iPoint Implementation Methodology

iMarc's powerful iPoint application will help your organization take control of PowerPoint assets and create up-to-date presentations in a fraction of the usual time. Your sales force will then be empowered to nurture client relationships and achieve success rather than wasting time fumbling with outdated and poorly designed slides.

However, before your company can make the most of this opportunity, the iPoint application must be implemented via a careful implementation methodology and the following of a few simple rules.

iMarc’s technical, creative and consulting service will set up the iPoint tool so both your existing and new assets will be fully searchable, shared and utilized. We will work with your staff to organize your existing PowerPoint assets and revamp out of date slides, allowing your employees to leverage what is of value.

The following is a detailed step-by-step description of the iPoint implementation methodology.
Audit of Existing Presentation Assets

The Process

The first task will be to gather all of your company’s relevant PowerPoint presentations. Hundreds or thousands of these files may be sitting on your employees’ hard drives. Many may be duplicates, in different versions or templates. They may be obsolete or simply redundant and there may be a shared folder somewhere on your server allowing employees to share files.

iMarc can assist you in this daunting task through:

- Data gathering from identified central data repositories
- Direct contact with key contributors to gather additional presentation assets through online surveys, remote file uploading and interviews.
- Initial data segregation of gathered assets (by product, services, business units, verticals, geographies, etc.)

Once all presentations have been gathered from both shared repositories and contributing employees, they will be uploaded to the central iPoint server and then indexed in its database for easy searching and thumbnails of each slide will be created for easy browsing.

Once the initial gathering process is complete, you will likely have a number of unnecessary files and slides. The initial cleanup phase is a session requiring your input. This session will consist of a first rough pass at the whole asset to remove what is either obsolete or of no redundant value to the rest of the organization. Typically carried out during a workshop, this step consists of the following three phases:

Initial Cleanup and Consolidation

The highly visual interface of iPoint makes this process as painless as possible, because it allows us to quickly glance at slides’ thumbnails and evaluate the quality of the existing content. This 2-step process includes:

- Initial elimination of redundancies
- Cleanup and consolidation workshop

Structure and Classification/Cataloguing

We will work with you to define the best way to structure your assets in the library. Your presentations may be pertinent to a particular product or service, geography, industry vertical or audience. Only you will know how they should be organized. The process also helps us identify gaps and better leverage sections of the presentations throughout the library.

Metatagging

iMarc will then index the remaining assets via the agreed-upon catalog schema.
Asset Normalization

Users are often unable to easily modify a presentation, add a slide or change the style because most presentations do not follow the Microsoft template best practices. This situation affects the consistency of all presentations and increases the time spent by individual presenters to build their slides. Having a template built on best practices rectifies this situation.

Our template management process includes:

- Application of a PowerPoint template to all existing assets
- Normalization of all discrepancies between template layouts and actual slides

In addition to organizing your PowerPoint assets into categories that best represent your business, this process ensures that if the same slide appears throughout multiple presentations only one occurrence needs to be updated for your entire asset collection to reflect those changes. This is made possible by iPoint’s unique virtual presentation feature. Virtual presentations do not actually include physical slides, but merely a link to their unique occurrence in the library.

User Management and Training

iMarc will assist in the definition and implementation of all user profiles, groups and roles for optimized access management.

Training

Training is essential to the successful and quick adoption of any new tool. Although iPoint is a highly intuitive system that is fast and easy to learn, proactive internal communication and training will ensure a high usage rate and the creation of more effective presentations.

iMarc can conduct classroom, “Lunch and Learn” or Webinar sessions to fit your organizational needs.

Support

iMarc offers phone support to both your users and your IT administrator.
PowerPoint Development Services

iMarc has 15 years of experience in building corporate presentations for all sorts of markets, products or services, and follows a strict process to maximize their content and visual impact. Our content consultants and graphic designers work closely with your subject matter experts to better grasp the substance of your message and then translate it into impressive presentations.

We follow the following phases when creating PowerPoint-based presentations:

**PHASE 1**

CONTENT CONSULTING & POWER MESSAGING

iMarc advises senior management, sales and marketing professionals at numerous Fortune 100 companies on how to deliver concise and powerful messages to a wide range of audiences including employees, clients, boards of directors and the press.

We specialize in helping clients operating in a variety of sectors to craft powerful presentations from seemingly dry, technical jargon. Using technical documentations and/or interview sessions, we carefully translate complex concepts into appealing value propositions.

**PHASE 2**

TEMPLATE DEVELOPMENT

Creating a well-built PowerPoint template is a rigorous process. iMarc has years of experience in designing highly compliant PowerPoint templates that easily migrate to updated presentations and/or integrate directly into iPoint.

**PHASE 3**

INFORMATIONAL GRAPHICS

Most presenters are so engrained in their topic that they expect their audience to follow every word on the slide. The result is often an ineffective presentation that misses the mark. iMarc design experts create visually stunning graphics that are light on text, do not dilute your message and keep your audience alert and interested.

**PHASE 4**

POWERPOINTEERING

The powerful PowerPoint authoring tool is complex and continues to evolve. Our experts will optimize the construction of your presentation by leveraging features such as:

- Advanced animations and transitions
- Multimedia integration
- Microsoft Office integration
- Dynamic chart building
iPoint Technical Services

iMarc technical implementation group will integrate iPoint seamlessly within your IT architecture or provide it to you through a SaaS model.

Installation
iMarc provides turnkey installation services and will provide assistance for any special requirement such as server farm configuration and load balancing.

Active directory/LDAP Integration
If you elect to have a iPoint server reside inside your Intranet, iMarc can integrate it with your existing corporate employee directory for seamless, single sign-on.

Graphical Interface Customization
iMarc customizes iPoint’s interface so that it looks and feels like your own Intranet environment.

Integration with Other Document Management Systems
iPoint API allows for integration with your existing document management systems such as SharePoint, Documentum and other third party applications, avoiding redundancy of documents throughout your IT environment.