

Increase the Effectiveness of Microsoft Office® by Six Times

Everyone understands that "a picture is worth a thousand words," whether it's a flowchart to explain a business process, a Gantt chart to show a project schedule, an organizational chart, or a map to the emergency exit.

Studies show that communicating with both words and pictures is **up to six times more effective** than words alone. Yet less than two percent of business communication includes a visual. **Why? Because, until now, creating a professional-quality visual has been just too hard, and too time-consuming.**

SmartDraw solves this problem.

SmartDraw is the only software that makes it possible for the average business person to create their own

presentation-quality visuals in minutes. It does this in three unique ways. SmartDraw is:

- **Automated.** Instead of forcing you to draw visuals manually, SmartDraw draws and formats the visual for you, ensuring a professional result every time. You can even use the keyboard to compose your visual.
- **Comprehensive.** SmartDraw is the only software that allows you to create every kind of visual—more than 70 different types—including flowcharts, timelines, org charts, mind maps, floor plans, marketing charts and more.
- **Integrated.** SmartDraw works seamlessly with Microsoft Office® to an extent that is unmatched by other software.

How SmartDraw and Office Work Together



Word®

- One click is all it takes to transfer your SmartDraw visual to Word.



Excel®

- Transfer your visual to Excel with one click
- Plot data from Excel as a chart or as data on a live Google map.



PowerPoint®

- Export your visual to a PowerPoint presentation as a new slide with one-click, with built-in sequencing animation.
- Plan an entire PowerPoint presentation with a SmartDraw storyboard and build an entire PowerPoint deck with one click.



Visio®

- Import Visio files and edit them in SmartDraw



SharePoint®

- Check files in and out of SharePoint from inside SmartDraw just like Word and the other Office applications



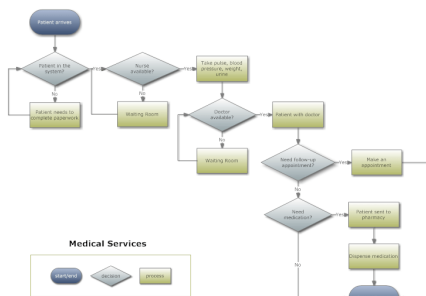
Project®

- Export SmartDraw Projects to Microsoft Project
- Import Microsoft Project files into SmartDraw

Get More from your Investment in Microsoft Office® with SmartDraw

Microsoft Office provides the basic tools we use to communicate every day: word processing, spreadsheets, presentations and email. Adding SmartDraw to Office provides real solutions for:

Process Documentation



Nothing is more effective for defining, documenting and training someone to follow a process than a flowchart. Since creating flowcharts with SmartDraw is so easy, people in your organization can develop and maintain flowcharts themselves for the work they do. And because SmartDraw integrates with SharePoint in the same way Word and Excel do, it's easy to provide access and version control for all of your process documentation.

Project Management

Microsoft Project is a powerful tool, but the truth is that it's far too difficult (not to mention too expensive) to be used by every manager for the front-line projects they are responsible for. And Excel lacks even basic project management features completely.

SmartDraw provides powerful project management that is easily accessible—just what organizations need. Its unique alternate mind map - Gantt chart – Timeline views of the same project make it easy to map all of the detailed tasks, manage progress and see the key milestones.

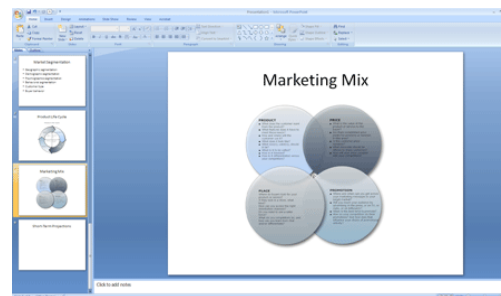
Web Site Project

Number	Task	Start	End	Duration	% Complete	Q1 - 2008				Q2 - 2008	
						January	February	March	April	May	June
1	Meet with Client, Discuss Design	1/1/2008	3/6/2008	48	80.0	█	█	█	█	█	█
2	Discuss Media Types	3/7/2008	5/5/2008	42	0.0						
3	Client Provides Media	1/29/2008	5/5/2008	70	30.0	█	█	█	█	█	█
4	1st Web Camps Due	2/26/2008	4/3/2008	38	0.0						
5	Final Camps for Client Approval	3/14/2008	5/6/2008	40	0.0						
6	Working Camp 1	4/18/2008	6/18/2008	44	0.0						
7	Site Completed	6/20/2008	6/27/2008	6	0.0						

Plus, since SmartDraw can open Microsoft Project files, and also allows you to save in Project format, it's possible for different teams to use the tool of their choice, and still work together.

Presentations

Whether it's to win new business or communicate effectively with co-workers, the best presentations engage audiences with visuals, not bore them with slide after slide of bullets.



SmartDraw's unmatched level of integration with PowerPoint® makes it easy for anyone to create slides that incorporate attention grabbing visuals, and to author compelling presentations.

Perhaps the most common presentation visual is a graph. Creating graphs in SmartDraw is not only easier than with Excel® or PowerPoint®, but it looks better and can be presented in a more understandable way. Simply displaying a graph in a slide is not as effective as revealing its data in a series of steps. This is called sequencing and only SmartDraw does it.

Plus, with SmartDraw's storyboard feature, anyone can create an entire visual-rich presentation and edit it by dragging slides around on the page. Once complete, SmartDraw will build an entire PowerPoint® slide deck automatically with just one click.

System Requirements

Windows Vista, XP or 2000
256MB RAM. 3GB free hard disk space

Try SmartDraw for free

Visit www.smartdraw.com or call (800) 768-3729 (858-225-3300 from outside the US)

