Aspose.Slides for .NET Case Study

Stratascope Inc.

Using Aspose Slides to dynamically output a custom configured account plan in PowerPoint

Bruce Brien, CEO, January 6, 2011

About Stratascope

Stratascope enables sales and marketing professionals with the most powerful insight into industries, markets, companies and people.

We have pulled together the most comprehensive and timely research available today and coupled it with our exclusive repository of industry specific business issues. The result is a portal that will "Change the way you sell!" according to many of our customers.

You will find detailed research on industries, global markets, over 2.5 million organizations, executive biographies, news, tweets, key developments, and initiatives all delivered in an easy to use, intuitive interface. You can add your own insight by tagging your solutions, whitepapers, references, and case studies to our industries companies and issues.

No other comprehensive research service provides you with front-line, phone answering research experts that can guide you through your research. Included in your subscription is unlimited access to business and financial experts that can help you not only use our service, but interpret the results.

Problem

Account planning in a sales function almost always involves a PowerPoint presentation. Stratascope can provide a substantial amount of content for an account plan but it was difficult to deliver that content in an easy to use form. Users would have to cut and paste individual objects onto their own slides or submit the PDF version of our content as a supplement to their presentation which was not very seamless. The bottom line was the user had a choice of "too much work" or "not very seamless".

Solution

We chose Aspose.Slides as the mechanism to deliver our dynamic account plan content, resulting in an easy to use configuration that our users are already familiar with from our PDF output and the ability to produce a custom slide deck with anywhere from 15 to 150 slides. Taking the high end 150 slides multiplied by the 2.5 million accounts that we support

and you can see that using Aspose.Slides will allow us to dynamically configure and deliver over 375 million high quality custom slides to our users.

Since the users can actually include their own custom content, the real slide count will be infinite. We've even included the ability for users to control the flow of the presentation and the repositioning the slides after which we generate the table of contents slide. Users can also choose their own color template and include the logos of their own company as well as the prospect for a truly custom look and feel.

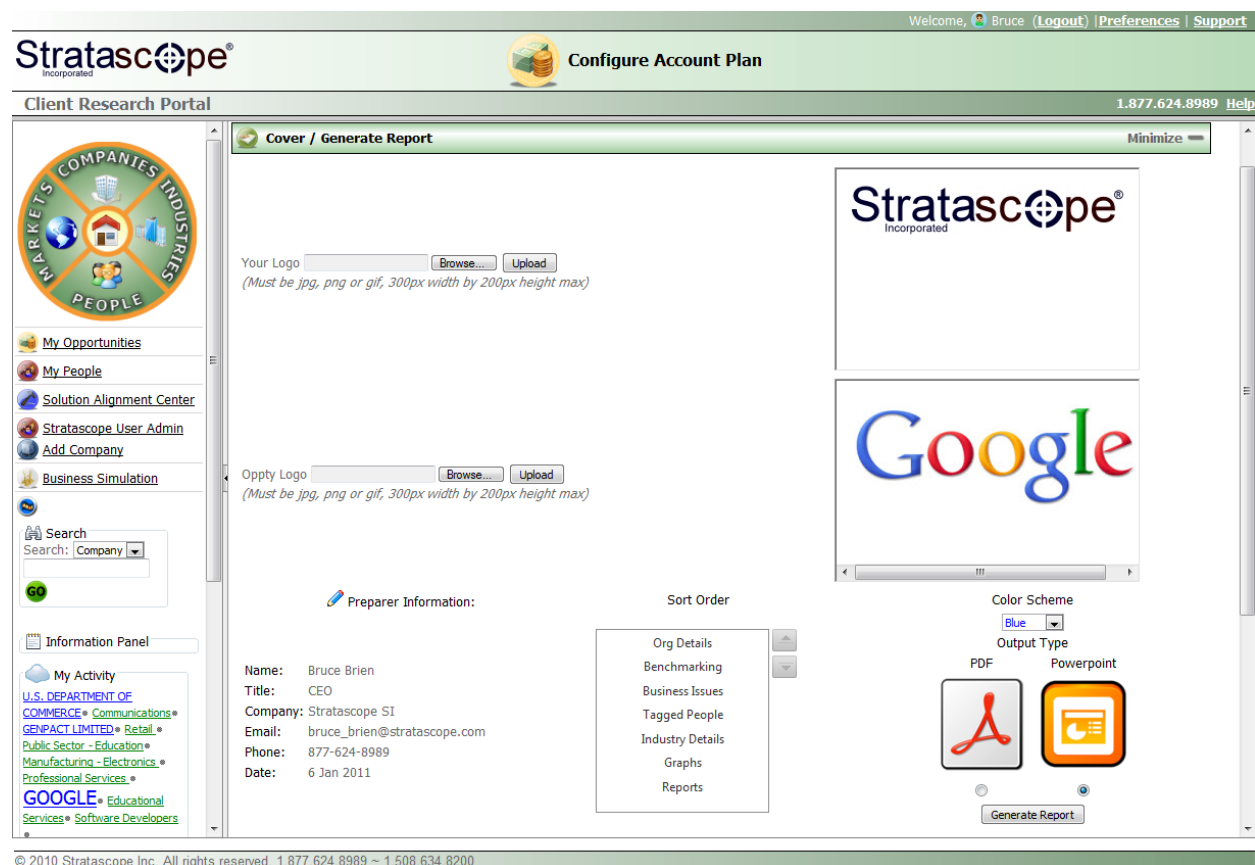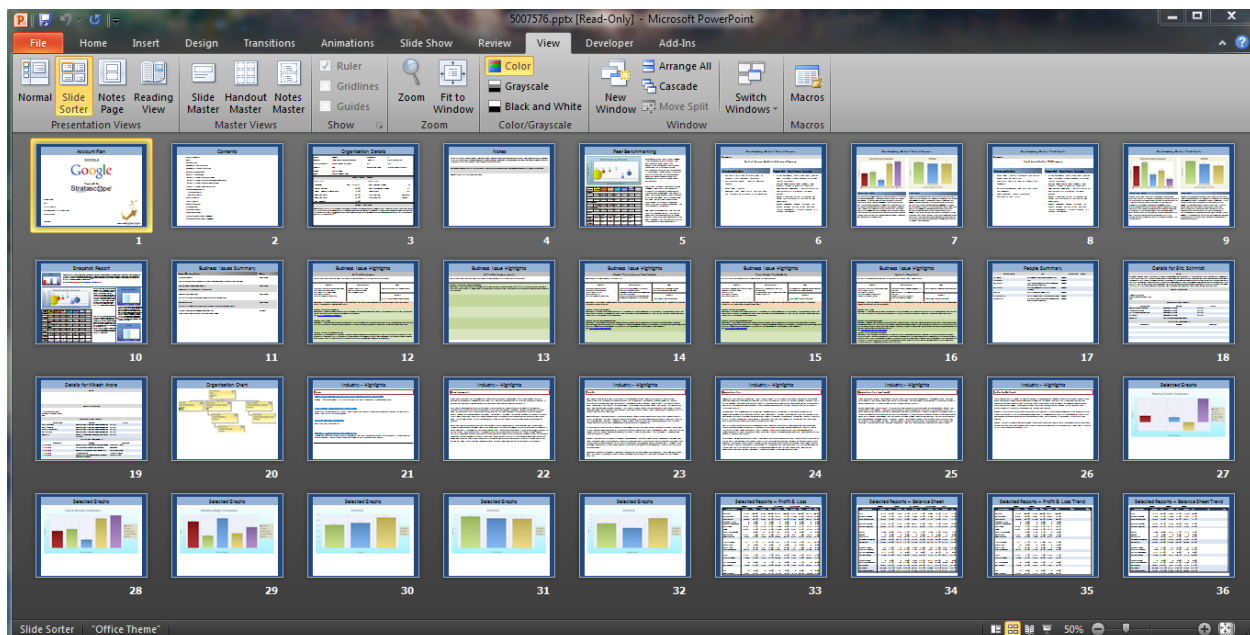Figure 1: Dynamic Account Plan configuration and output selection.

Figure 2: Dynamic Account Plan slide deck with 36 custom slides.

Experience

Finding a solution: We had been searching the web for years in order to solve our problem. We compared multiple products before beginning our trial with Aspose. Within 60 days, we had completed our project and were ready for deployment with very little need for support.

Implementation: It took 60 days to deploy our solution. The biggest challenge was dealing with the dynamic nature and variable length of our content. We were able to design a template from which we copy the slides needed and then fill them with content. The result is that the user gets a completely custom layout and flow. We used the Aspose support forums but had no need to call in to the Aspose support organization.

Outcome: We are very happy with the output we can produce. Our customers were very excited about the earlier PDF version which was in an almost non-usable format. We are sure that our efforts will be received even more enthusiastically this time.

Next Steps

The solution that we have produced is a complete solution. Our next steps will involve some minor tweaking of the offering to meet client requests and possibly offering more than 8 color templates for users to choose from.

Summary

Our overall experience of working with Aspose and Aspose's products was excellent. The product worked as advertised, the documentation was easy to follow, and the support forums were all the help we needed. The final solution that we deployed has exceeded our initial expectations by a great deal. We would strongly recommend Aspose.

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