



Specialized Mobile Presenting & Communication

Flipdeck® by Presentek

Since 1987, Presentek has delivered marketing programs, sales tools, and online identities and strategies for established tech enterprises, emerging companies, and startups. Presentek provides application software development, marketing services and is the creator of Flipdeck.

- Headquarters: Los Gatos, CA

Pricing/Packaging

SaaS subscription at three feature/function levels: Standard, Plus, and Managed.

Implementation/Usage

For 20 users, 2-4 weeks, 4-8 weeks for larger teams. Includes best practices, account provisioning, set-up for roles, topics, featured content, etc. Added fee services can include content curating, planning, coordination, scheduling, and design services.

<https://flipdeckteam.com>

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CERTIFIED PROFILE

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Category: Specialized Mobile Presenting & Communication

PRODUCT

Flipdeck, available since 2016 as an iOS app and 2017 as a cloud-based app for teams, utilizes "cards and decks" to organize and share links to content for sellers to use with buyers. Sellers can create their own cards and decks and access a central collection of sales-ready content cards.

FOCUS INDUSTRIES & GEO

Financial Services	Tech	Geos:
Distribution	Healthcare	North America
Manufacturing	Medical Devices	
Hospitality	Non - Profits	

CHALLENGES ADDRESSED

- Find the right content to share and rapid creation of linked-content.
- Who needs coaching and when based on seller usage of content.
- Reduce sales cycles by matching the right content to the opportunity at every stage.
- Shorten new hire ramp time by sharing targeted content.
- Increase buyer engagement responding with content faster.
- Improve interaction outcomes by presenting content "on the fly" with buyers.
- Increase the number of buyer conversations by sending bite-sized content before meetings.
- Improve adherence to sales process or methodology using content designed for the process.
- Improve seller skills with teams collaborating and sharing content.
- Reduce the number of content platforms via a single portal to find and use content.
- Faster lead response by quickly creating and sharing content.
- Reduce the number of platforms in use with one tool to use to share content.
- Increase win rates with faster sharing of content with buyers.

KEY PERFORMANCE INDICATORS

- KPI 1: Reduce time sellers spend creating and finding content.
- KPI 2: Faster launches of new products by ensuring the right, easily consumable content is available and tracking how users share.
- KPI 3: Increase win rates with content that has been proven to work in the past.
- KPI 4: Improved brand consistency and compliance with the use of approved content.



KEY CAPABILITIES

- ✓ Access/Assemble content during live presentations.
- ✓ Create, share and customize templated email.
- ✓ Persona-based messaging and content.
- ✓ Recommended sales actions based on notifications of new, approved content.
- ✓ Facilitate online content selection by sellers.
- ✓ Present, show product catalogs and capture leads.

Seller Content Creation and Editing

- Format controls amount of content to be edited into card.
- Cards can link to any published URL or intranet link that recipient can access. If desired, passwords can be used to access protected links.
- Sellers can also create their own cards using a pre-set template.
- Sellers organize cards into sets, known as decks and can include cards from other decks.
- Cards from multiple decks can be assembled in one email.
- Other formats such as PDFs, videos, HTML5 apps, etc. can be linked to from a card if an available link.

Content Management

- Content along with card links can be created, organized and managed in Flipdeck. Decks can be groupings of content to support sales kits, playbooks, etc. Cards can provide links to multiple content assets to form a collection, kit or playbook.
- Administrator controls sharing to groups/teams.
- Start/End dates for subscriptions to decks.

Live Presentations

For face-to-face and screen sharing on a 3rd party conferencing tool, including on-the-fly assembly of cards.

Notifications/Distribution to Sellers

Notifications of new and deleted content. Administrators can send alerts in Flipdeck to users, as well as in email.

Social Selling Integration

Cards can include links to Facebook, LinkedIn, Twitter, YouTube, Vimeo or any other social platform with available URLs.

Analytics

Centralized reporting on what cards sellers have used and who the top users are. Can be the basis for leaderboards and gamification. Sellers see their own account statistics, and admins see top users, teams, and cards at the account level.

Catalogs

Cards can link to catalog pages and display thumbnails. Links to product catalog pages can also be grouped in a deck for use as a custom catalog.

Collaboration

Users can send messages to individuals or team members from within Flipdeck. Users can share cards with other users directly or by subscription. Admins can turn on the ability for general users to also create subscriptions.

Email

- Email up to 25 recipients.
- Templated Email with cards can be created.

Texting/SMS

Flipdeck for iOS allows cards to be sent via text.

INTEGRATIONS

- Services-based API to integrate with other applications.
- Cards sent from Flipdeck can be consumed by modern email clients including Exchange and Gmail.

PARTNERS/CHANNELS

Customers can provide as a resource for their dealers, distributors or channel partners to access and send sales and support content to customers.

SUPPORT

Customer Support: Phone, Email. Online support resources and documentation available 24/7.

Device/WebSupport

- **Web:** Chrome, Internet Explorer 11, Edge, Firefox, Safari.
- **Mobile/Tablet:** Android, IOS, or any device that can support a modern browser.

Language Support:

- **User Interface:** English.
- **Content:** Any language used by the customer.