours in preparing each PowerPoint presentation and that they average 2 presentations per month. That's 24 presentations per year or 432 hours per employee. With automation this can be reduced by 45 percent. If a company has 500 users of PowerPoint this amount of savings can be significant, 97,200 hours to be exact. Imagine what these employees can do with this additional time. Imagine what a company can do with \$9,720,000 in time savings. Searching for material is time consuming, and often repetitive. With many presentations (75%) being developed using existing presentations it would be easy to believe this would provide a large time savings.



However, recycling slides can create more problems than it solves. Searching through old presentations for slides then determining if they are current, then updating the design to make sure the template is current is very time consuming. Up to 40 percent of the time used to create a PowerPoint presentation is based on resolving formatting problems.

Corporate Design Focuses on Building the Brand and Should Be Adhered to When Developing Presentations

Today, PowerPoint Presentations are used to convey information internally and externally on a daily-basis. PowerPoint presentations also play an important role in building brand awareness. While most employees are familiar with PowerPoint, and as previously stated, spend several hours (15hrs/presentation) developing their presentations, they do not always follow Corporate Design rules. Corporate Design should always be complied with since it provides a consistent and uniform appearance to both internal and external audiences. This plays a large part of the branding process. Research informed us that approximately 68 percent of the presentations presented internally are not compliant with corporate design. While this might not seem like much, consistency should be the norm. The study also determined that when sales personnel present to clients and prospective clients the number is worse, 78 percent of the presentations are not compliant with Corporate Design standards.



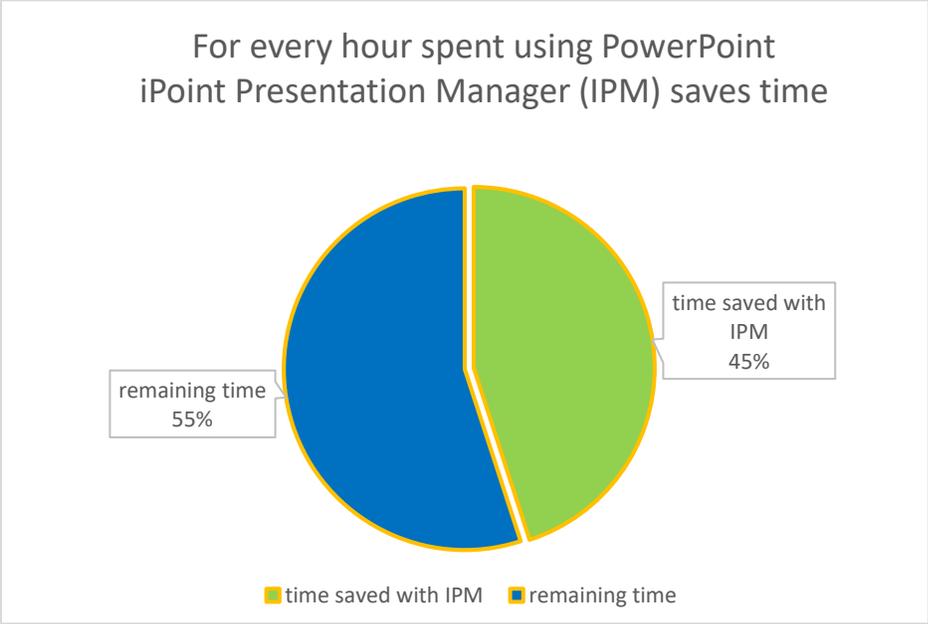
Corporate Design builds recognition, and with the lack of consistency, it weakens the brand's strength. Imagine building protocols, spending thousands of hours in doing so, and hundreds of thousands of dollars for building the brand, then fall short due to not following guidelines for Corporate Design. Unfortunately, this is

the case as research bears out. If the employees are not dedicated to adhering to Corporate Design standards, regarding internal and external presentations, why should potential clients buy products and services being offered by the company? Too often when this occurs it leaves the potential customer confused and indecisive.

The Solution: The iPoint Presentation Manager (IPM)

Perhaps one of the most insightful observations made during the research study was 46 percent of those surveyed reported they only had a basic knowledge of PowerPoint, while 26 percent had no experience. To offset this lack of experience the software application needs to be intuitive and require less interaction with the user. In other words, the software application must be as simple as point and click a mouse.

As reported earlier, up to 40 percent of time spent working on PowerPoint is dedicated to formatting and other related tasks. This time can almost be eliminated by automation software. PowerPoint extensions and add-on's along with template change can be made with the click of the mouse. Software implementation should require days and not weeks. Training for the administrators and users should take hours and not days. Most important it needs to save time and be easy to use.



IPM is also a data mining and presentation tool allowing the user to search for relative files and quickly assemble a presentation. In addition to saving significant time, IPM offers other time saving benefits for the user. This includes having a very large Content Management System (CMS) that can house digitalized files which can be obtained by a key word search. Since IPM resides on the Internet, it is accessible globally and with administrators maintaining the presentations, users and management have a high degree of confidence knowing that the latest information is being presented internally and externally.

Time Savings Benefits Offered by IPM

- **Centralized library housing all PPT presentations and their assets**
- **Locate and select approved templates**
- **Eliminate or significantly reduce wheel reinvention**
- **Displays thumbnail images of the slides matching search parameters**
- **Pick thumbnail slides and save them to virtual slide basket**
- **Allows users to compose new presentations from other people's slides without opening PPT**
- **Create virtual presentations which can be downloaded to a local machine**
- **Any changes made in the master presentations are automatically saved in the virtual presentations**

With Everyone Wearing Multiple Hats, it's Imperative that Managers Provide Their Staffs with Tools to Save Time.

IPM has been proven to save time, significant time. We have all been there – looking through countless files, hoping to find the material that exists on the topic we need for our presentation. And when you finally do find those slides after hours of researching you discover many of the slides contain outdated material and are built from different templates.

IS THERE A WAY TO MINIMIZE THE TIME SPENT RESEARCHING FILES AND BUILDING MORE EFFECTIVE PRESENTATIONS?

In addition to saving time, IPM is a Content Management System specifically designed to help presenters work more efficiently and more effectively with PowerPoint. IPM allows you too easily find the slides you need through a simple key word search that provides a listing of all presentations and their assets available on any given topic within the network and across the enterprise. You can see the author, the date a presentation was made, who it was made to, and many other very useful facts.

With the unique graphic interface, you can then quickly and easily combine slides from numerous presentations into a whole new presentation. Plus, you can change the template design at the click of a mouse so all slides have the same look. Once completed, you can download your new presentation and place it in the library for others to use.

Remember, there are no limitations as to the types of media that can be stored in the library, this includes – PowerPoint, Flash, video, MS office docs, CAD animation, etc. Plus, you can also make presentations live while in IPM, or export a PDF for presenting later

You can even provide a link to a second party so, they can view the presentation on line. IPM will then send you a notification letting you know when your presentation was viewed. IPM is the only presentation asset management system that includes a quick and easy graphic interface to give presenters a better way to use existing PowerPoint assets, and to keep those assets up to date. This provides you with 4 key benefits:

- Greatly reduces the amount of time required to prepare presentations

- Keeps presentations current
- Build more persuasive presentations
- Helps promote your brand

If you work with PowerPoint, you know that when it comes to formatting a presentation it can take several hours. With IPM the time spent formatting is greatly reduced, saving lots of time. The time saved can be better used for other projects or, if you are in sales, you can use the saved time to spend with a client helping them solve problems important to them.