



Case Study: The Marketing Store

Year one return on investment: 150%

Payback period: 8 months

COMPANY BACKGROUND



The Marketing Store is a global Marketing Agency with offices in London, Hong Kong, Sydney, Chicago, Toronto and Paris.

The European division of The Marketing Store employs around 200 people, many of whom spend a great deal of time presenting to clients using Microsoft PowerPoint.

THE CHALLENGE

The European IT Department noticed a growing trend of employees creating larger and more complex PowerPoint presentations, many of which were up to 400MB in size. These large files were taking up an increasing amount of storage and backup space. In the London office, one server alone had over 110 Gigabytes of PowerPoint files taking up half of the available storage space. The IT Department wanted to find a solution to the storage problem that did not involve purchasing new hardware.

THE STRATEGY

The Marketing Store chose to deploy NXPowerLite across its European division, in order to reduce the amount of server and backup space required for PowerPoint files.

The company has Windows Active Directory deployed and makes use of its Group Policy feature to configure workstations. They also employ a third party extension for Group Policy called Desktop Standard PolicyMaker. The combination of Group Policy and PolicyMaker allowed the stand alone version of NXPowerLite to be automatically copied to all users' desktops the next time their workstation was restarted. Group Policy and PolicyMaker was also used to pass Registry Settings for NXPowerLite, which enabled the IT Department to define default settings. This meant that no individual user configuration was needed.

User training was provided in the form of a three page user guide that was sent to all users when the application was deployed.

THE RESULT

The ease of use and the ability of NXPowerLite to reduce the size of PowerPoint files has met or exceeded most of the IT Department's expectations. Where expectations have not been met, this has been due to user or time issues.

Andrew Craib, The Marketing Store's European Systems Administrator, commented "Our experience with NXPowerLite has been a resounding success. The low price of the software is easily justified by the benefits in cost and productivity savings. I would recommend any organisation to try NXPowerLite for themselves."

KEY COST AREAS

There were three main cost areas:

- The initial cost of the software,
- Testing and Deployment,
- Time to optimise all existing large files.

KEY BENEFIT AREAS

The most obvious benefit has been the server storage space regained by optimizing PowerPoint files with NXPowerLite.

Another key benefit has been the reduction in backup storage requirements, which has resulted in reduced backup windows. The IT Department are now able to perform a full backup overnight and not have the process overrun into the next working day.

Additionally, the majority of presentations are now of a size that is practical to email to clients. Previously, either internal sending limits or client receiving limits had prohibited this, resulting in the use of FTP sites - which often required Help Desk assistance. NXPowerLite has therefore helped to improve productivity and reduce calls to the Help Desk.

RETURN ON INVESTMENT

The software and deployment costs were recouped within eight months and NXPowerLite showed a return on investment of 150% in the first year of use.

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Andrew Craib, European System Administrator, The Marketing Store