

SERVICES OVERVIEW



ABOUT

In 1987, I started Presentek. Our first service was helping executives with their presentations using nascent computer graphics technology. A lot has changed since then, and we ran fast and worked hard to be at the leading edge of how to use technology to communicate better in business. We help companies clearly and simply present their products and technologies online, get leads, build a customer base, grow revenue, and influence market acceptance and branding. We value simplicity, clarity, using visuals to explain and present, and using software and the web for our clients' benefit. Most of all, we believe that long-term relationships are built on trust. If you entrust us with your business, we won't let you down.



Lee Mayfield

Founder and President

OUR SERVICE AREAS



Application Development

Connect with your customers, sales teams, and operations people with the right software design, web applications, and mobile apps.



Sales Enablement

Ensure that your sales team can quickly find and deliver the right content to your buyers at the right time.



Technology Marketing

We believe effective marketing comes down to business, industry, and subject-matter expertise, the way you deliver your story, and the user experience you provide.



CUSTOMERS

Presentek's customers have included industry leaders such as Mitsubishi Electric, Ricoh, Adobe, Hewlett-Packard, Cisco, Oracle, and Intel — as well as numerous start-up, small, and mid-size companies. We have a proven track record supporting international customers — including companies in Japan, the U.K., Europe, Canada, and Latin America — fostering successful long-term customer relationships (several 10+ years).



CUSTOMER COMMENTS



"All of the customers I have spoken to have praised the web site for its content and focus. Thank you for your diligence and creative ideas on structuring our web site."

J. Seckerson
Mitsubishi Electronics

"Working with Presentek for a year now, I've received nothing but exceptional customer service. The work and effort that the entire team put in to building the Ricoh Five Star website, along with providing me with great ideas and walking me through the overall process on design, layout and content was above and beyond my expectations. I am extremely happy with the way the site has turned out. Thank you."

A. Zaheeruddin,
Ricoh USA

"Presentek has delivered exceptional services and creativity to every project they have worked on with us. Always taking our ideas to a finished product that increases our sales and customer service. There are not too many companies that I know that can do it all, but Presentek can! I would recommend them to anyone!"

Director of Marketing
Optrex America

"In the web space, there's really not much that they can't do. Lee and his firm are just great."

J. Eschbach
Sr. Director Strategy & Planning
Adobe Systems

"No problems, no questions...just thanks for building such a durable, forgiving and overall great website and intranet for us, and helping us to keep it going."

M. Scott
Public Relations Manager
Americas Corporate Office
Mitsubishi Electric & Electronics USA, Inc.

"Finding someone who can quickly get what we do is a tremendous time savings. I present the challenges and they bring me smart, creative and professional recommendations, then deliver."

K. Fox
Cypress Semiconductor



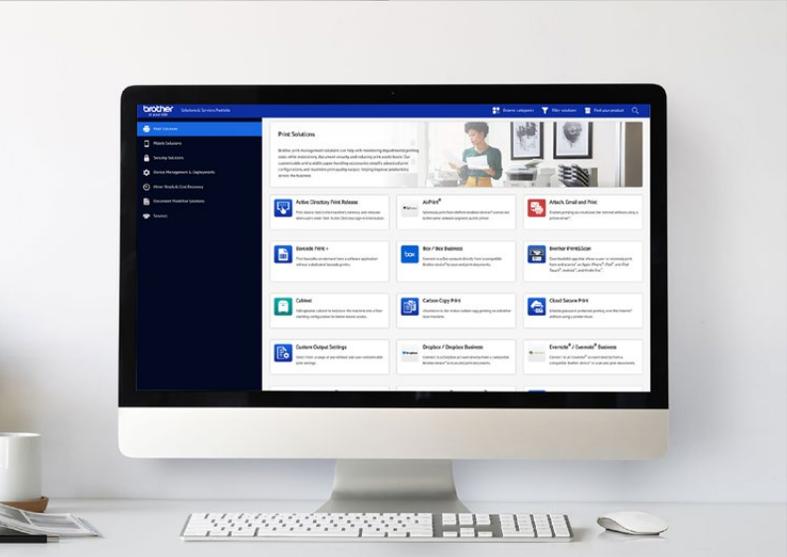
APPLICATION DEVELOPMENT

Software Design & Prototyping

Your application concept grows from an idea to a concept prototype.

UI/UX Design

You'll love the look & feel and simple, clean user interface designs we can bring to your new and existing applications.

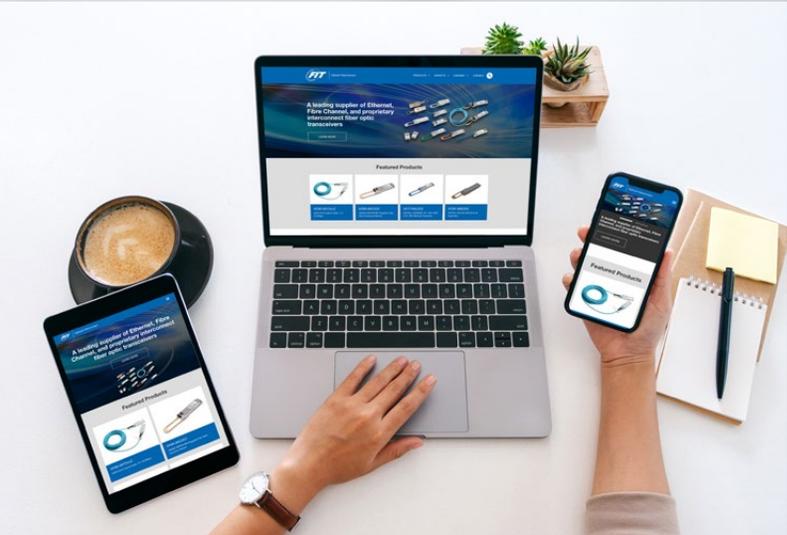


Mobile Application Development

Need to meet increasing demands for mobile connectivity? We'll handle every step in the process from concept to completion.

Web Application Development

Empower sales, customer service, or marketing with tools or digitize a business process. We can design, build, and maintain the exact needed solution.



Web Site Design & Development (CMS)

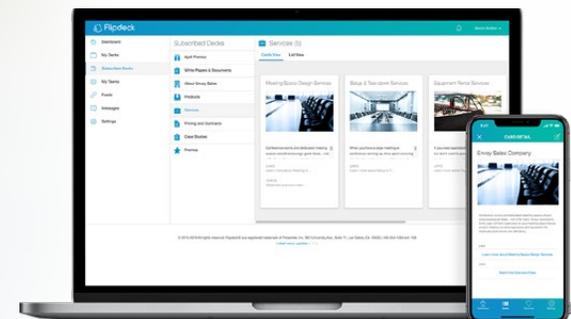
Is your web presence supporting your goals or damaging your image? Customers often make immediate judgements about your business based on your web site. Need to make some changes? We plan, design, write, and code everything you need.

SALES ENABLEMENT

Get more out of your sales teams, channels, and marketing efforts. Our Flipdeck solution is built for sales content. The simple cards & decks approach helps ensure that your sales team can quickly find and deliver the right content to your buyers at the right time.

- Get Sales Productivity — Sellers don't waste time searching for or modifying what marketing sent them
- Gain Marketing Visibility — You won't waste money generating content that isn't working
- Maintain Selling Momentum — Your customers get the information they need in real time, lessening the chance of the sales process stalling out

Visit [Flipdeck.com](https://flipdeck.com) to learn more



SALES ENABLEMENT

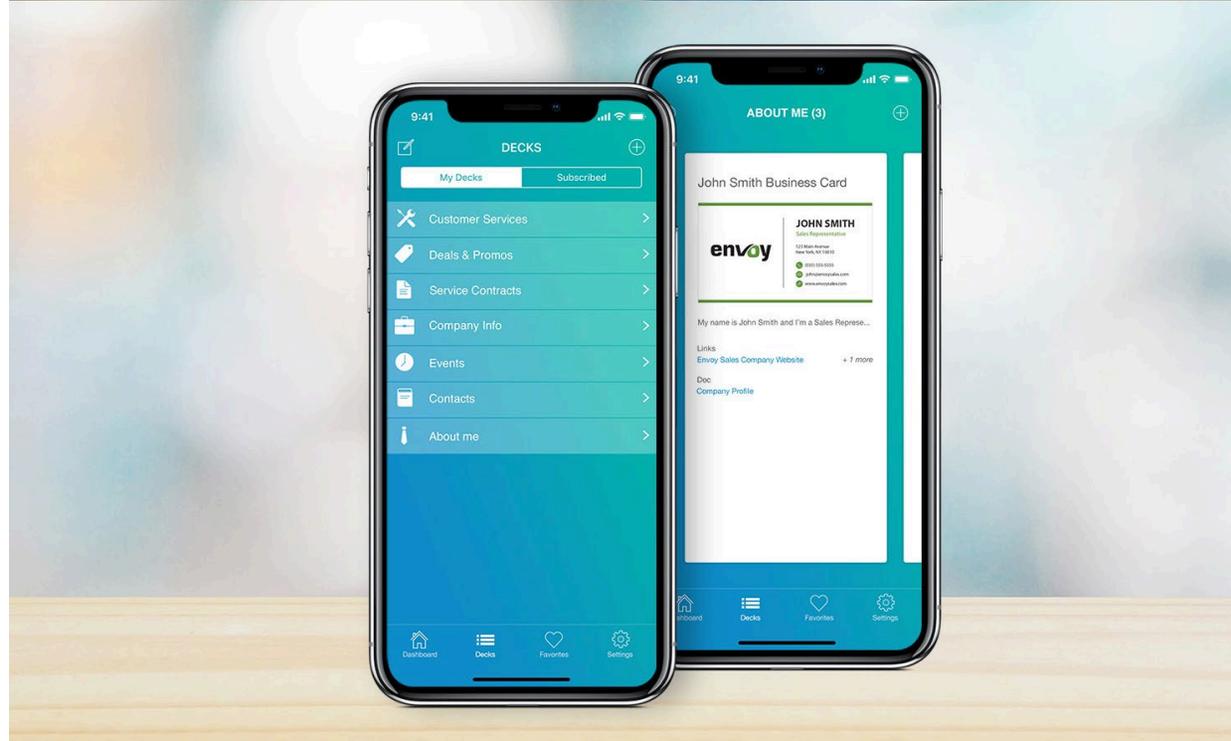
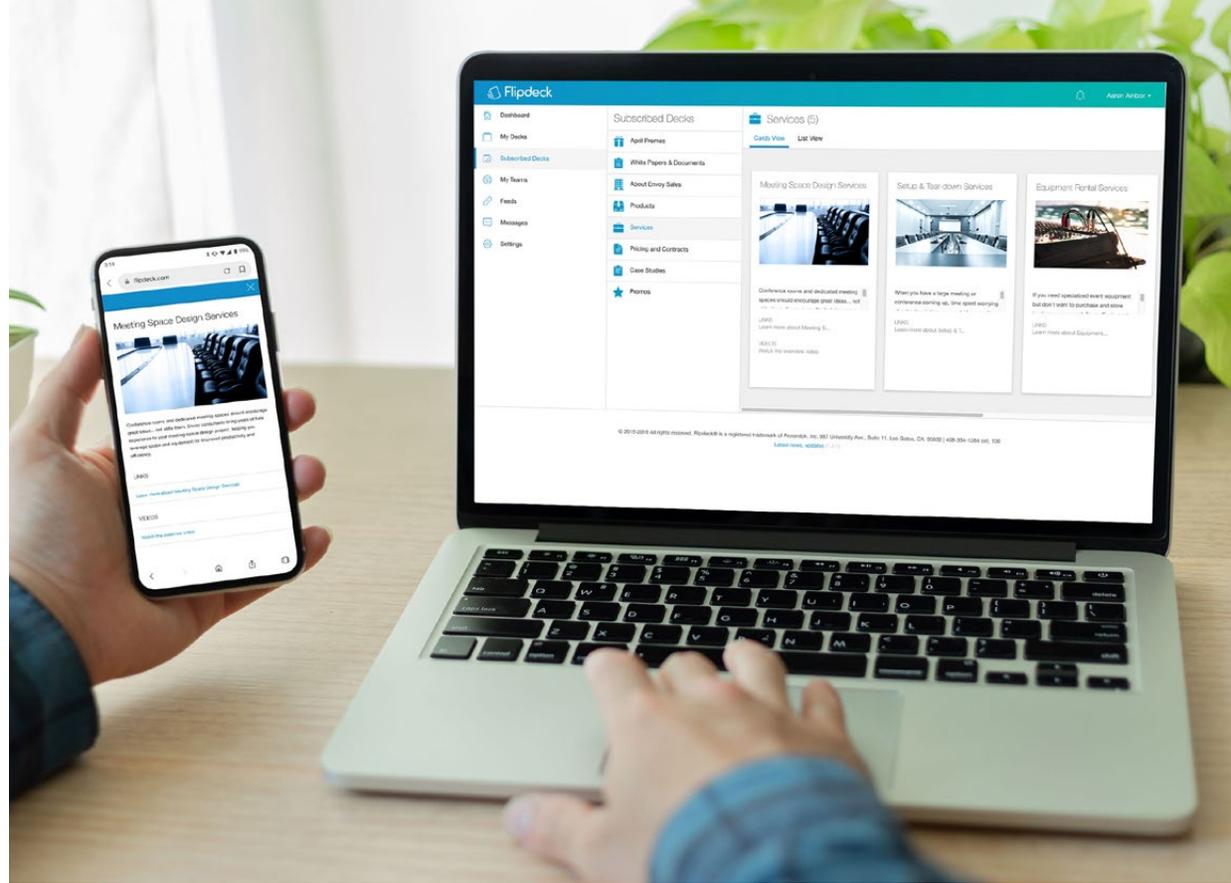
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We created Flipdeck because we saw that good marketing content was getting lost in the corporate intranet. Sales people need easy and instant access to results-producing content, whether in the office or mobile. Presentek provides optional managed Flipdeck accounts, including curating and maintaining content, so your sellers can just sell.

With Flipdeck:

- You'll know which marketing content is working and which is not
- You won't waste money generating content that isn't working
- Your product marketing team is free to do what they do best, instead of responding to content questions

Visit [Flipdeck.com](https://flipdeck.com) to learn more



TECHNOLOGY MARKETING

Strategy & Consulting

You have a great idea, and you're ready to bring it to fruition. Don't go it alone. We'll help you every step of the way — from defining the market, branding, and customer acquisition to business development strategies, concept prototyping, and your pitch to management and stakeholders.

Program/Campaign Development

You have a great idea for a new program/campaign. Whether you need assistance finalizing the details or digital marketing expertise to showcase your concept to its intended audience, we're here to help with a bag full of tools that have worked for other customers. You'll find the tools that are right for you.

Demand Generation

Don't keep your products or services a secret to your target audience. Capture customer attention, generate leads, and nurture customer interest with web landing pages, collateral, videos, email templates, gated content, interactive experiences, and more.

Interactive

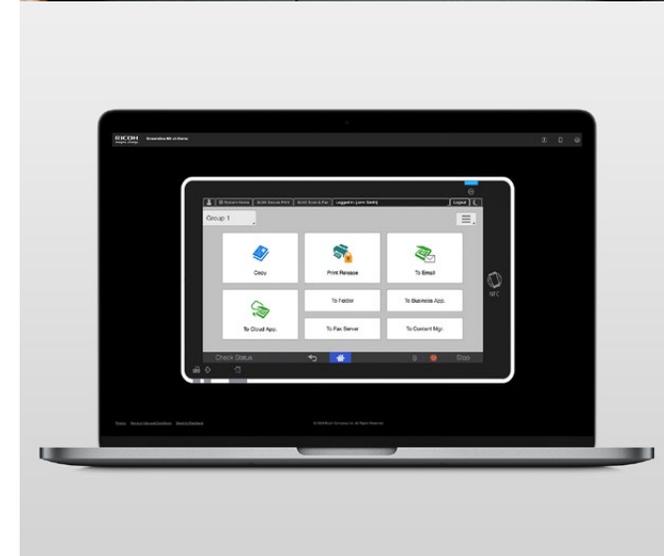
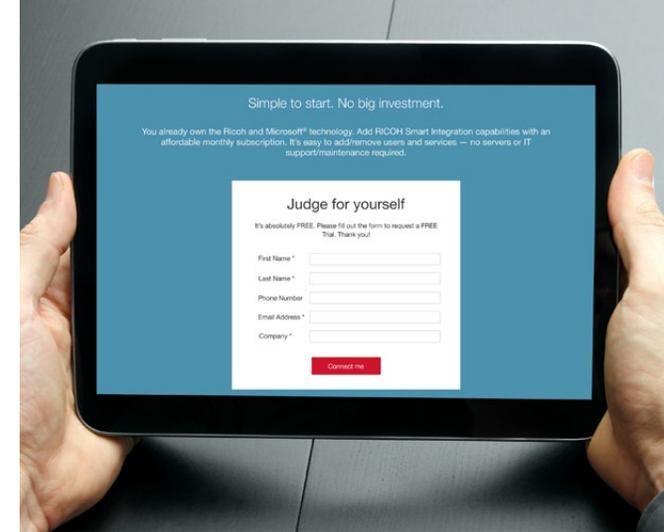
Want to separate yourself from the pack? That's hard to do if your marketing presence looks like the pack. Take advantage of immersive, interactive digital experiences.

SEO/SEM/Analytics

Your web presence may look stellar, but is it performing well and ultimately generating the results you need? Let us take on analyzing important page metrics for you — freeing up your time to focus on what you do best.

Social Media

Would you like to connect with your users and prospects and amplify your message using B2B social media channels like LinkedIn, blogs, or newsletters? We can make social media turn-key with calendar planning, content creation, visual design, video, and slideshare media.





TECHNOLOGY MARKETING (CONTINUED)

Brochures & Collateral

Are you concerned your product and services documentation has become over-engineered and under-read? Often, “less is more” when it comes to documentation. Well-constructed information in a clean, easy-to-process layout supports the brand and orients buyers to the value you provide.

Video

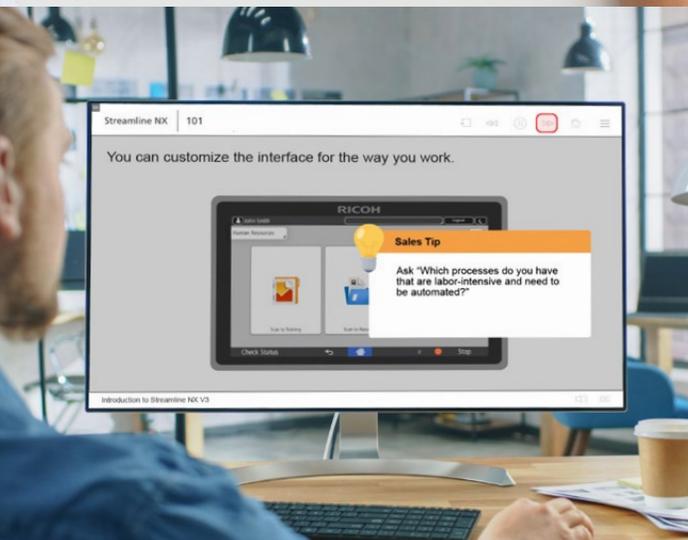
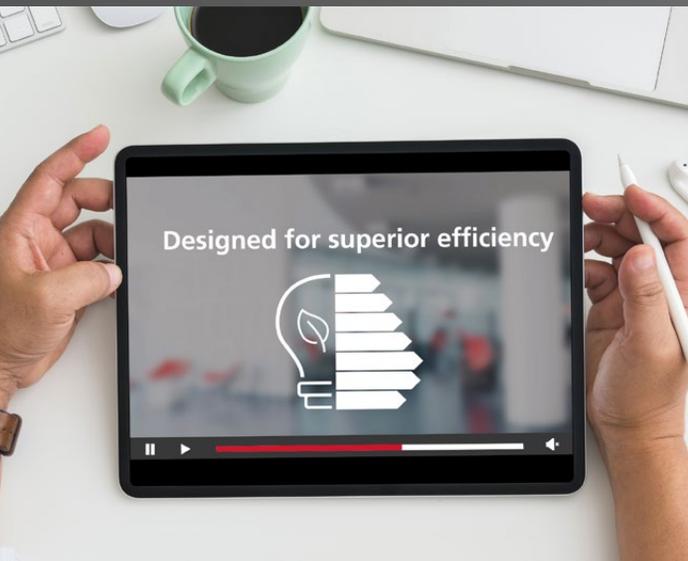
Customers prefer video — as much as 72% prefer video for learning about a product or service. Video is versatile and cost effective, since one video can have many uses. Use video to convey an idea or show a process that’s difficult to see.

Presentation

Need an engaging, visually striking presentation to highlight a new product or service? We’ll work with you to create a series of core slides to identify and connect the product and service benefits your customers are looking for.

Education, Training & eLearning

No matter how great a new project or initiative might be, failing to communicate key information to users will leave your idea dead in the water. Don’t have the time or resources to create effective education and training courseware? We can handle everything from planning to content development to visual design, and you’ll be able to educate users from anywhere.

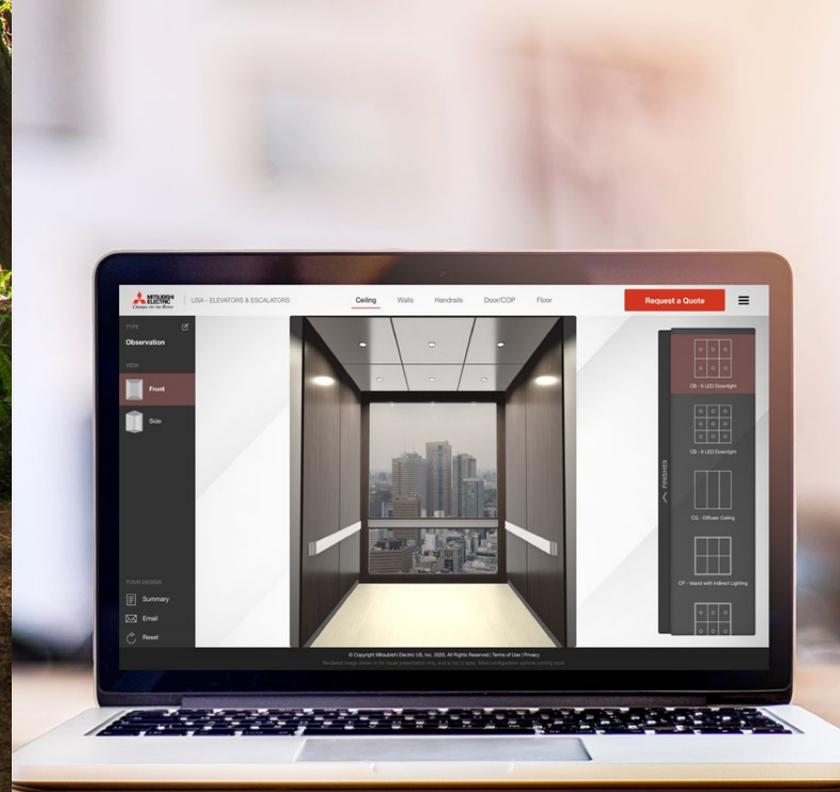
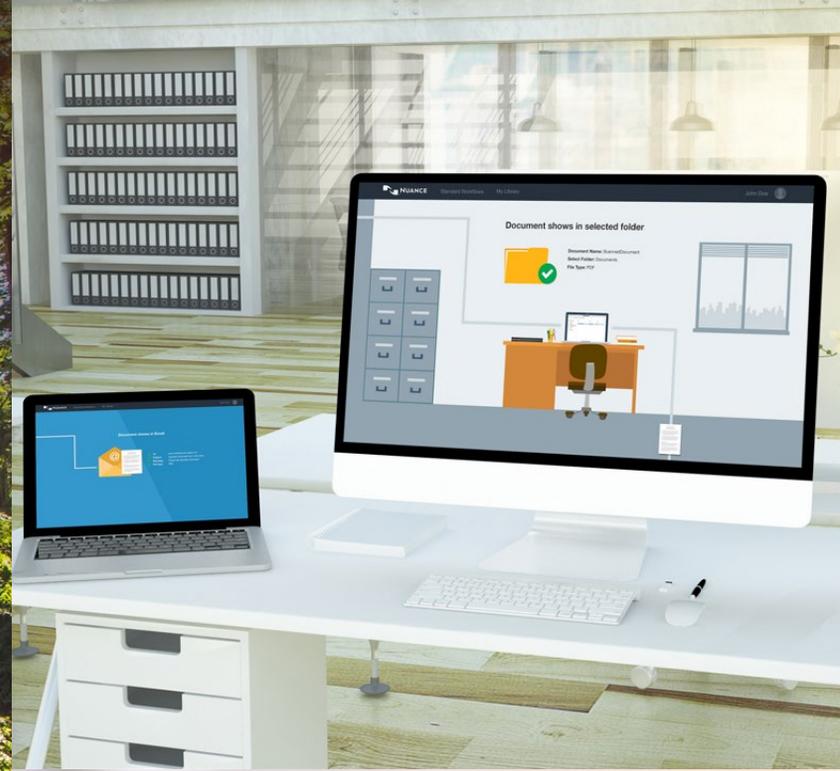


TECHNOLOGY MARKETING

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Visual Design and 3D Modeling

Cut through information overload with the right visual design to depict your content, showcase products and environments in 3D, or establish your brand.



OUR APPROACH

During our 30+ years in business, we have partnered with companies ranging from start-ups to companies with a global presence. We understand it takes consistent performance, high-value solutions, and earned trust to build long-term relationships.

Presentek as your committed partner:

- Can develop a concept and bring it to fruition
- Brings subject matter expertise to projects
- Understands large and small company cultures
- Possesses the experience to meet timelines and hot targets
- Can be trusted to come through, so that you and your company look good

CONTACT US



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