



The Big PowerPoint Study

Where is time wasted – and how we can prevent it

How We Waste Valuable Time Working With PowerPoint

A B2B Study by GfK on Behalf of Made in Office

The average office employee spends nearly an hour creating PowerPoint presentations on a daily basis. However, efficiency seems to be lacking in most cases. With more than 40% of this time spent on formatting issues alone, companies that use PowerPoint need to actively seek ways to optimize their time.

Every department in every company is looking for ways to be more productive. Staff at all levels need to have the ability to perform duties that are more necessary. By eliminating time-consuming tasks, like PowerPoint formatting issues, employees will be able to focus on their essential duties, which are far more important in running a successful company.

Despite Lengthy Formatting, Presentations Still Aren't Compliant With Corporate Design

GfK recently conducted a survey of over 1000 office workers on behalf of Made in Office, and concluded that 68% of employees use PowerPoint. These same employees average 20 hours a month creating presentations, with eight hours alone on formatting. While the formatting of presentations is important, the content and message that companies are trying to get across is critical.

Additionally, it is important to remember that the presentation is a direct reflection of the skills and abilities of the employee. If a significant amount of time is dedicated to the formatting of the presentation, other areas will effectively 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.

Save A Third of Wasted Time for More Important Tasks

While most presentations are not created from scratch, accessing and revising older presentations can be tedious. Content and design must be adjusted, and the formatting required to do this can be time-consuming. Optimization is key, especially when this process can be automated in PowerPoint.

Overall, 34% of the time employees spend on PowerPoint can be fully automated. By simply allowing employees to gain access to a slide library, they will have the most relevant, and up-to-date versions of individual slides readily available. This translates to a savings of seven hours per month, per employee, based on average employees who spend 20 hours a month on PowerPoint.



The Big PowerPoint Study

On behalf of Made in Office GmbH, GfK completed a study, which provides a comprehensive picture of the use of PowerPoint in companies. This survey of over 1,000 office workers is the most comprehensive study in the business-based use of PowerPoint to date. Here are the most important results:

Facts and figures of the study

Those surveyed: 1,017 employees who spent at least 50 percent of their time working at a computer

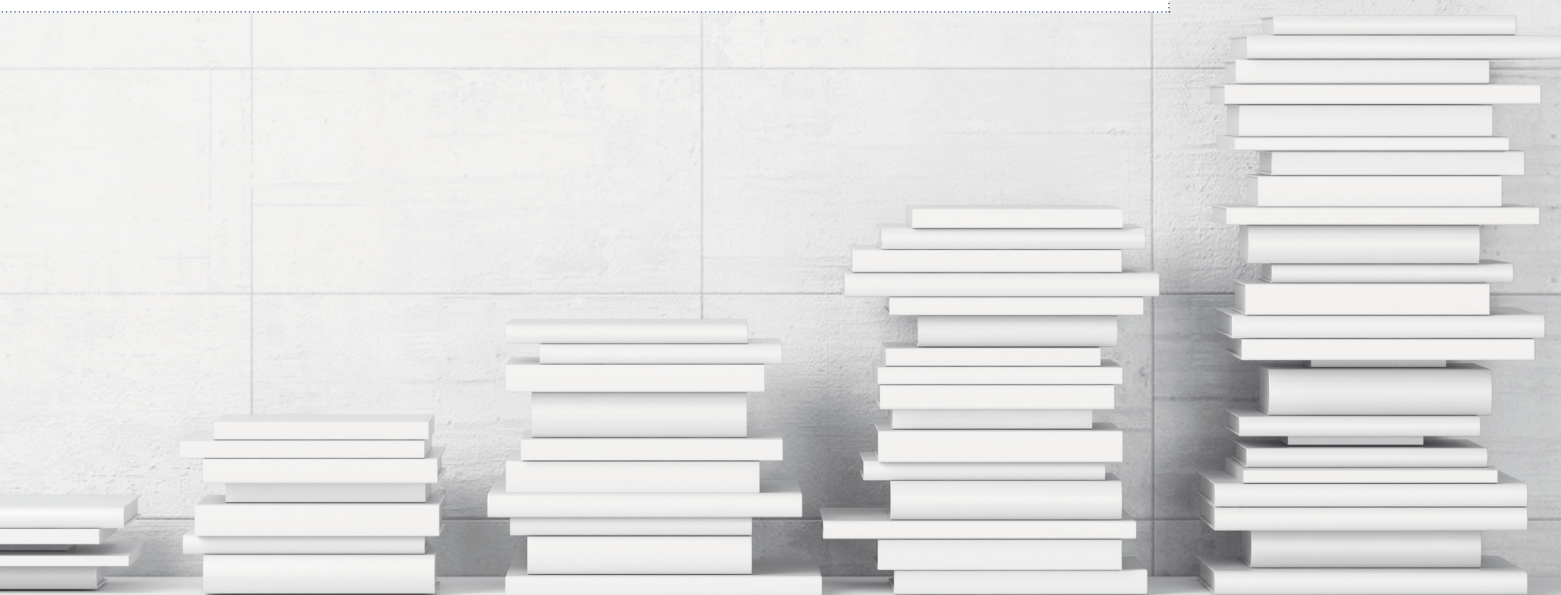
Companies at least 50 employees; based in Germany

Sectors:

■ banks	■ insurance firms
■ chemicals	■ pharmaceuticals
■ automotive	■ energy
■ industry	■ consumer goods
■ logistics	■ services

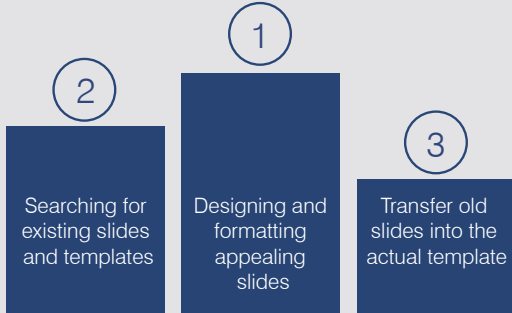
Method: online survey with structured questionnaire via CAWI (Computer Assisted Web Interview) with 41 questions

Period of survey: June 2014

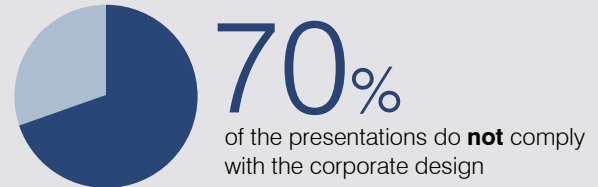


An Overview of the Most Important Results

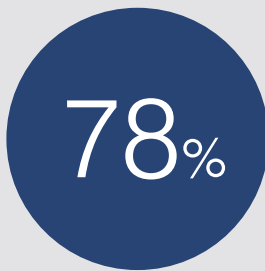
The Top 3 time consumers when working with PowerPoint:



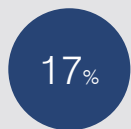
Corporate Design Inconsistencies



Opportunity for Automation



Created based on existing slides



created from scratch

Allocation of time spent with PowerPoint



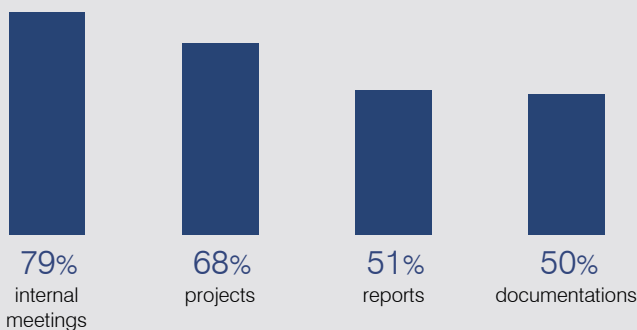
Output per year



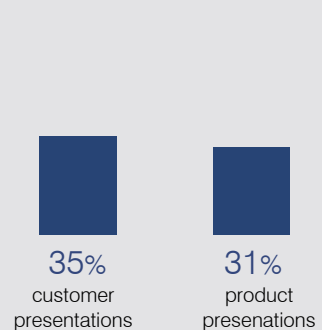
Time spent with PowerPoint per month



INTERNAL application purposes



EXTERNAL application purposes



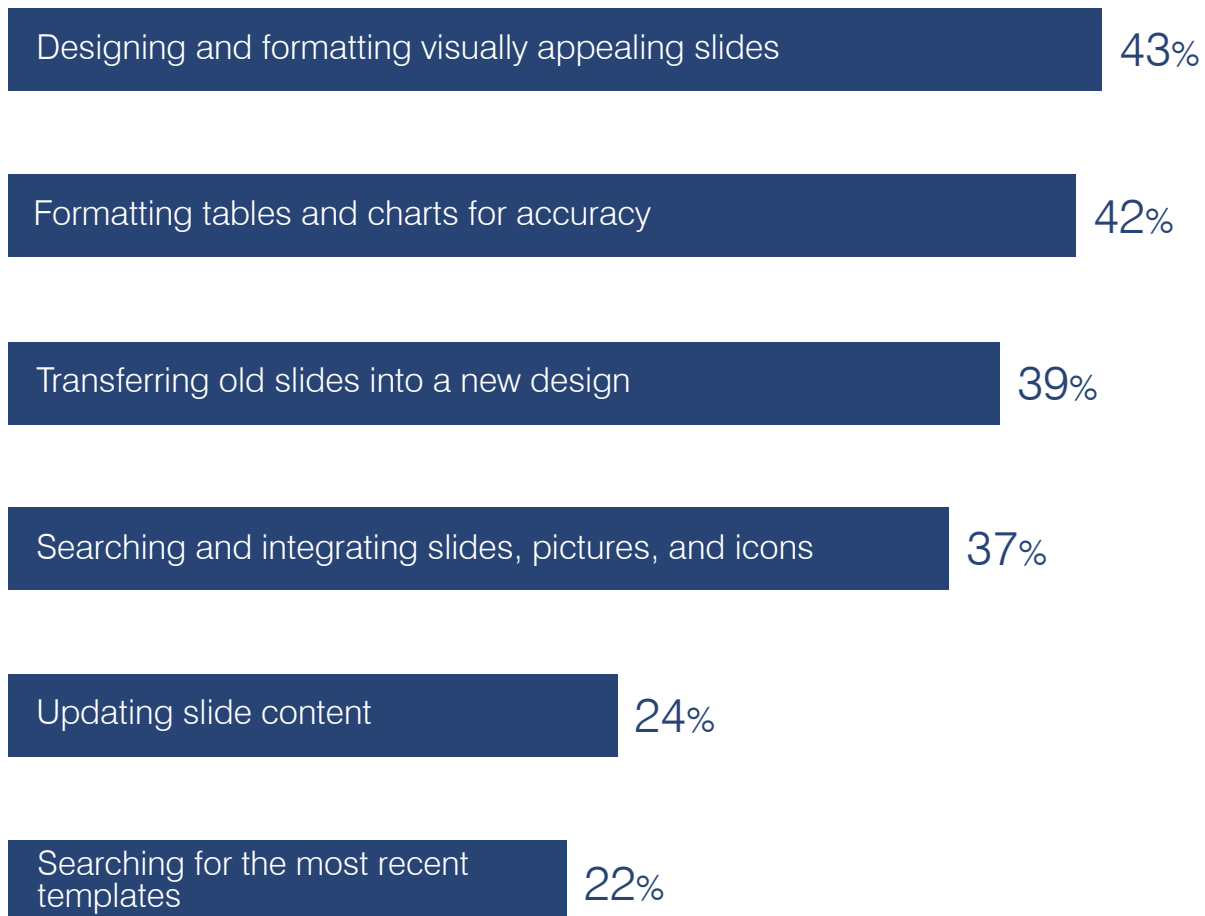
The Biggest Time-Consumers When Working With PowerPoint

Employees spend approximately 40% of their time creating PowerPoint presentations on formatting alone. That averages to eight hours each month, which could be going toward essentials, like fine-tuning content. The question is; what exactly does formatting entail that eats up so much time?

Formatting in PowerPoint is mainly small, menial, repetitive tasks. With the vast majority (78%) of presentations being created from existing slides, it would be simple to think that

this alone would be a huge time-saver. "Let's just edit last month's presentation." However, in reality, recycling slides can create more problems than it solves. Searching through old presentations for slides, then ensuring that they are current, then updating the design to be CD compliant is excessively time consuming.

While this may seem like an easy fix, up to 40% of the time used to create a PowerPoint is based on resolving various formatting issues:



Neglected Brand Communication in PowerPoint

PowerPoint presentations are an integral part of everyday office life both internally, and externally. Not only do they help to convey information, but they also play a key role in brand communication for a company. While employees in every department are familiar with PowerPoint, and spend ample time creating presentations, this does not always mean that corporate design is correctly implemented.

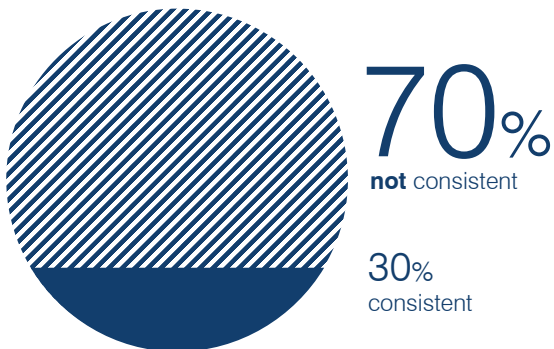
Internally Deficient, Externally Perfect?

In theory, corporate design should always be complied with, as it provides a uniform appearance both internally, as well as externally. While internal documents tend to lack the finer corporate details, based simply on the fact that it's "internal," typically only 30 out of every 100 internal presentations are compliant with company corporate design. This may not seem like much, however, consistency should be the norm. The GfK study found that external sales presentations had even less brand consistency than internal presentations, with only 25 out of every 100 for corporate design compliance.

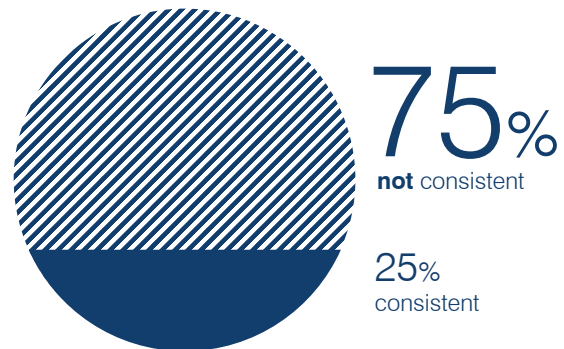
Corporate design builds recognition, and with a lack of consistency, it derails exactly what many companies are trying to do: build loyalty. If the employees are not dedicated enough to adhere to the company corporate design on an internal or external level, why should potential clients buy into the company itself?

Corporate design consistency in presentations

Internal



External



The Solution: Software Automation Supported by Targeted Training

With 40% of employees admitting to only having a basic working knowledge of PowerPoint, it is no surprise that creating presentations is time consuming. The lack of technical knowledge translates directly to spending more time with formatting than necessary. When older presentations are used as a starting point, often the material is formatted incorrectly, and the amount of time used to correct these issues would be wiser spent on content.

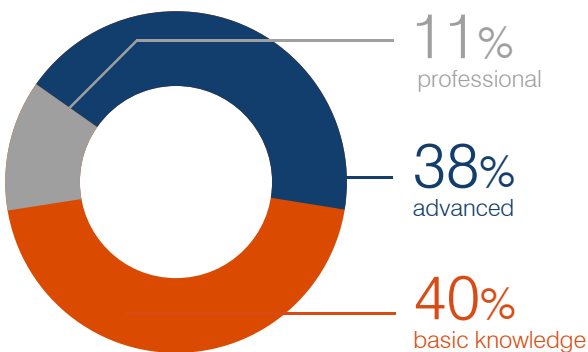
A Comprehensive Approach to Optimization

It is essential for companies to ensure that all employees leverage PowerPoint in a manner that is best suited to the employees, and to the company itself. The GfK study found that 54% of employees have had basic PowerPoint training, while 25% have had no training at all. Although training every employee to use PowerPoint may seem like a possible solution, it would be unrealistic, as it would not be cost effective. Fortunately, things might not be as bad as they seem.

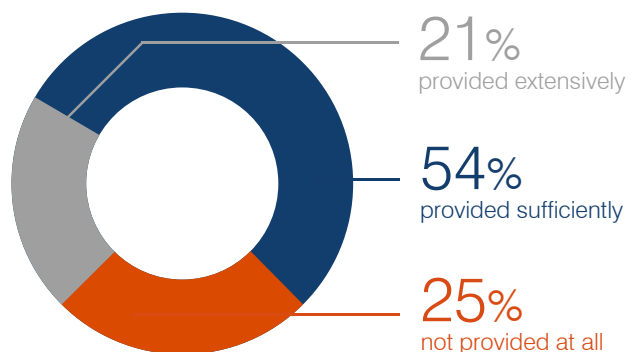
Over one third (34%) of time working on PowerPoint is dedicated to formatting related tasks. This time can be almost completely eliminated when using automation software. PowerPoint extensions and add-ons allow presentations to be formatted at the touch of a button. Reducing the time dedicated to formatting allows employees more time to ensure that content is complete and message on point.

Additionally, providing targeted training will allow employees to learn the skills necessary to develop presentations while simultaneously coaching them to present content in a more authentic manner. The integration of software automation along with targeted training will allow for a more comprehensive approach to optimization.

PowerPoint expertise in companies



Training offerings for PowerPoint



Global User Study on Automation Potential in PowerPoint

Following the GfK study, one hundred companies across the globe were surveyed by Made in Office. The common thread they all shared was that they all used empower® which is a content management system for PowerPoint. Employees were able to save an average of 31% of their time, or complete the same presentation in two hours, when it typically would have taken them three hours without the empower® plug-in.

More Time for Content

The empower® plug-in for PowerPoint reduces time-consuming tasks such as eliminating the search for existing slides. Employees are able to access all of the presentations, slides and images available in the company via a central slide library. The empower® software completes the formatting of the slides automatically updating them to the current corporate design at the touch of a button. This means employees are able to focus their time on the content of the presentation.

Uniform Brand Communication

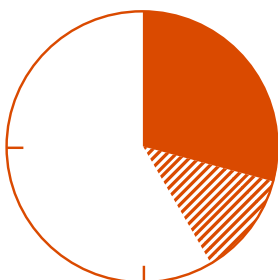
A presentation is not only used to represent the work of the individual. More importantly, it is utilized to represent the company. While corporate design is not always seen as a priority, it needs to be at the forefront of every presentation. Prior to the use of empower®, only 38 out of 100 presentations complied with corporate design. However, after incorporating empower®, companies saw a vast improvement in this area, with corporate design compliance increasing to 73 out of 100 presentations.

This incredible increase in CD was made possible simply because of the ease in which employees were able to create compliant presentations. Whether converting individual slides, or entire presentations, empower® allows employees the ability to comply with corporate design with just the touch of a button. Brand consistency and communication increase, while the amount of time required making these important updates decreases. It is a win-win for the employee, as well as the company.

The Biggest Time-Saving Benefits of Using empower®

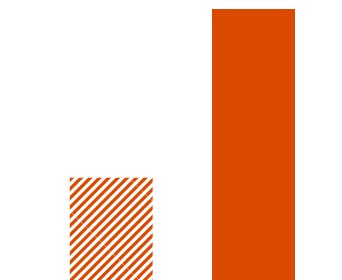
1. Pre-defined diagrams, tables, and text elements with NO formatting needed.
2. Access to all current and approved templates directly from PowerPoint.
3. A central library, which stores all relevant presentations, slides, and images in one accessible place.
4. The ability to create sophisticated diagrams quickly with easy layout tools.
5. The Agenda Assistant, which lets you create and update content seamlessly.

Save time and money



30%
time saved
with empower®

Strengthen your brand



3x
improve brand consistency
by threefold

Creating More Time for What's Important With empower[®] – An Overview of Key Features

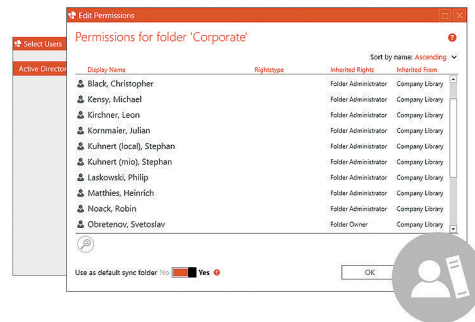
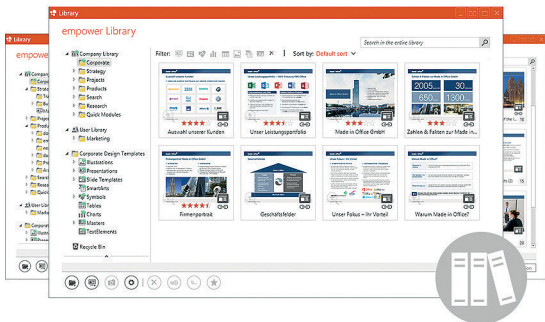
empower[®] is the leading content management system for PowerPoint. As an add-on, it's integrated directly into PowerPoint. empower[®] manages all of a company's PowerPoint content in a central database, making it available to all employees.

01 Central Slide Library for all PowerPoint Content

Have you ever wasted time searching for previously created slides, unable to find them despite every effort? With empower's[®] central slide library, searching for slides is a thing of the past! It prepares all presentations and slides for you so you can access them quickly and easily. An intelligent updated algorithm ensures all slides are up to date at all times.

Features of the empower[®] Slide Library

- Manage and store presentations, slides, images, and text elements in one central location.
- Online and offline functionality.
- Authorized access to presentations and slides via enterprise level authentication.

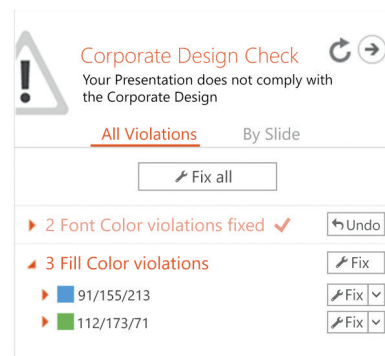
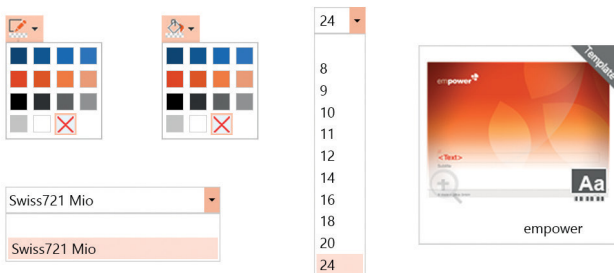


02 Corporate Design – Brand Consistency for Uniform Presentations

Every presentation that is made, whether internal or external, conveys the image of a company. True professionalism dictates that corporate design must be consistent with brand image to ensure that the company message is one of fluidity. With empower[®], presentations automatically incorporate company design without spending unnecessary time on formatting. Therefore, empower[®] allows employees to focus on content, while ensuring that CD is seamless throughout presentations.

Functions of the empower[®] Corporate Design Checker

- Edit and store current master templates directly in PowerPoint.
- Modify fonts and colors to meet your CD guidelines.
- Update the CD with the touch of a button.
- Modify content to predefined templates, diagrams, tables, text elements, and SmartArt.

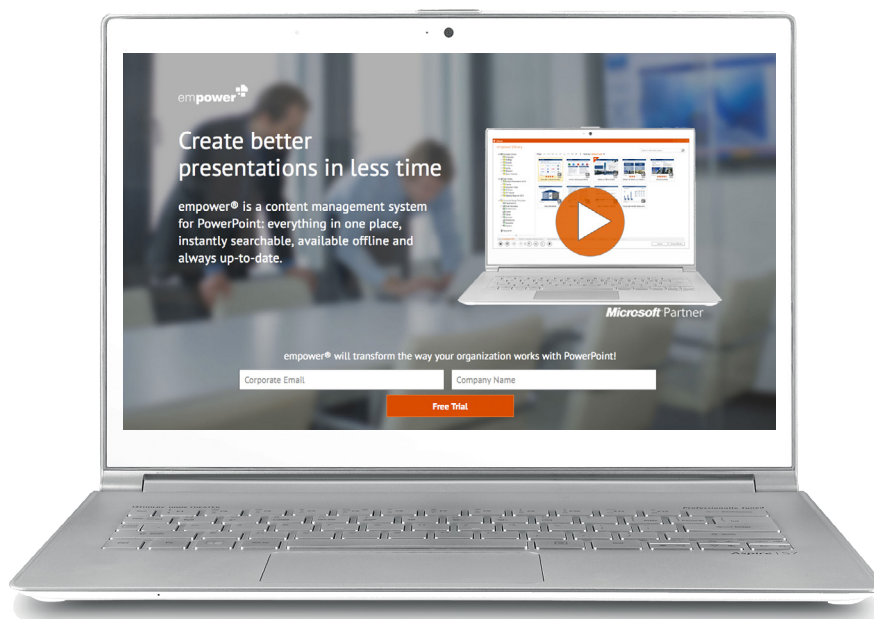
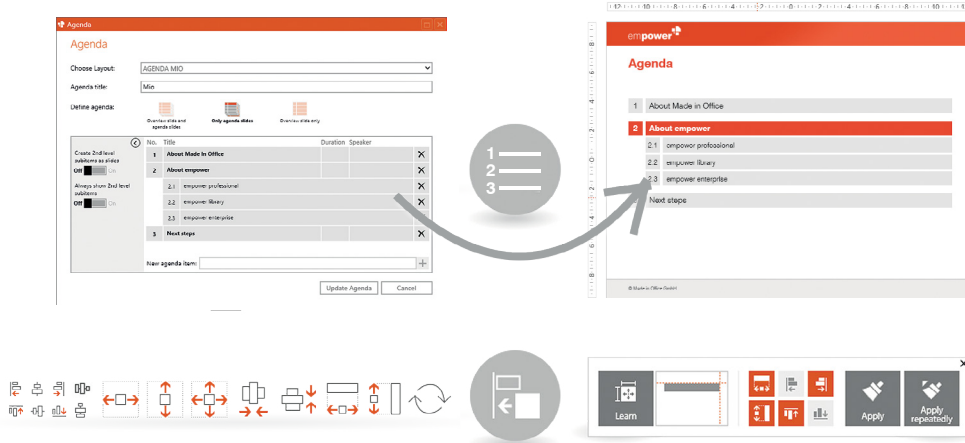


03 Productivity – Easy Formatting Lets You Work 30% Faster

Anyone who works with PowerPoint knows that when it comes to perfecting the formatting of a presentation, it can take hours. Now, with empower®, the time spent formatting is reduced. Common and recurring tasks can be updated with the click of a button. The time saved using empower® allows employees more time to focus on content, the most important part of any presentation.

Functions of the empower® Productivity Tools

- Create and update content automatically with an Agenda Assistant.
- Modify Harvey Balls, traffic lights, process chains, seals, and other components with Smart Objects.
- Update components at any time, and easily align them with corporate design standards.
- Send selected slides by e-mail as a PDF attachment.
- Add predefined diagrams, tables, and text boxes to existing content with just a few clicks.



About Made in Office

Made in Office is one of the world's leading providers of software solutions that increase efficiency and productivity for companies that use Microsoft products. It develops customized and standardized software solutions for Word, Excel, Outlook, PowerPoint, and Access.

As a certified Microsoft partner, Made in Office specializes exclusively in providing consulting and implementation services for the development of Office solutions. Made in Office has a globally unique level of expertise producing solutions for companies worldwide. It relies on its top-notch staff, who have completed more than 2,000 specialized projects since its founding in 2005. Clients include BMW, Canon, Continental, Ford, J&J, Nestle, Siemens, Standard & Poor's, 21st Century Fox, and Volkswagen.

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