

## Introduction

My presentations are process driven and research based. By reaching an understanding of the audience, context of the presentation and its content, I am able to present the information in a way that engages, informs and persuades.

## Challenges

These “BEFORE | AFTER” samples illustrate some of the more dramatic changes, and the most challenging content matter. Often, the slides that were used prior to my services - tried to communicate too much content on a single slide, and were re-created in several slides to enable the content being communicated effectively.

## Understanding

Many of the presentation's content were rather complex and required a thorough understanding of the presenter's content. By digging below the surface, and understanding the content from a fundamental level, it allows for a reassessment of the content and how best to depict it.

## Method

After a reassessment and often, reorganization of the content, my goal is to recreate the presentation in a method and style that communicates the content, brand, appropriate tone of voice and most of all, the point.

## Clients:

I have had the pleasure of working with many talented individuals in producing presentations for: AEP, CRANEL, HARMAN INTERNATIONAL, IBM, MARK LEVINSON, MILLS JAMES PRODUCTIONS, OWENS CORNING, PHARMION, REVEL, ROSS LABS. I am not able to show all of the work I have done for my clients due to non-disclosure agreements.

REVEL



# History of Revel

- Dr. Harman wanted a loudspeaker company as unsurpassed as Madrigal
  - No such loudspeaker company existed - it had to be created
- January announcement
  - Company goals and direction
    - Unsurpassed performance and industrial design
- Unparalleled resources
  - People, expertise, facilities, financing
    - Unheard of in high end audio
    - Around 400 U.S. speaker companies, Revel given unique opportunity to do it *right*





# Vision

"World's  
finest  
loudspeaker"



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## January announcement:

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Speaker Company with unsurpassed resources:  
research, design, engineering and manufacture

REVEL **H**istory   R<sub>e</sub>search   R<sub>e</sub>sources   M<sub>a</sub>nufacture   P<sub>r</sub>oducts   M<sub>u</sub>lti-channel   S<sub>u</sub>mmary



# Revel's Product Philosophy Research

- Resources to do genuine research
- Industry-leading researchers
  - Dr. Floyd Toole
    - Long working relationship at Canadian National Research Council
  - Sean Olive
  - Many others



R

**W**orld leader in Research

**Dr. Floyd Toole**

Director Product Development

Harman International

Focuses primarily on the **acoustics** and **psychoacoustics** of sound reproduction.

Pioneered the now established methods of subjective and objective evaluations.

Ph.D from Imperial College of Science, London

Senior Research Officer, NRC

1988, 1990 AES Publication Award

Member of ASA, Fellow of AES

Past president of the AES



REVEL **H**istory Research Resources Manufacture Products Multi-channel Summary



# The right thing for your family

- “Set the bar high for your children. Then teach and lead, don’t drive.”

»

Jim Wallace



# THE RIGHT THING

for the *family*



*“Set the bar high  
for your children.  
Then teach and  
lead, don’t drive.”*

**- Jim Wallace**



# Stability Via Profitability

- Datalink 1st 3 quarters of CY 2010 had a gross profit of 26.4%. This was up from 26.0% for the same period in 2011

Obtained from SEC filings

- “They have had quarters with average gross profits of 28%.”

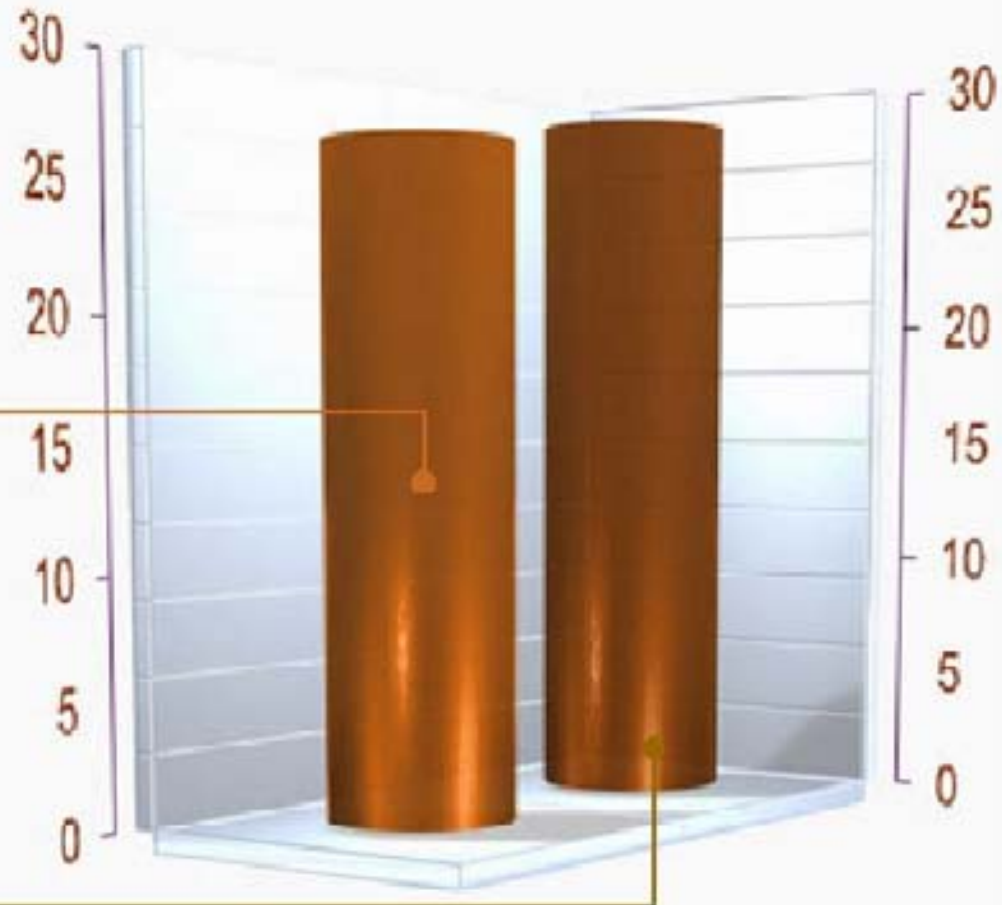


# Via Profitability

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Obtained from SEC filings

**“They have had quarters with average gross profits of 28%.”**







# An Urgent Business Need: Claims Transformation

## Cost

There are costs you try to manage...

There are costs that manage you!



**All Lines Averages**  
**Total: 104**



**Automobile Lines (UK)**  
**Total: 133**

Source: Dun & Bradstreet, UK Insurance Weekly



# Claims Transformation

## COST

There are costs you  
try to manage...  
There are costs that  
manage you



Loss Costs

Allocated LAE

Unallocated LAE

Commissions

Underwriting

## P&C Insurer Announces Major Change in Strategy

In a surprise strategic move,  
it was announced late today

Market pressures have  
caused shifts in how

Source:

Dun & Bradstreet,  
UK Insurance Weekly

IBM

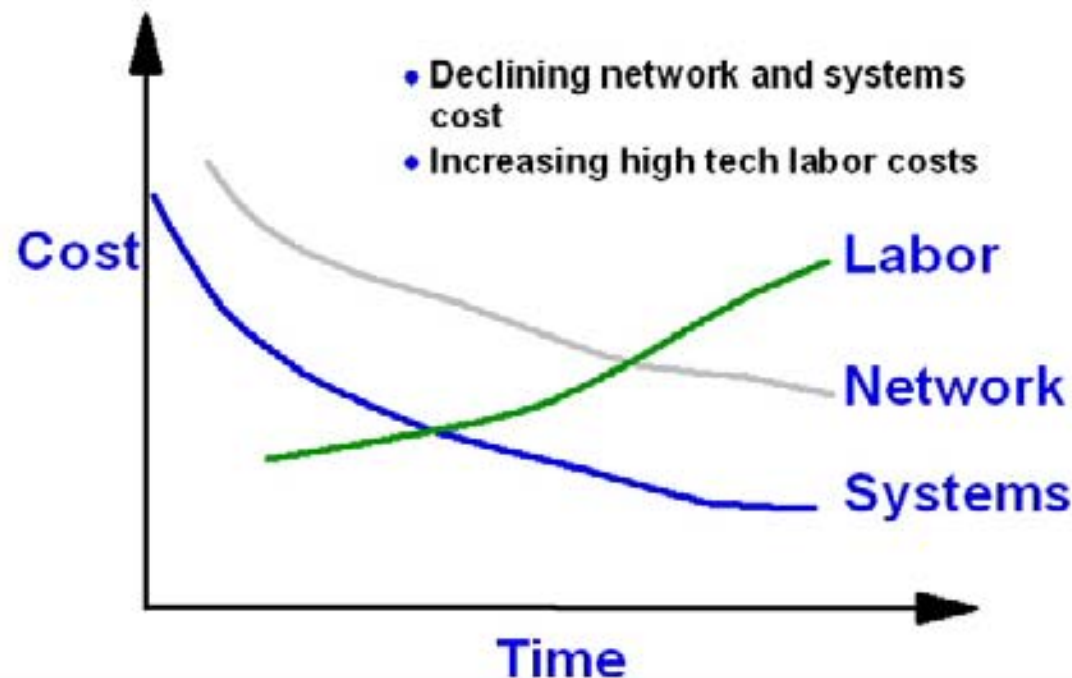
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# An Urgent Business Need: Claims Transformation

## Cost

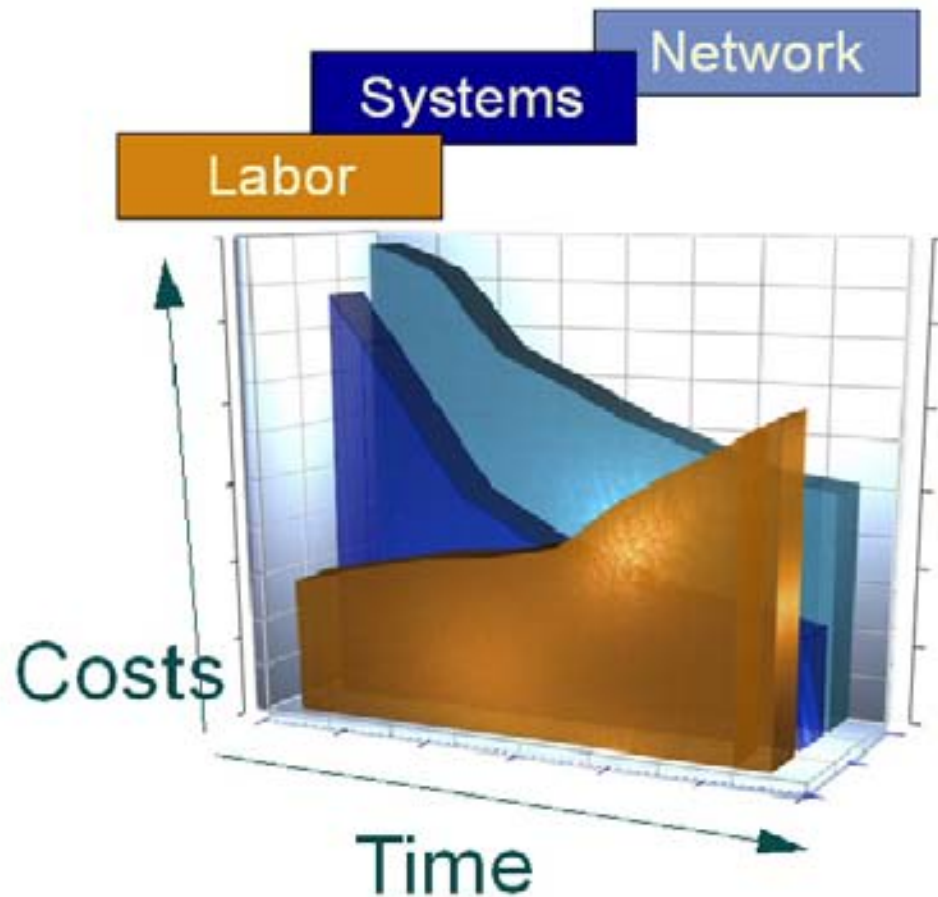
Effective application of technology can be the biggest contributor to reduced costs



# Claims Transformation

## COST

Effective application of technology can be the biggest contributor to reduced costs



IBM

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# An Urgent Business Need: Claims Transformation

## Service

Every moment of truth is different - yet we deliver a universal service to meet many, individual customer needs.

- ▶ *The Coalition Against Insurance Fraud* reports a definite link between public attitudes and fraud in personal insurance.
- ▶ Attitudes towards insurance companies generally suffer when individuals have made a claim, especially in health and auto insurance.

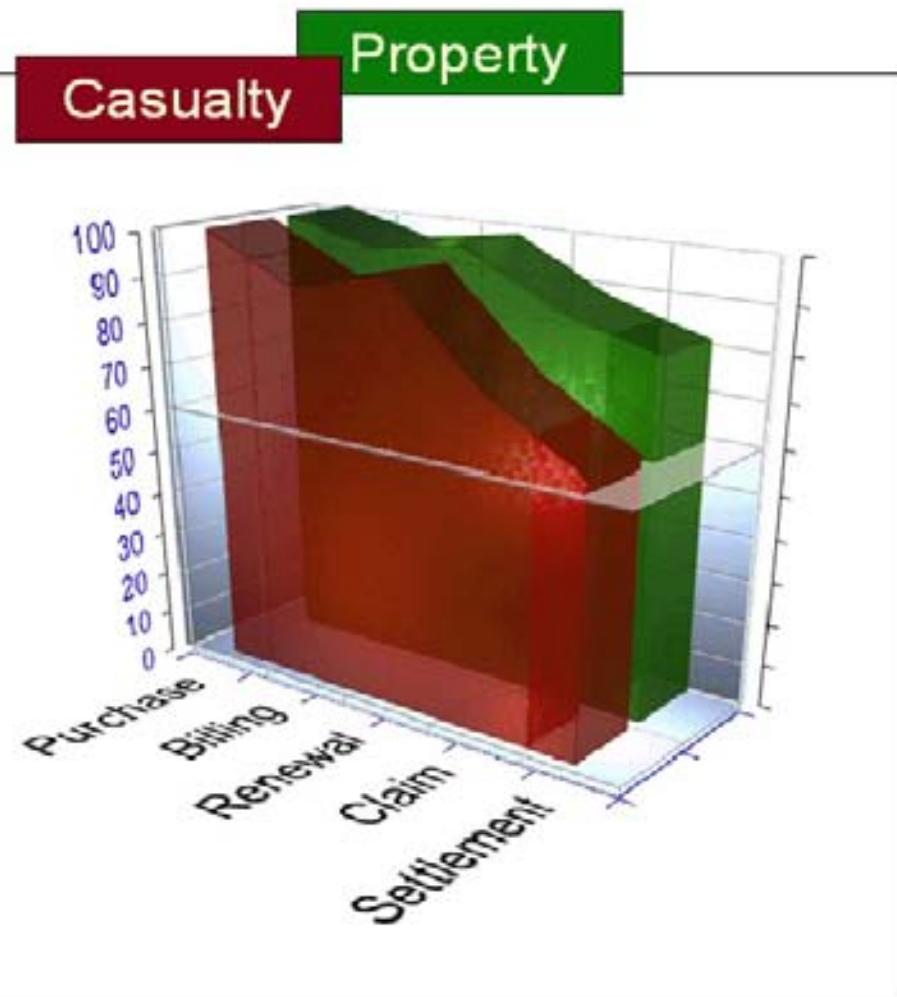




# Claims Transformation

## SERVICE

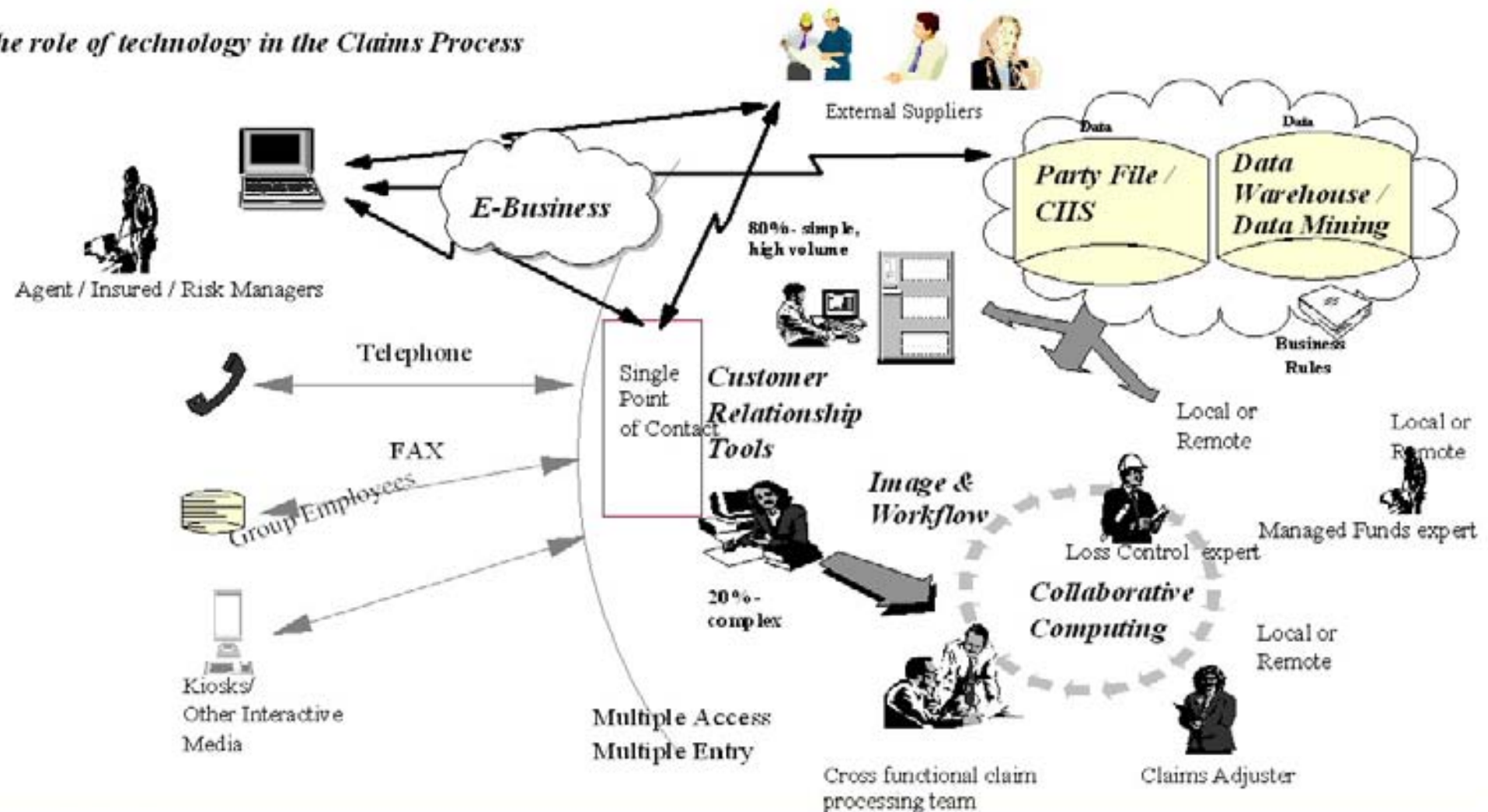
Every moment  
of truth is  
different - and  
yet we deliver  
universal service  
to try and meet  
individual  
customer needs



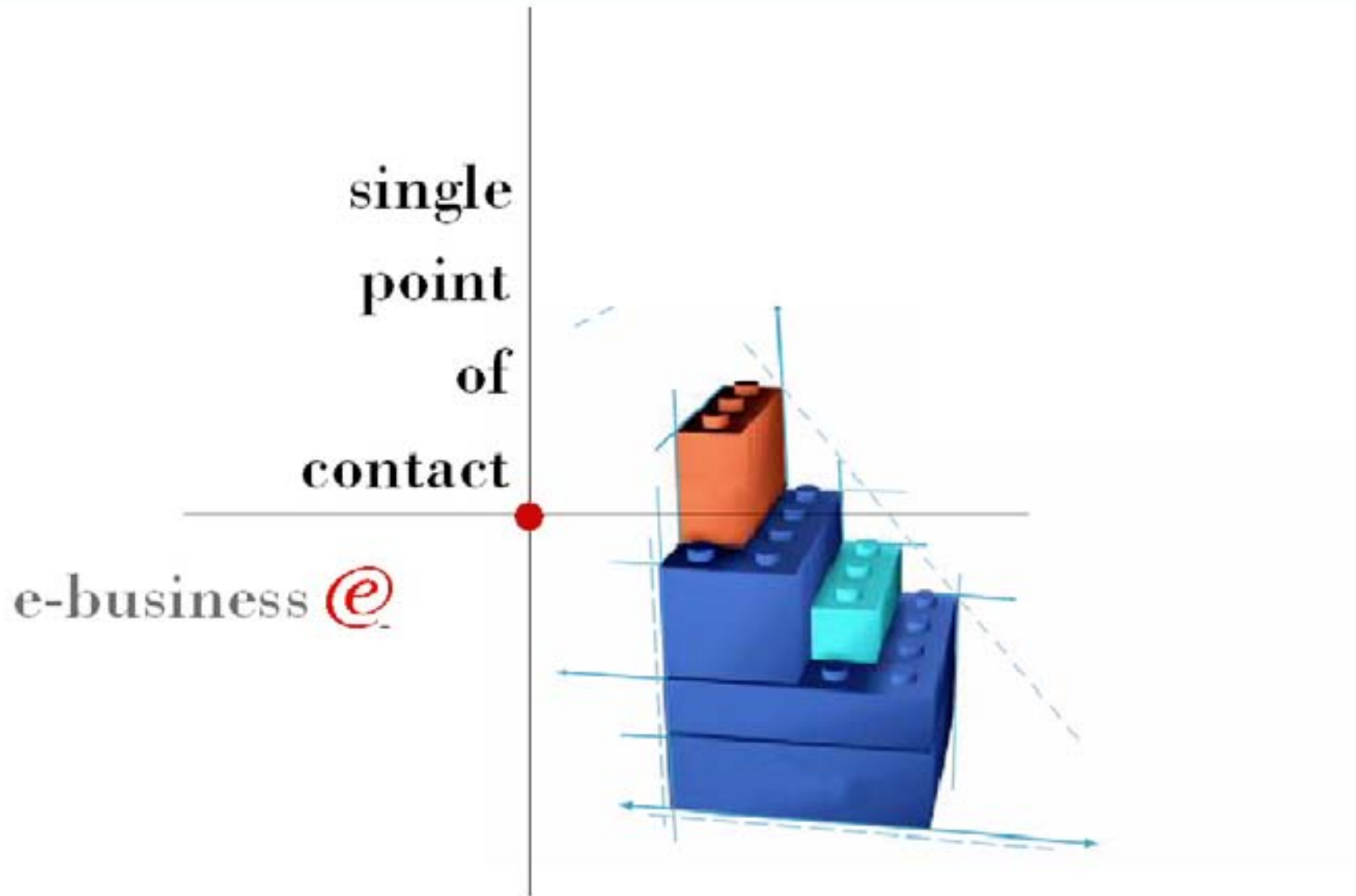
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# Transform the End-to-end Claim Process

## The role of technology in the Claims Process



# IBM Claims Solutions



IBM®

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# IBM Claims Solutions

**Single Point of Contact**

**Data Warehouse  
Data Mining**

**Business  
Functions**

**Customer  
Relationship  
Tools**

**Customer  
Points of  
Entry**

**Image &  
Workflow**

**Multiple Access  
Multiple Entry**

**Collaborative  
Computing**

80% - simple  
high volume

20% - complex  
low volume

**Party File  
CIIS**

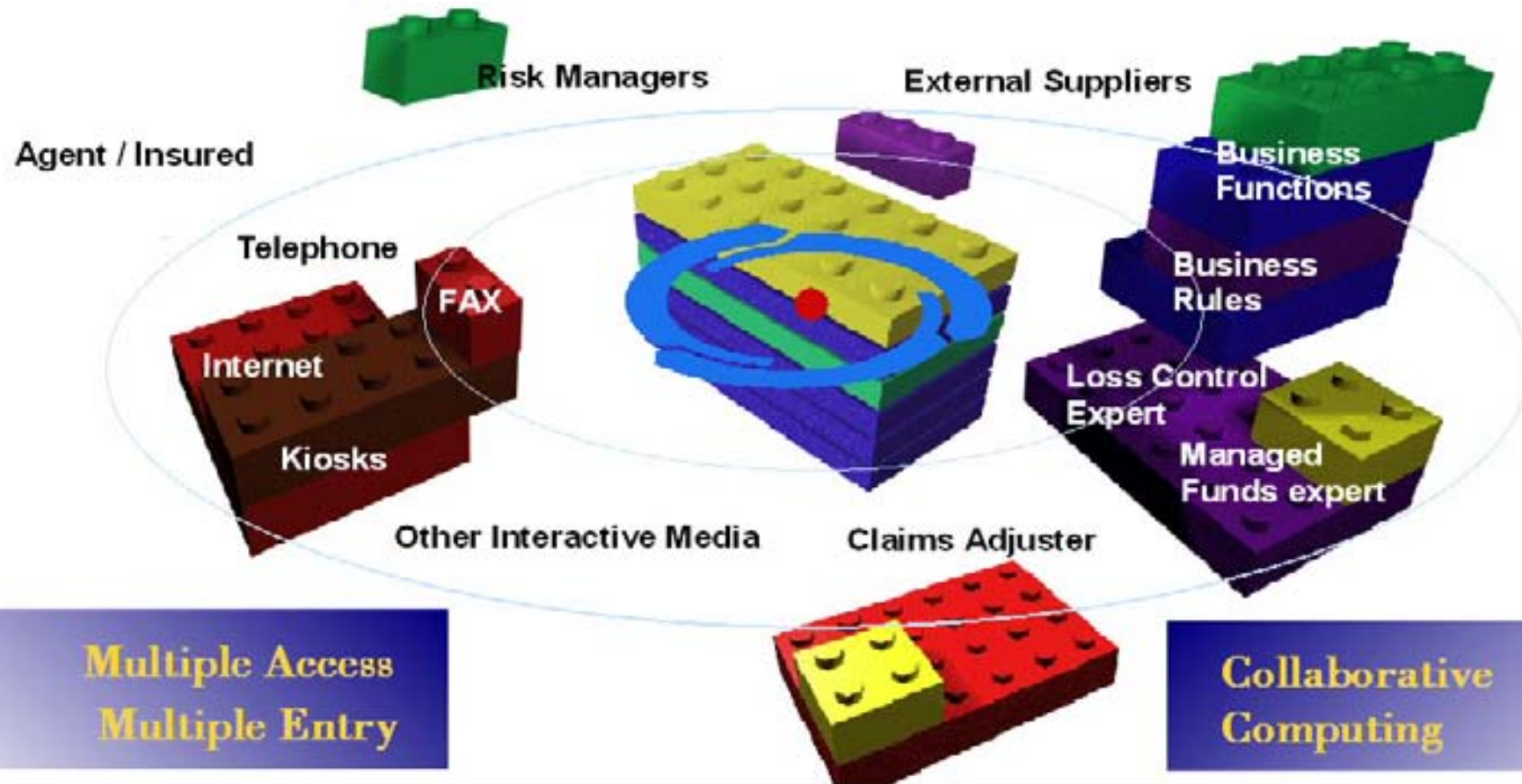


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# IBM Claims Solutions

Single Point of Contact

Data Warehouse  
Data Mining



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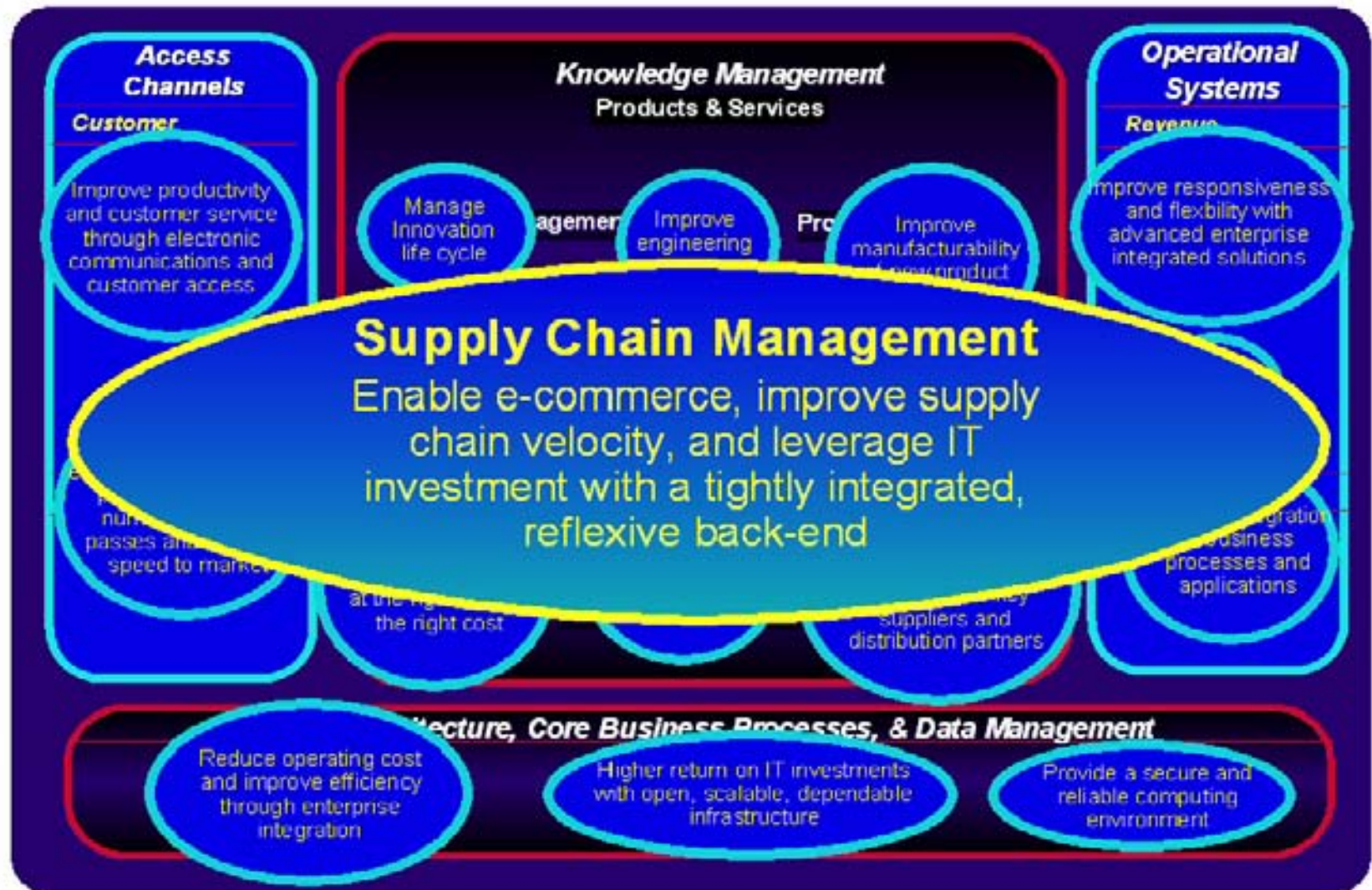




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# Target Business Model & System Architecture

## e-business framework for the Electronics Industry



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# The External Network



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# Generating Customer Loyalty

Every time you contact your customer you should know:

- Their name
- What products, past and present
- Who their family is
- How old they are
- How profitable they are
- Their salary
- Their personal preferences: nicknames, e-mail vs mail,
- Their contact history including:  
inquiries, complaints, claims, etc...



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# Generating Customer Loyalty

Know your  
customer...



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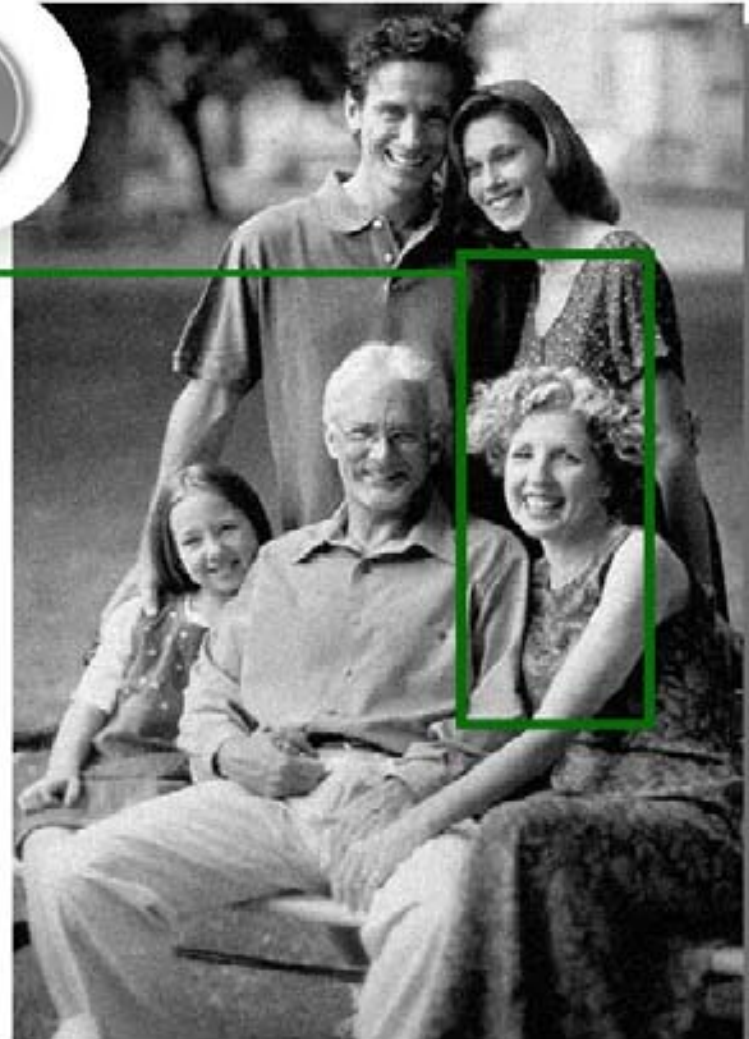


# Generating Customer Loyalty

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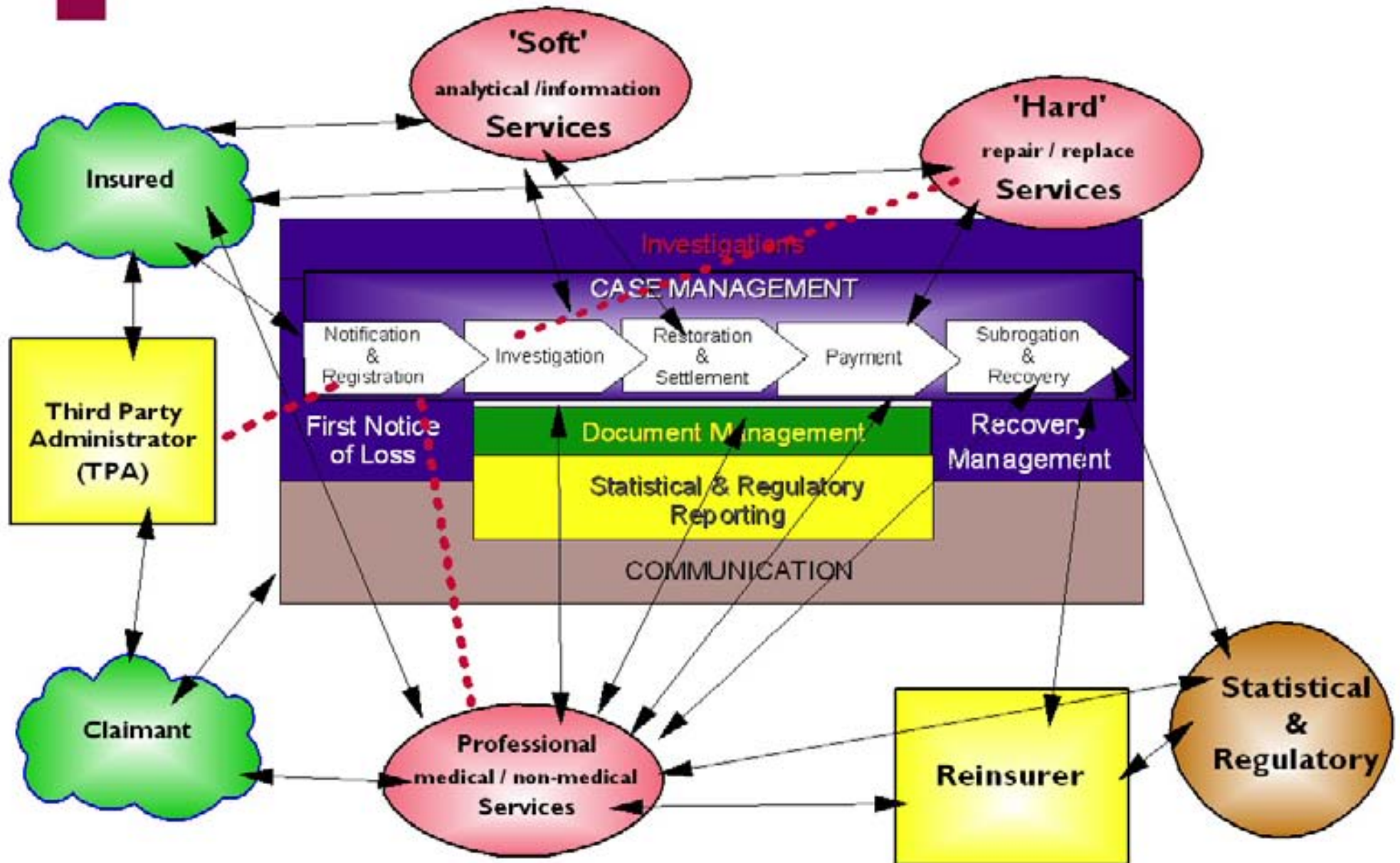
- Their name
- What products: past & present
- Who their family is
- How old they are
- How profitable they are
- Their salary
- Their personal preferences: nicknames, e-mail vs mail
- Their contact history including: inquiries, complaints, claims, etc...



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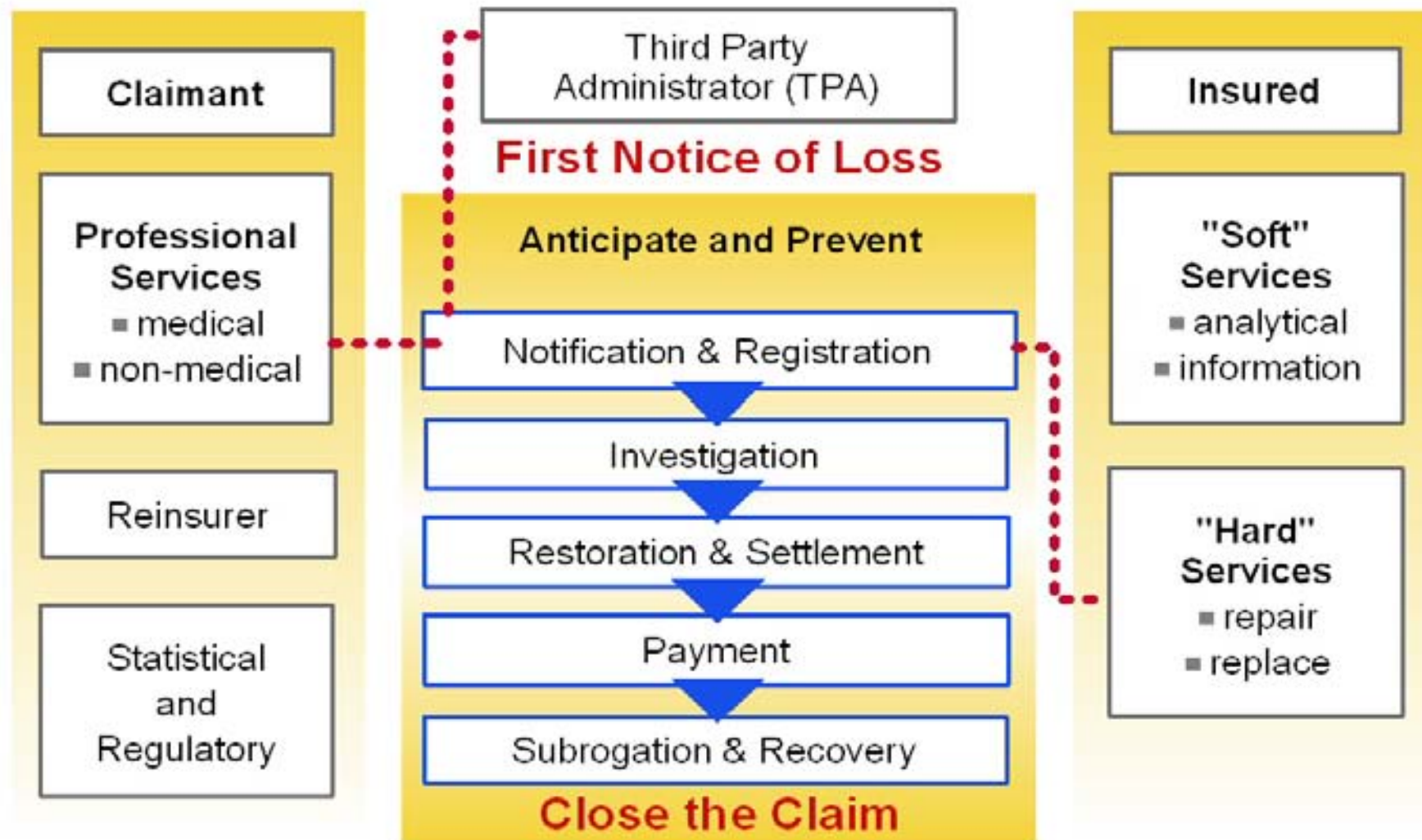


# Optimizing Claims Relationships





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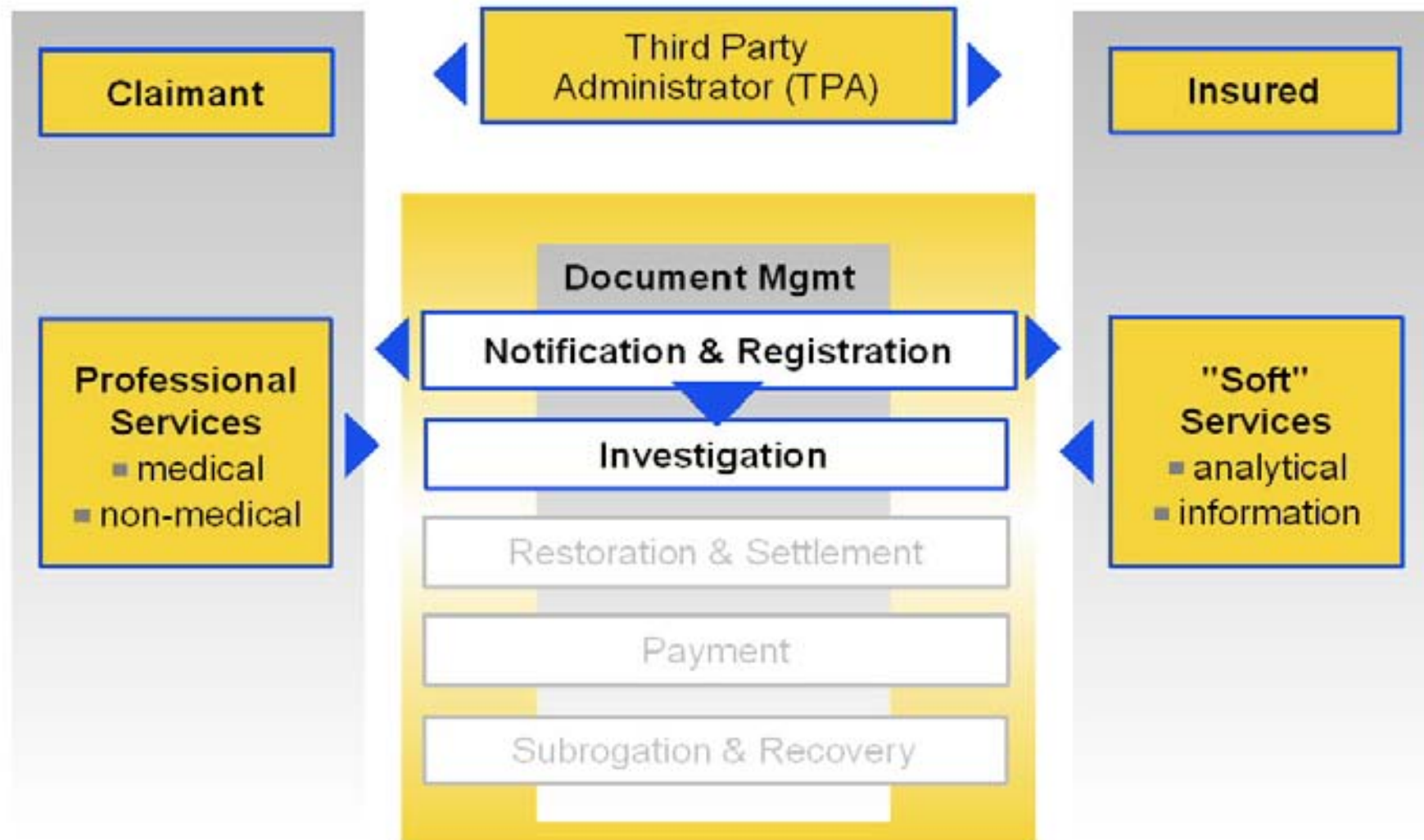




# Optimizing Claims Relationships

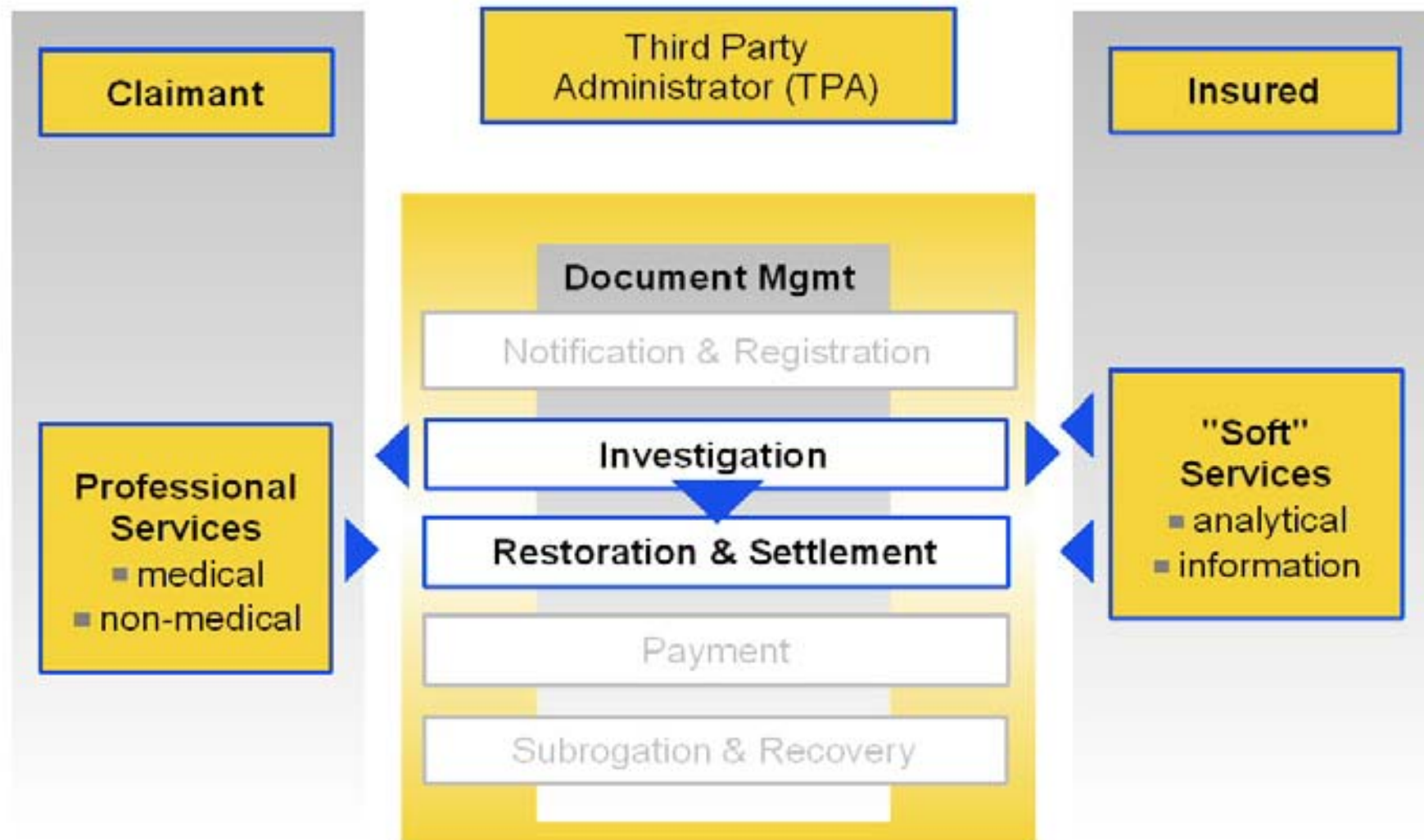


# Optimizing Claims Relationships



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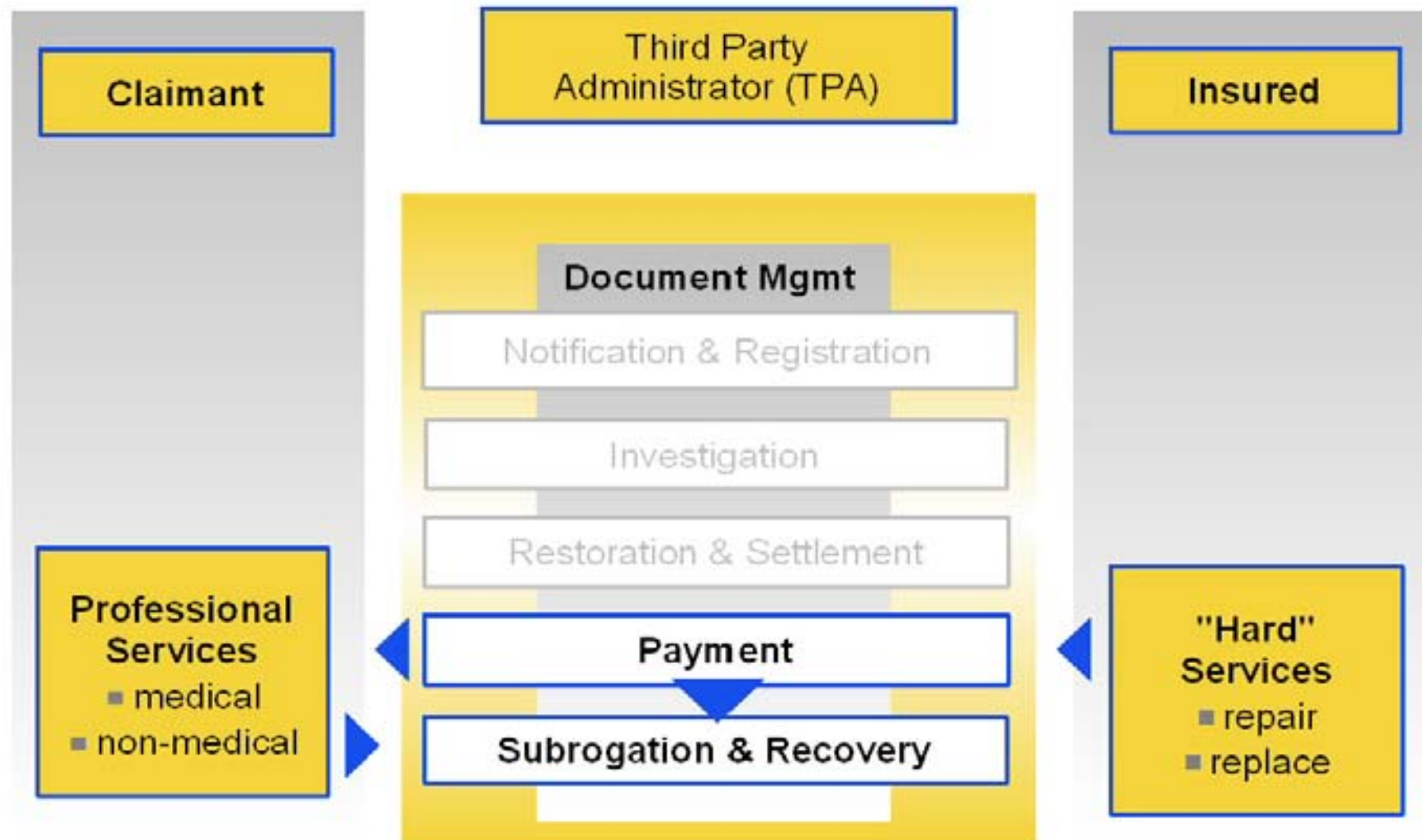
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