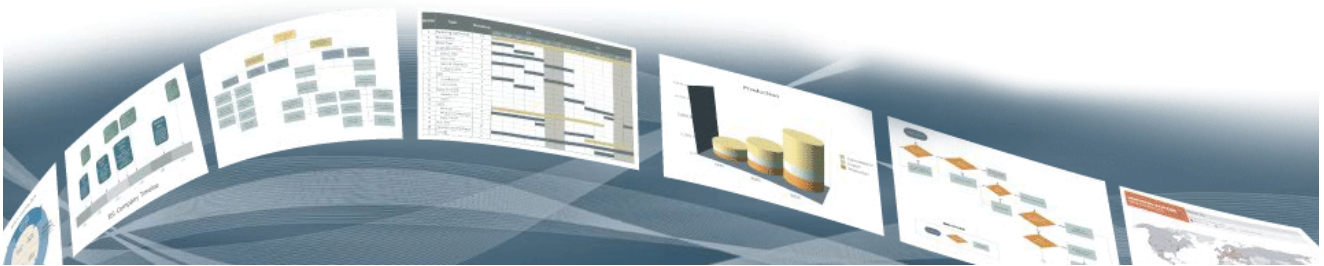


## Eliminate Communication Breakdown and Build Up Success

*Enhance the performance of your organization six fold with visuals.*



### Meeting the Communication Challenge

Anyone who has ever worked in an organization knows that too many problems are caused by a breakdown in communication. Here are just some of the most common:

- Mistakes are made because the employee has not been properly trained to perform the task.
- Projects are late because the people involved do not properly identify all of the work that had to be done or don't know what everyone is doing.
- Finger-pointing happens because responsibilities are not clearly established and communicated.

SmartDraw helps solve these and other problems by making it possible for people to communicate up to six times more effectively by communicating visually.

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, 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 is the only software that solves this problem.

### How SmartDraw is Different

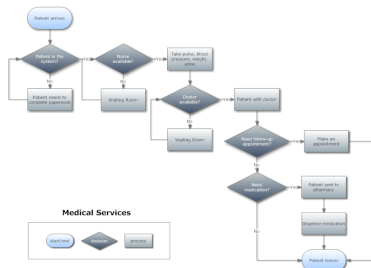
Before SmartDraw, the only option for adding visuals to business communication was to use manual drawing software like Adobe Illustrator® and Microsoft Visio®, which are designed strictly for experts. Illustrator is used by graphic arts professionals and Visio is used by less than 5% of Microsoft Office® users, mainly IT professionals. There was no solution for ordinary users. As a result, very few organizations currently take advantage of the 6X power of visual communication.

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:

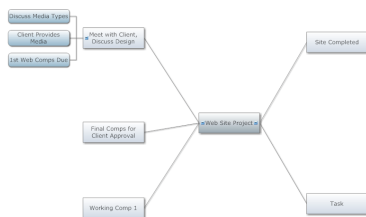
- **Automated.** Instead of forcing you to draw visuals manually, SmartDraw draws and formats the visual for you, ensuring a professional result every time. You can even use the keyboard to compose your visual.
- **Comprehensive.** SmartDraw is the only software that allows you to create every kind of 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® like no other software. One click is all it takes to transfer your visual to Word® or PowerPoint®. Easily import chart data from Excel®. Share project management data with Microsoft Project® users. Build entire PowerPoint® presentations with a single click. SmartDraw supports SharePoint® and can even import Visio® files.

## Ways to Solve Communication Problems, Prevent Errors, and Save both Time and Money with SmartDraw

**Establish and document better business processes with flowcharts.** When you define a process for a task you can improve it, train anyone to do it and ensure a high quality outcome every time.



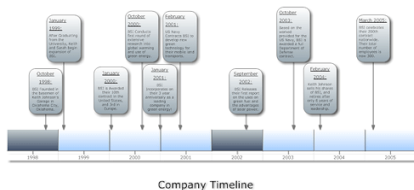
**Manage projects more effectively using mind maps, project charts, and timelines.** When you plan a project with a mind map it is easier to define all of the tasks.



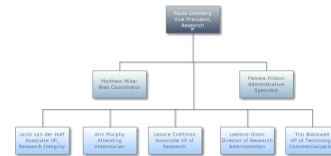
A project chart lets you estimate a completion date and measure your progress.

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	1/5/2008	46	80.0						
2	Discuss Media Types	1/5/2008	1/10/2008	42	0.0						
3	Client Provides Media	1/10/2008	1/15/2008	70	30.0						
4	Get Web Comp. Done	1/15/2008	1/20/2008	35	0.0						
5	Final Comp. for Client Approval	1/15/2008	1/18/2008	40	0.0						
6	Working Comp. 1	1/18/2008	1/18/2008	44	0.0						
7	Site Completed	1/20/2008	1/20/2008	4	0.0						

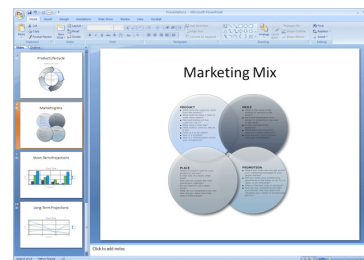
Timelines communicate the project's milestones easily to everyone. Only SmartDraw links all these views of a project together.



**Establish chains of command and assign responsibility with an organization chart.** Building an organization chart with clear lines of command and responsibilities makes it easy to communicate this information and avoids finger pointing.



**Create career-making presentations that go beyond boring bullets.** Memorable presentations need to go beyond bullet after bullet. Use SmartDraw to incorporate visuals in your PowerPoint slides, or even to compose and build your entire presentations using the Storyboard feature.



**Define strategic plans that can be clearly understood and implemented by the entire organization.** The best strategy cannot succeed if the people responsible for implementing it don't understand it. Visuals make any business plan easier to communicate.

Clearly illustrate specifications with a visual blueprint. Showing what needs to be done instead of just explaining it verbally is the simplest way to avoid those "whoops" errors when building products and systems.

### System Requirements

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

### Try SmartDraw for free

Visit [www.marinesoft.co.uk](http://www.marinesoft.co.uk) or call +44(0)845 456 8412

