

Visual Processor

What is a visual processor and why does everyone in your company need one?

Just as a word processor enables anyone in your company to create nicely formatted written documents quickly and easily, a visual processor allows anyone to create professional-looking, automatically formatted visuals just as quickly. With a visual processor, great looking visuals are just as quick and easy to make as great looking written documents. There is no longer any reason not to use visuals as much as written words in all business communication (documents, presentations, emails, etc).



Why is a visual processor important?

Simply put, the visual processor reinvents business. Visuals are scientifically proven to be up to 6 times more effective than words alone in communicating ideas, data, information, processes, plans, projects and more. This improved communication leads directly to increased sales, lower costs, productivity gains, and reduced errors that all add up to significant business performance enhancement.

How is the visual processor different?

There has never been a visual processor until now. Until its introduction in June 2010 by SmartDraw, traditional graphics software was all that existed.

Graphics software requires too much time, expertise, and design experience for it to be effective or useful for 98% of business users. It is the breakthrough of automatic formatting and the built-in “know-how” of the visual processor that enable anyone to create presentation-quality visuals in real-time, or in other words “at the speed of thought.”

What is the benefit of having a visual processor?

It changes everything, because visuals created in real-time can empower planning meetings, process documentation sessions, project brainstorming, more effective presentations, and much more. Now, for the first time in history, the benefit of using visuals significantly outweighs the time it takes to create them.



Visual Processor benefits outweighs time and effort of creating visuals

The use of a visual processor saves time with many of the business activities that employees are engaged in every day. For example, creating an effective presentation takes less time using a visual processor as does planning a meeting and following up on action items. These time savings produce real cost reductions for businesses that are using the visual processor every day.

Traditional graphics software (like Microsoft Visio® and the Microsoft Office® drawing tools) are an impediment to the widespread business use of visuals, because their lack of automatic formatting meant that it took too much time, hassle and ultimately, cost, to make the return on creating them worth the effort. This is why so few business users have ever created a visual—in fact, less than 3% of all business communication uses visuals.

Why does everyone in a company have a word processor today?

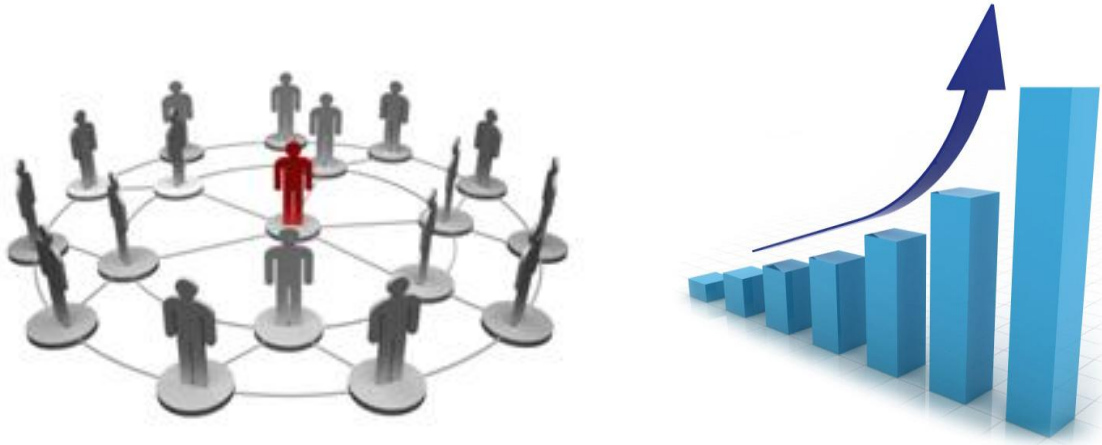
Communication is at the core of all businesses and is the life blood of organizations. In the past, before word processors were introduced, written documents were created only by a small pool of professional document specialists (typists). This meant the process of creating one was fairly time consuming, error-prone, costly, and involved a back-and-forth process between the person trying to communicate, and the person creating the written document. The result was that written communication was not nearly optimal.

As soon as the first word processors (with their automatic formatting and built-in know-how) began to show up on a large number of users desktops, business communication was improved in significant and breakthrough ways that changed things forever. The improvements even came in ways no one had ever imagined possible. For those who purchased word processors for all of their employees, the incredible return on investment became evident very quickly. But it still took time for some companies to see that they were quickly falling behind the times and losing their competitiveness. They resisted change, even though embracing and adapting to the change was clearly the right thing to do. In the end, word processors did end up on every business person’s PC.

Today, the visual processor is beginning to effect that same transformation of business communication, this time with visuals, that will lead to significant and breakthrough improvements in many areas.

How can everyone in my company use a visual processor to improve communication and increase their productivity?

The visual processor, although simple to use, is very powerful and has a very broad set of applications –just like a word processor. As noted earlier, visuals are proven to be up to 6 times more effective in communicating ideas, data, information, processes, plans, projects and more, versus the written word alone. So essentially, anywhere words are being used in communicating today, a visual can potentially enhance or even replace those words.



Here are some examples of how the visual processor is being used, and how it is reinventing business communication today:

Reinventing PowerPoint® Presentations - Create and deliver more compelling and successful presentations with a whole new way to plan, compose, and manage your PowerPoints. [Learn more.](#)

Visual Process Management - Improve quality and increase efficiency with this revolutionary process management solution which is universally accessible, comprehensive, and always up-to-date. [Learn more.](#)

Visual Meetings - Reduce the number of meetings and the time they take by using visuals in real time to reach a decision. [Learn more.](#)

Visual Grammar - Make visual communication across your whole company quick, inexpensive and effective using software that automatically formats with standard rules. [Learn more.](#)

Reinventing Project Management - Get more done on time and under budget by using mind maps, project charts, and team charts to effectively manage your projects. Read the white paper entitled, [How to never miss a Deadline Again.](#)

Reinventing Business Planning - Develop and communicate a more thorough and effective strategic plan with a foolproof visual method. Read the white paper entitled, [How to Develop a Winning Strategy, Guaranteed.](#)

See how other companies have adopted the visual processor to reap instant ROI:

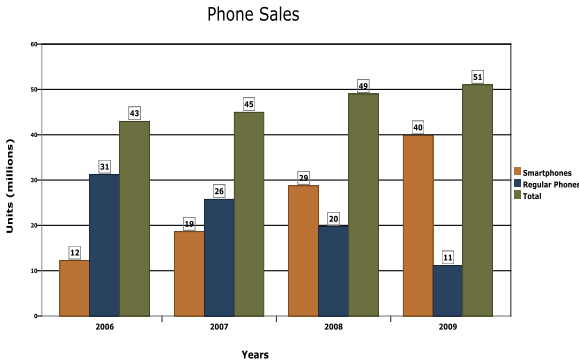
BBK Worldwide - [See how a leading global patient recruitment agency](#) benefits from improved communications and employee efficiency made possible by SmartDraw on every desktop.

L+L Printers - [See how one of Southern California's largest printing companies](#) benefits from SmartDraw's Visual Process Management solution.

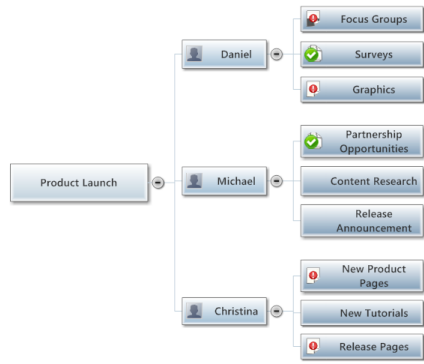
Reliant General - [See how SmartDraw's Visual Process Management solution](#) improves efficiency and profitability for this major insurance wholesaler.

Here are examples of visuals being used by different departments of organizations in various industries:

Sales (charts)



Marketing (assignment views, charts)



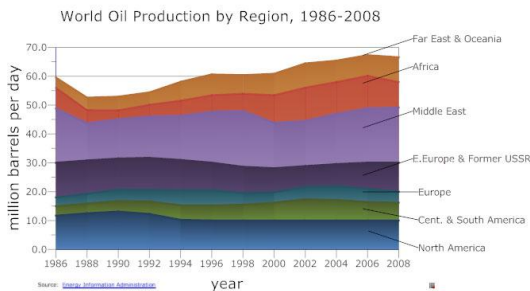
Facilities (project management)

Task	Assigned To	Start	End	Dur.	%	Week of 9/25/2011				
						Mon	Tue	Wed	Thu	Fri
Product Launch		9/25/11	10/5/11	7.75	39					
1. Focus Groups	Daniel	9/25/11	9/29/11	3.125	50					
2. Partnership Opportunities	Michael	9/25/11	9/26/11	0.875	100					
3. New Product Pages	Christina	9/28/11	9/30/11	2.125	0					
4. Surveys	Daniel	9/27/11	10/5/11	6.375	100					
5. Graphics	Daniel	9/25/11	9/28/11	2.5	0					
6. Content Research	Michael	9/27/11	10/1/11	3.5	20					
7. Release Announcement	Michael	9/27/11	10/1/11	3.625	10					
8. New Tutorials	Christina	9/28/11	10/2/11	2.625	5					
9. Release Pages	Christina	9/30/11	10/2/11	0.875	0					

HR (org charts, mind maps, flowcharts)



Finance (charts, mind maps)



Product Development (flowcharts)

