

“Throwing bandwidth at perceived network and application bottlenecks is no longer the best approach. Enterprises must look at alternatives including compression, to optimize bandwidth, network and computer resources”

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Return on Investment with **POWERPRESSED**

A Business White Paper

Our constantly changing world demands more from our people every day.

- Be smarter.
- Communicate efficiently no matter how remote from base.
- Be mobile.
- Deliver rich media content.

Trouble is these demands come at a cost to our people and our communications networks & systems.

Our old friend WinZip® just can't handle byte hungry image files without congesting email systems and just can't deliver to our people on the move.

So how do we show our people we support and value them and at what cost to us?

POWERPRESSED will deliver for you and offer old friends such as Zip programs a new lease of life.

How are you going to pay for it?

Please let us show you.

Introduction:

POWERPRESSED optimizes PowerPoint® files to an appropriate size for effective use and sharing. Unlike 'zipping', the .PPT file structure remains the same - the user or recipient simply receives a far smaller, still editable .PPT file. Where 'zipping' typically delivers a file size reduction of around 5-10%, **POWERPRESSED** is able to reduce presentations by up to 95% - still with the ability to view and edit as a normal .PPT

POWERPRESSED enables users of Microsoft® PowerPoint® to dramatically reduce their file sizes and thus unlock email and mobile gateways, reducing disk storage costs and network costs.

The original presentation file format is not altered; i.e. the file remains as a .ppt . The advantage here is that the recipient does not need a compression software client to viewing and downloading in the optimised MS® file. This is not the case of WinZip® where both end user and recipient need the WinZip® utility to produce and reproduce; one to encode and one to decompress. **POWERPRESSED** compliments the Zip utilities addressing image content rather than the simple binary data that Zip was designed for.

POWERPRESSED have compiled this document from initial research, based on external data, together with the input and experience of our Global enterprise partners.

ROI elements:

There are 5 main categories where the **POWERPRESSED** portfolio delivers a compelling return on investment:

1. Email Inbox / Outbox

Our primary delivery mechanism for data is now email and we have to manage the capacity of both local and network storage using email gateways and inbox / outbox folder limits. Without these restrictions our email system, internal network and those of our customers would become entirely congested and unworkable, at a huge cost and inconvenience.

However media rich communication is a necessity of our day to day business and these restrictions frequently lead to clogged email folders, furthermore it is impossible to deliver to the mobile environment of PDA's, 3G and Blackberry's.

At recent exhibitions in London (Inbox/Outbox) and New York (C3 Expo) **POWERPRESSED** demonstrated our solution to this problem. The result was literally queues of interested representatives of Enterprise and Government expressing their interest in **POWERPRESSED**. So this is a universal problem and **POWERPRESSED** has the solution.

Without **POWERPRESSED** the implication for desktops would be an increase in storage capacity with a mirrored multiple increase on network drives, combined with further congestion of the network.

At the simplest level **POWERPRESSED** removes the significant cost implication of increased storage. There is no such thing as a standardised cost for disk storage. Disks differ by their capacity, speed and architecture. To gain an average figure to base any savings on, four major vendors were contacted and their numbers for both low cost (desktop and laptop) and high performance (network and SAN) disks were averaged. This 'average of averages' equates to 6 pence (£ sterling) per megabyte at today's pricing.

Using this as a base, the savings that are achieved when the disk space taken up by PowerPoint® files is reduced can be calculated. The typical local storage used by office-based professionals is 975MB. This carries an associated disk cost of £58.50. If the average optimisation of PowerPoint® files is 80% (i.e. file size is reduced by 80% from the original), then this will result in an immediate hard saving in disk space of £46.80, demonstrating an immediate ROI which is, by itself, well in excess of the total cost of purchase for **POWERPRESSED** (UK list price for a single user is £29.99).

Desktop storage should not be viewed in isolation. If a user has a 40GB or 60GB hard drive on their desktop it might be suggested that, with the investment already made, any disk space savings would only deliver value when the disk approaches 'full'.

However network drives are a prime additional source for ongoing savings. Corporate PCs are backed up regularly to network drives (most commonly with two or three rolling versions), which means that for every PowerPoint® on the desktop at any time that storage is multiplied threefold on the network drive. When users download large PowerPoint® files these are often stored to network drives as well. Additionally, many PowerPoints® are received and sent using email - which also has its own corporate server and backup processes - further proliferating the copies held and storage costs involved. Copies of the same presentation are frequently found in the 'inbox', 'received' and 'sent' folders. And, of course these servers and network drives are, themselves, backed up. When you consider all of these copies, a very conservative view would suggest that the desktop storage volumes are, in reality, increased by five to ten-folds within an organization.

It is easy to see how savings starting from twice the initial desktop storage can be achieved, **achieving an ROI 200%+ within the first year.**

2. Mobility

Our business increasingly requires our leaders and customer facing staff to work in the mobile environment, sending and receiving files on the move without the opportunity to return to a PC. Without **POWERPRESSED** it is not practical to deliver large files over the mobile networks costing valuable time and restricting the efficiency of some of our most valuable people.

So just consider your people, the increased efficiency, better work satisfaction and less frustration when you can deliver their files for review or presentation whilst their on the move.

Now consider your people costs?

Let's say your field guy is costing a modest £20 per hour, save him 15 minutes per week and you've **paid for POWERPRESSED in 6 weeks.**

Try that with a range of people across the business Administration staff, Senior managers and Directors your payback with **POWERPRESSED** is almost as impressive as the product itself.

In summary it can be seen that **POWERPRESSED** provides an initial positive ROI on installation in almost every case, a very short payback period, followed by ongoing ROI percentages which are typically in three figures annually thereafter.

3. Network performance

MS PowerPoint® is often cited as one of the biggest factors when networks have performance problems; presentations are often very large and are sent out to multiple recipients simultaneously. This can cause network tuning and performance issues to arise.

While it is not possible to provide a simple measure for this cost (every organisation can charge out in a different manner and at varying levels), however whereas network Storage Resource Management solutions require extensive research for cost justification, **POWERPRESSED** delivers network savings as a by-product of reducing file sizes at the point of creation. Indicative network cost savings from a sample of corporates at least equaled the disk storage savings.

PowerPoint® is specifically used for communication purposes, so a single mail is often passed to a large number of recipients. PowerPoint® recipients often themselves respond or forward the file, meaning that a single mail can result in a high volume of follow-on traffic. All of this traffic is positively impacted by the use of **POWERPRESSED**, helping to reduce overall loading and congestion issues across the network. Some organisations have chosen to reduce network costs on PowerPoints® by saving/mailing them as PDFs. Tests have proven that using **POWERPRESSED** makes the presentation dramatically smaller than saving to PDF® and it leaves the users with a full, modifiable PowerPoint® presentation too.

This has a direct impact on all users - in terms of response times and general network performance - with the potential to increase efficiency, improve usage satisfaction levels and delay the need for network upgrades.

4. Physical Transmission:

When email size problems occur, many organisations enforce limits on emails and/or attachments. This issue is discussed in the next section but it leads to the physical transmission of PowerPoint® files rather than using electronic means. In one UK example, the operational (divisional) management of a major manufacturing conglomerate reviewed all major decisions and project progress using PowerPoint® on a monthly basis. As the presentation used a high level of graphics and on-site high resolution photographs of projects underway it was typically between 150MB and 300MB in size. This was copied to CDs and then couriered to 45 recipients each month. Internal estimates were that the time taken in producing the CDs, the packaging process and the courier costs added in excess of £850 per month all in. By reducing the file size to under 2MB all of these direct costs were removed, **saving in excess of £10,200 per annum on that one presentation alone.**

POWERPRESSED and its Global partners have seen multiple examples of this type of network work-around in a broad range of organisations. While the specifics differ in every case (i.e.: post or courier, UK or international transmission, fastest or cheapest delivery method) the end result is the same. The completed and available PowerPoint® is both delayed and incurs costs far in excess of any that were ever anticipated in relation to PC-based presentations. In these everyday circumstances this cost saving alone has produced positive ROI immediately against the purchase of **POWERPRESSED**.

5. 'Soft' Benefits of POWERPRESSED

In addition to the above measurable ROI elements there are a number of less specific, but no less important aspects to be considered in reviewing the potential use of **POWERPRESSED**. Some of the most commonly found items are listed below for your consideration –

- **Content - v - size limitation.** Where an organisation has an email size restriction (typically 2MB) this means that valid and worthwhile content cannot be included if presentations are to be emailed to others. Using **POWERPRESSED** we have seen organisations create presentations in excess of 30MB in size which can then be mailed out to others - looking exactly the same - at under 2MB. This provides the balance between network costs and providing the right content.
 - **Email size limits.** When an organisation has a size limit it is typically the case that users do not know what that is. This leads to returned or undelivered emails, delays and reduced efficiency. **POWERPRESSED** removes this issue.
 - **Time is everything.** PowerPoint® is a superb communication tool. However, when users have to physically transmit presentations through the postal network delays occur. There is a real and direct cost associated with the timeliness and value of information. The longer the delay, the worse the problem. Removing the time delay and delivering presentations immediately has a value to all involved.
 - **Broadband users.** Those who use Broadband services often have a limit placed on the total size of files that can be downloaded or uploaded in any given period. It is obvious that if the largest files were smaller then more files could be transmitted.
- **Conversion to PDF.** When corporates use PDF® as the delivery mechanism for PowerPoints® they lose the inbuilt functionality of PowerPoint®. Animations and slide builds are no longer available to the user. And the PDF® file is substantially larger than the **POWERPRESSED** version....

Summary

POWERPRESSED is an online communications tool, not just a compression utility.

It empowers your people to use Microsoft PowerPoint® and WinZip® in new exciting dimensions.

In terms of mobility solutions, **POWERPRESSED** allows users to communicate large MS PowerPoint presentations to levels as yet unattainable. For example, **POWERPRESSED** allows users to communicate presentations to PDA devices and 3G cell phones and the Vodafone Mobile Office product is a prime example of the growing need for greater mobility and communications across different platforms.

The efficiency created within the email system will benefit both individual productivity and team performance.

POWERPRESSED delivers both hard and soft ROI to all users. Hard ROI typically covers the purchase cost immediately and then continues to deliver future ROI – to a very high level – thereafter. The numbers contained in this report are consciously conservative and miss completely some of the biggest elements (networked drives etc). At the same time **POWERPRESSED** removes the need for physical transmission of CDs and improves network performance and ROI.

POWERPRESSED is the first of a new generation of optimisation tools for the digital world we all now live in – and it delivers real, demonstrable ROI to all users. An ROI Calculator is available from www.powerpressed.com which, when installed, will analyse your own file sizes and usage and deliver a hard numbers-based, personalised report for you defining your immediate and medium term return on investment.



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