

## ■ AT&T

Application: B-to-B Sales  
 Industry: Telecom Services  
 Design Firm: The Bond Group  
[www.bondgrp.com](http://www.bondgrp.com)

### Challenge:

AT&T wanted to enhance their image by creating more effective sales presentations than their previous PowerPoint-only method allowed. They also wanted to replace standard "one size fits all" shows with more customized programs that can more adequately address the needs of individual prospects. At the same time, they wanted their large sales force to present a consistent message and branding image. Since their reps have varying degrees of technical skills, AT&T needed a solution that was more engaging than PowerPoint, but just as easy to learn and use.

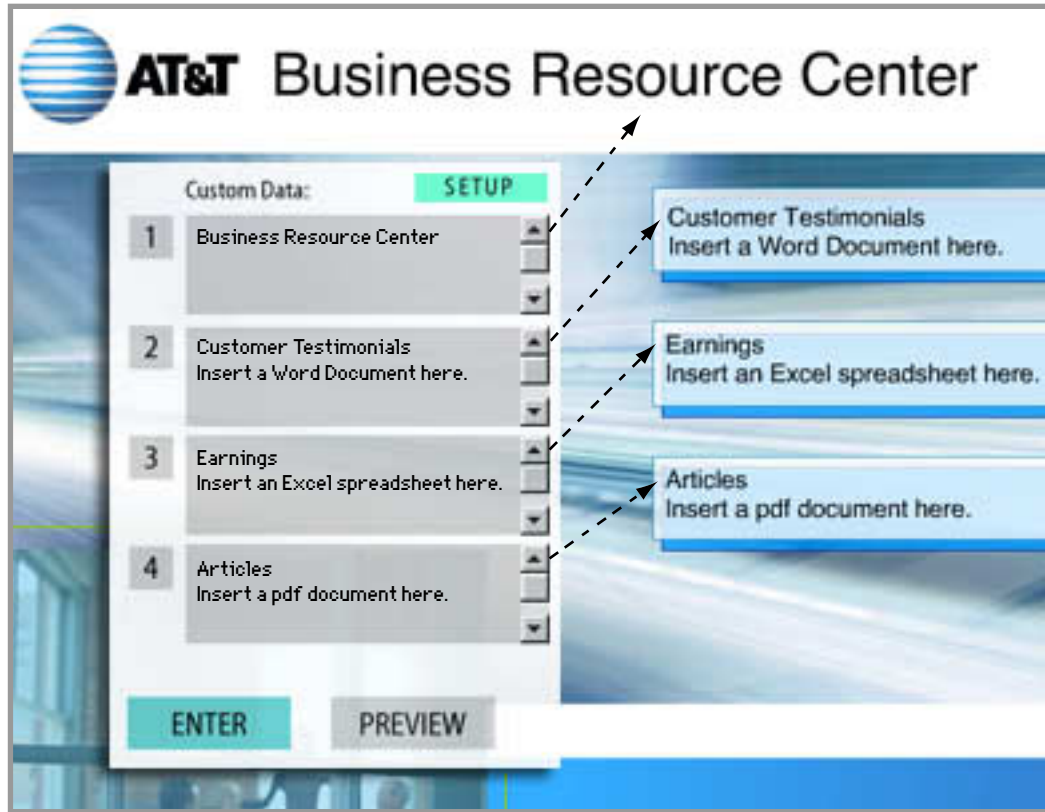
### Solution:

AT&T turned to The Bond Group, a Chicago design firm, who used [Synamic](http://www.synamic.com) to produce an innovative presentation solution that provides:

- An easy way to combine separate PowerPoint, Flash, and Video files into an integrated, flexible show
- The ability to create a wide variety of screens by easily customizing the text of various DMCs (dynamic multimedia clips) [developed](#) by the Bond Group to meet AT&T's unique presentation needs ( see right ▶ )
- A simple way to publish sales presentations to CD-ROM or business card-sized Mini-CDs to use as presentation leave-behinds

### Benefits:

- More engaging, effective, and targeted presentations
- Increased message and brand consistency
- Lower presentation development and update costs



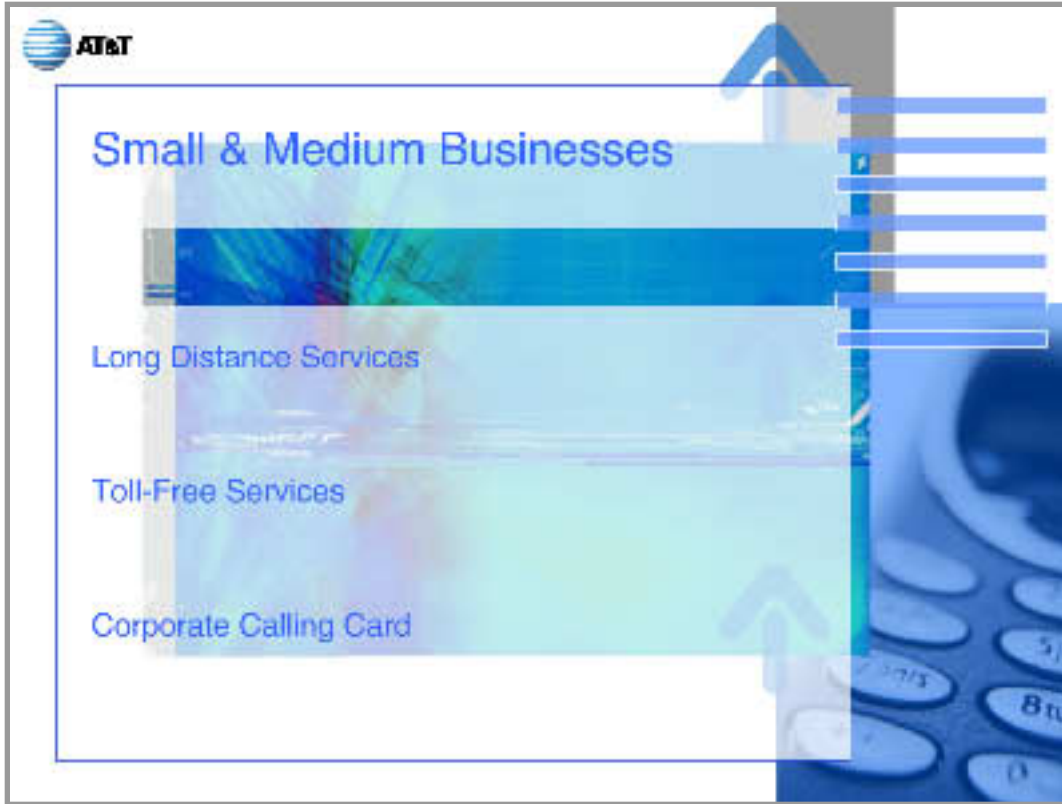
▶ The Bond Group created several customizable DMC files for AT&T sales reps to use with Synamic. As shown above, reps simply enter appropriate text, click enter, and then the high-impact animation is updated. The above DMC launches various Word, Excel, or Acrobat files, and the one to the left, which also could be used as digital signage, provides information about upcoming events.

Synamic combines separate digital files into an integrated and flexible show ...

|               |                  |                    |               |                       |
|---------------|------------------|--------------------|---------------|-----------------------|
| Dmc A<br>.SWF | Proposal<br>.PPT | Flash Demo<br>.SWF | Dmc B<br>.SWF | Testimonial D<br>.MPG |
|---------------|------------------|--------------------|---------------|-----------------------|

which is much more effective and efficient than ...





[The Bond Group](#) provided AT&T sales reps with several branded, custom-developed DMCs to use with Synamic.

- ◀ **“Point / Chapter Change” DMC**  
This DMC can be used to present bullet points on an animated background or used as a “chapter change” or topic transition screen.



- ◀ **“Launcher” DMC**  
The Bond Group designed this DMC to launch various Word, Excel, Acrobat, and PowerPoint files that support the sales presentations.

+ Get Synamic now!  
[Download the demo](#)

+ [www.synamic.com](http://www.synamic.com)

Copyright 2004 E-mark. All Rights Reserved. Patent Pending. E-mark, the E-mark logo, Synamic, and the Synamic logo are trademarks or registered trademarks of E-mark. All other brand names may be trademarks or registered trademarks of others.

