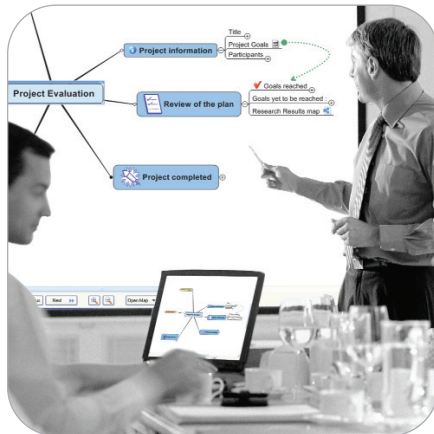




## **Mindjet MindManager:** Bridging the Gap between Enterprise Information, Business Processes, and Team Collaboration



# Table of Contents

<b>Introduction</b>	<b>1</b>
<b>The Role of Software in Enterprise Productivity</b>	<b>2</b>
<b>Mindjet MindManager: Helping You Put Your Company on the Map</b>	<b>3</b>
Mindjet MindManager Enables Employees to Capture Ideas and Information—Quickly and Efficiently	3
Mindjet MindManager Helps Employees Organize Ideas and Information in the Way that Makes the Most Sense to Them	5
Mindjet MindManager Lets Employees Share Ideas and Information with Anyone in the Enterprise	6
<b>Improving Productivity with Mindjet MindManager: An Enterprise Scenario</b>	<b>7</b>
Executive Management Outlines the Vision	7
Product Development Defines Functionality	8
Human Resources Identifies Skills and Fills Positions	8
Marketing Generates Awareness and Creates Rollout Plan	9
IT Builds the Supporting Infrastructure	9
Sales Identifies and Tracks Opportunities	9
Manufacturing Orders Necessary Parts to Meet Demand	10
Customer Support Resolves Issues Quickly	10
Finance Tracks the Revenue	10
<b>Summary</b>	<b>11</b>

## Introduction

In today's market, with increasing demands on workers to work harder and smarter with less, productivity is more important to the sustainability of business than ever before. But what is productivity within the context of today's information-driven enterprise?

Productivity is the combination of data and human creativity needed to create actionable, meaningful knowledge. It is the effective communication of that knowledge for use by others—on a timely basis. And it is turning that knowledge into clearly defined concepts and organizational goals that can be acted upon by everyone—across business processes—to make better business decisions.

In the enterprise, effective tools to share data and enhance human creativity within and among teams are critical to increase productivity and stay ahead of the competition.

“In the future, tapping the minds and information resources of individual knowledge workers and bringing them together in teams will bring great value to leading-edge enterprises.”

– Gartner Research<sup>1</sup>

<sup>1</sup> Gartner, “Hype Cycle for Knowledge Management”, 2003, p.12

# The Role of Software in Enterprise Productivity

Today, workers in enterprises of all sizes are hamstrung by the vast number of so-called “productivity tools” that are anything but. And enterprise applications with different interfaces significantly compound the problem. Employees waste vast amounts of time and money using the myriad of applications—email, word processing, spreadsheet, project management, finance, inventory, human resources, and much more—that are supposed to save time. Cutting and pasting content from one application to another. Switching between applications and tools to find, change, and save information. In fact, according to a recent study by industry analyst firm IDC, an enterprise with 1,000 knowledge workers wastes \$48,000 per week—or \$2.5 million per year—due to an inability to locate and retrieve information.<sup>2</sup> Looking for and retrieving information, experts estimate, can waste between 15% to 35% of a knowledge worker's workday.<sup>3</sup>

Compound these inefficiencies with the fact that none of these applications really capture information the way people truly think—non-linearly. Rather, workers must mold their thoughts to the way each application functions, in a linear manner. The result? Lost time and creativity, disconnected ideas, and information that is not actionable or meaningful.

This gap between how applications force workers to interact with information and how workers would most effectively interact with this information is a critical business problem facing enterprises today. One that impacts productivity and long-term competitiveness.

What enterprises need to stay competitive in today's cutthroat market is a way to bridge this gap using a single application that enables employees—in all roles across the enterprise—to:

- Capture ideas and information—quickly and efficiently;
- Organize ideas and information the way they want—how they want; and
- Share these ideas and information in order to collaborate with key stakeholders within or beyond corporate walls.

With such a tool, enterprises can increase productivity, improve decision-making, and streamline business processes, resulting in a stronger, more defensible competitive advantage.

“A manager's greatest asset is his or her ability to analyze and communicate processes, concepts, and ideas—and to understand other people's ideas more quickly. That is exactly what MindManager helps me to do.”

– Howard Kamerer, COO, Allied Telesyn

<sup>2</sup> International Data Corporation (IDC), “Worldwide Knowledge Management Software Forecast, 2002-2006,” December 2001

<sup>3</sup> International Data Corporation (IDC), “The high cost of not finding information,” Article published in KMWorld - Vol. 13, Issue 3, March 2004

# Mindjet MindManager: Helping You Put Your Company on the Map

Bridging the gap between today's productivity tools and the effective use of information, Mindjet MindManager enables enterprises to capture, organize, and share critical information on an intuitive, powerful, and visual 'map.' Instead of struggling to aggregate data from the variety of disparate applications in use across the enterprise, stakeholders use Mindjet MindManager's single, powerful, yet easy-to-use interface to make information 'work.'

With Mindjet MindManager, enterprises can increase productivity and save time by providing interactive visual representations of complex information. They are also able to make more timely and informed decisions by creating common, concise views of information—no matter where that information resides. And they can streamline business processes by transforming enterprise information into actionable knowledge across organizational boundaries.

**Mindjet MindManager enables enterprises to capture, organize, and share critical information on an intuitive visual map.**

## Capture

- Create an information 'dashboard' for projects and all stakeholders.
- Effectively document the content of meetings and resulting actions.
- Facilitate innovative thinking among team members.

## Organize

- Arrange information in a way that makes sense to each individual user.
- Enable employees to visualize the thought process as well as the ultimate objective.
- Identify connections between different ideas and information using visual cues.

## Share

- Present and share information in a single, visual, easy-to-read format.
- Connect all departments across the enterprise to the overall strategic goal.
- Break down linguistic, cultural, and physical boundaries.

Here's how Mindjet MindManager works in an enterprise setting:

## Mindjet MindManager Enables Employees to Capture Ideas and Information—Quickly and Efficiently

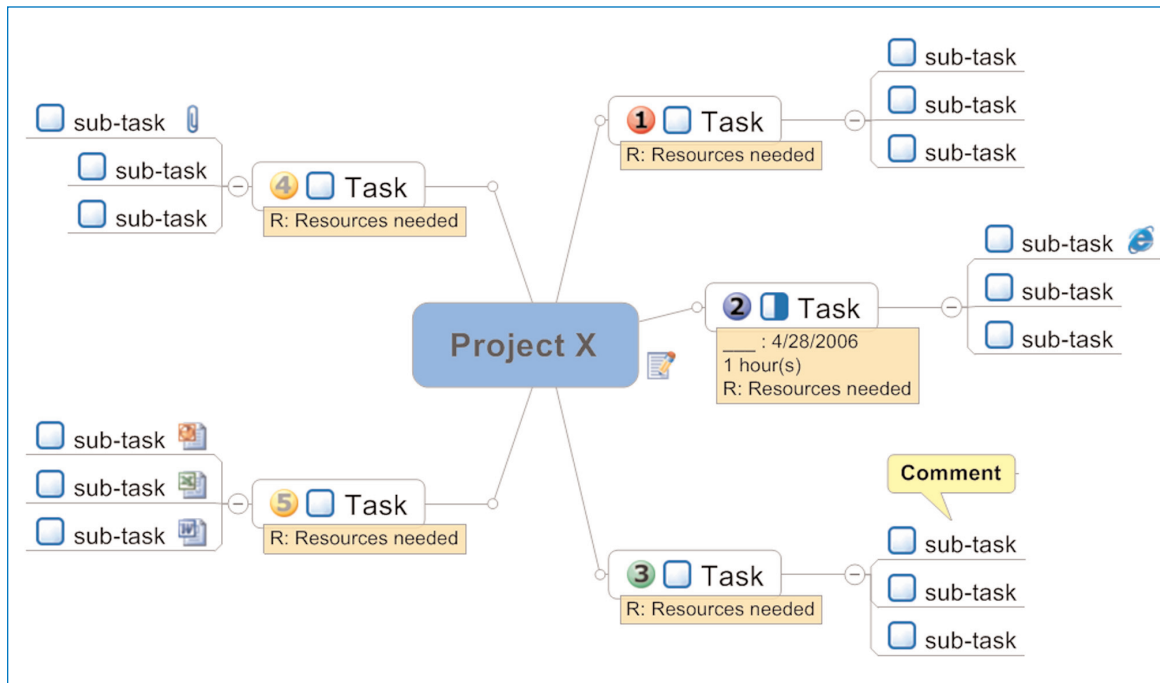
With Mindjet MindManager, employees can quickly capture all the information related to a project in a single, visual map, building from a central topic with branches to related subjects, issues, tasks, and deliverables. In this way, companies can capture and facilitate innovative thinking and improve efficiency while reducing the time and cost of collecting and managing information. Instead of maintaining separate, isolated documents, lists, or even emails corresponding to each type of information, employees can put everything related to a project on a single, consolidated map, including:

- Text-based data
- Action items
- Ideas and thoughts (e.g., a team member's insights or the explanation of a decision to alter the plan midstream)
- Live hyperlinks to relevant content on web pages, including search results, and data stored in other enterprise applications, such as Microsoft Sharepoint and Salesforce.com.
- Document attachments from enterprise and office productivity applications (e.g., Microsoft Word, Project, Excel, Outlook, PowerPoint and Visio)
- RSS feeds

During a meeting or strategy session, employees can collect all pertinent information in real time, on a MindManager map, rapidly capturing ideas without having to think in terms of what comes first or what is most important. Because users can collect information during the meeting, rather than going back to their desks and entering information into multiple, incompatible, and linear project management tools, employees save valuable time, eliminate duplicate effort and improve the accuracy of data.

**Allied Telesyn** has improved the efficiency of strategic planning sessions by 25% since using Mindjet MindManager, reducing a typical four-hour session into just three hours; an eight-hour session into six. The company directly attributes its increase in profitability—more than the previous three years combined—to its use of Mindjet MindManager.

After the meeting, employees can continue to add information to the visual map organically, making Mindjet MindManager an information 'dashboard'—or aggregation point—that turns knowledge into actionable information for every employee involved in the project.



**Figure 1:** Mindjet MindManager enables employees to capture all the information required for a project or process on a single visual map, facilitating innovative thinking and eliminating redundancy.

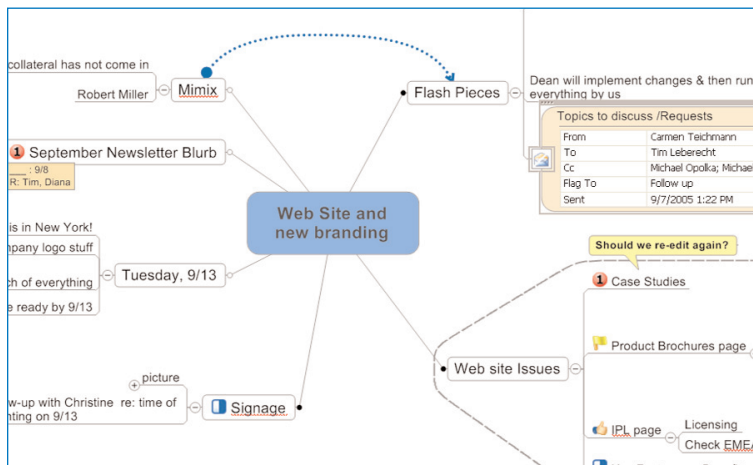
“Mindjet MindManager has helped us realize a ten-fold increase in productivity, better understand internal business processes, and streamline these processes.”

– Mike Krebs, Global Tool Expert, Air Products and Chemicals, Inc.

## Mindjet MindManager Helps Employees Organize Ideas and Information in the Way that Makes the Most Sense to Them

Once captured, employees can organize the map in the way that makes the most sense to them, rather than force-fitting content into a static, linear productivity tool. With Mindjet MindManager, employees can see the big picture, drill down into detail, track progress, and focus on results. By representing information on a radial map as a visual hierarchy of interdependent tasks, resources, and data, Mindjet MindManager allows employees to make connections between topics and visualize how details relate to the central objective or strategy. When users can clearly see and understand the thought process, they are more likely to participate and this improves the quality of ideas and information. Increased collaboration also ensures that enterprise-wide teams make more timely, informed decisions and arrive at optimal results—faster. For example, DFS Group, a division of Louis Vuitton, has seen a typical 16-month project shrink into just four months since using Mindjet MindManager—a time savings of 75%.<sup>4</sup>

Using Mindjet MindManager, users identify connections between different ideas and information with visual cues, such as spatial relationships, color and style-codes, icons, and images. In this way, everyone across the enterprise can:



- See at a glance which tasks are completed and which are still in progress
- Manage priorities and track progress against clear objectives
- Easily identify task owners
- Understand relationships and dependencies between tasks and topics
- Filter maps and topics to see only relevant information

**Figure 2:** Mindjet MindManager lets employees organize maps in the way that makes the most sense to them.

“Before we started using Mindjet MindManager, it would have taken me one week to put notes into some kind of organized form, another week to decipher the opportunity in an intelligible format, then one more week for us to digest everything and come to a decision. Mindjet MindManager allowed us to accomplish in four days what used to take three weeks.”

– Ed Sullivan, President, IBC

<sup>4</sup> DFS Group used Mindjet MindManager to redesign the IT infrastructure that services the companies 125 duty free stores located all around the world.

## Mindjet MindManager Lets Employees Share Ideas and Information with Anyone in the Enterprise

Sharing maps with key stakeholders throughout—and beyond—the enterprise lets every individual participate in the process and puts everyone 'on the same map', streamlining cross-functional business processes. With its intuitive visual interface, Mindjet MindManager actually makes organizational boundaries porous, allowing employees, suppliers, and stakeholders to share important information, improving collaboration and enterprise productivity.

Rather than emailing spreadsheets and task lists to everyone involved in a project, which can number in the hundreds of employees for a large enterprise, Mindjet MindManager lets employees simply share a single, comprehensive map. Mindjet MindManager users can view, update or revise the map. Other employees or business partners can use the Mindjet MindManager Viewer, a free browser-enabled client, to easily view, navigate, print, send, and search MindManager maps in read-only mode—even if they do not have a copy of Mindjet MindManager.

In this way, Mindjet MindManager combines the three key functions of so-called productivity software into a single interface. Because users can create, organize, and share in the same software application, Mindjet MindManager not only lets employees work as they think, but also share that information in the way it was created in the map—no additional steps, no cutting and pasting into other “presentation” or “publishing” applications. By eliminating the need to translate or recreate information into another format or application before it is shared, enterprises experience significant cost savings—and productivity gains.

For multinational teams, Mindjet MindManager helps break down not only physical, but also linguistic and cultural, boundaries. Because all critical information is represented visually, every user can participate in the business process, share information, and make timely and informed decisions based on visual cues, icons, and tasks—regardless of native language. This helps reduce miscommunications due to language or cultural differences.

**Consolidated Edison (ConEdison)** uses MindManager maps to help its cross-functional teams reach consensus more quickly. In the process, ConEdison employees have adopted a more proactive stance toward workplace efficiency improvement, and in fact, have saved more than \$600,000 annually using Mindjet MindManager to implement an enterprise-wide process improvement program.

Mindjet MindManager can also help executives broadcast strategic plans and objectives to every employee in the enterprise—helping to secure buy-in, assign action items, and keep the entire workforce focused on achieving corporate goals in a visual, intuitive way. As a result, users never lose track of what they are trying to accomplish, and how it fits in to the overall corporate direction.

Now, let's see Mindjet MindManager in use across a typical enterprise.

“Within IT we have four main areas: collaborative technologies, R&D data systems, operations and infrastructure, and enterprise projects/enterprise support. Each of these areas overlaps with the others. By building a map of all the projects we're doing in each area, we get a clear picture of how we can share resources and expertise across the projects.”

– Linda Manuel, Director of Information Technology, Genencor

# Improving Productivity with Mindjet MindManager: An Enterprise Scenario

To further illustrate the benefits of Mindjet MindManager, let's focus, for example, on a software company embarking on a new product launch. Under pressure to launch this product, the company must engage every functional division—from product development/R&D and manufacturing to sales and marketing to finance and IT—to beat its primary competitor to market.

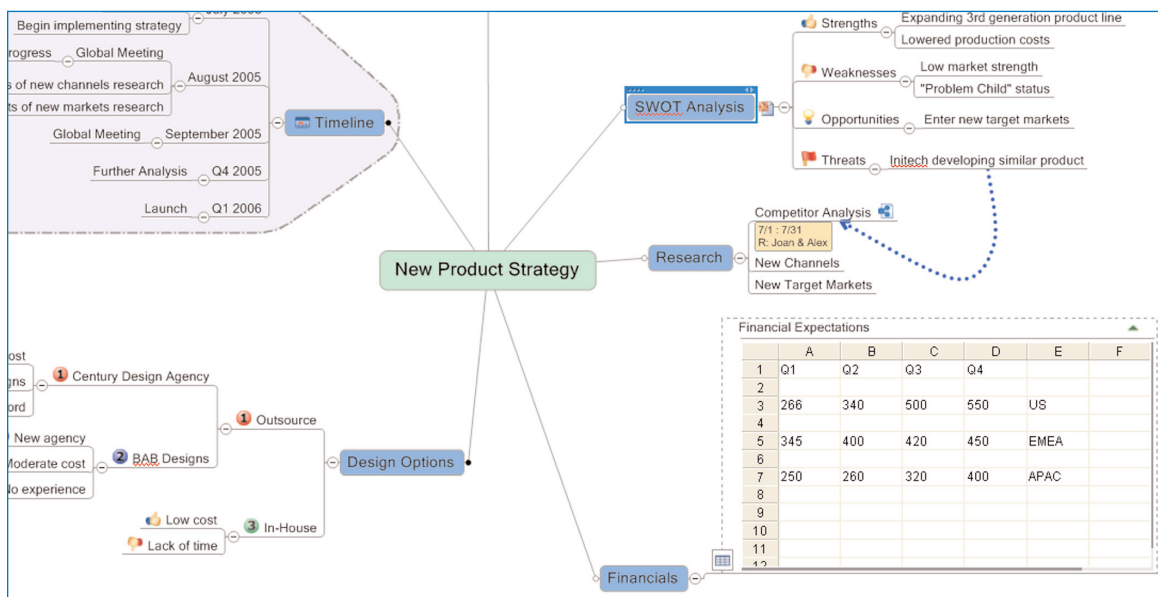
Using Mindjet MindManager to manage this cross-functional business process, the company can work collaboratively across business divisions—improving the productivity of everyone involved in the launch—to make better, faster decisions. Ultimately, the enterprise will get the new product to market more quickly and gain a competitive advantage.

Let's walk through the product launch process—from initial product conception to delivery to store shelves—highlighting how Mindjet MindManager brings value to each step.

## Executive Management Outlines the Vision

Through outside sources, the company recently learned that a primary competitor is planning to introduce a new, cutting-edge software product that could unseat the company as the market and technology leader. At the next executive team meeting, the management of the company identified a strategic window of opportunity to defend its competitive advantage by launching a similar product. In order to launch the product within the short timeframe, all departments must be mobilized and work in unison to achieve the company's goals.

Using a MindManager map—and avoiding the time required to translate the information into PowerPoint or other presentation format—executive management communicates the strategic direction along with the business case for the new product to employees throughout the company. Included in the initial map are new product vision statements designed for each department and a critical path timeline to ensure each employee understands the goals, work required, and expectations ahead.

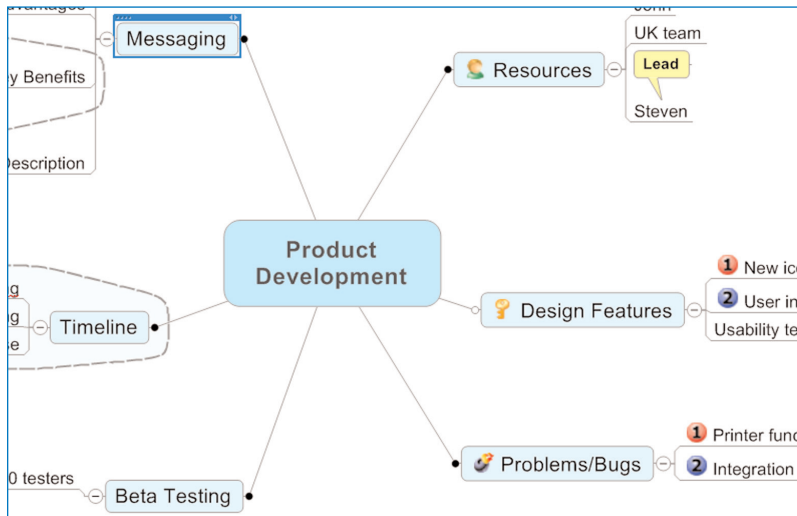


**Figure 3:** Executive Management uses Mindjet MindManager to map out the corporate strategy—and keep everyone in the enterprise in synch with the objective.

## Product Development Defines Functionality

From its first meeting to define product functionality, the product development team uses Mindjet MindManager to capture both its own ideas as well as outside input, such as customer feature requests from surveys conducted by the marketing team. Once compiled in the map, the project team sends the map to the sales department to validate the feature requests, ensuring that the product will meet current customer requirements.

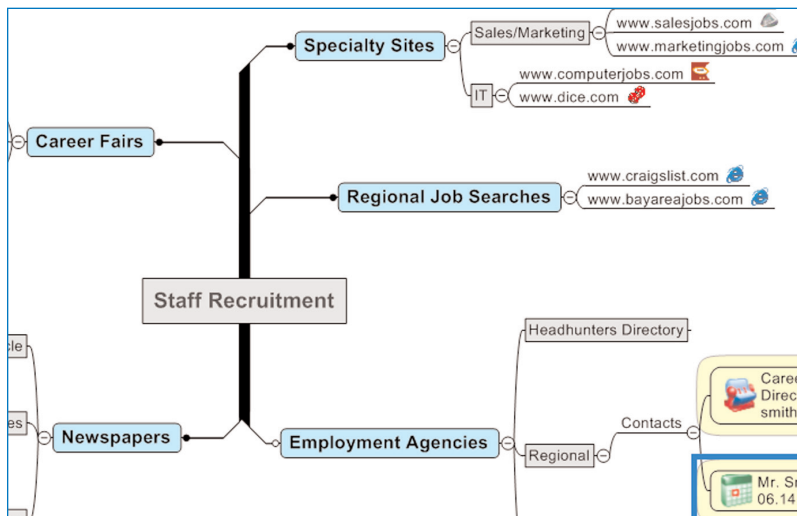
After a brief review, the sales team sends the map back to R&D with additional suggestions gleaned from recent customer visits. The product development team finalizes the feature set in the MindManager map and assigns and prioritizes the development of specific features to individual engineers using color-coded action items and icons. Milestones are noted on the map as well, so that everyone is aware of when project reviews will occur and what must be complete before development moves to the next phase. Finally, the team uses the MindManager map to track and communicate design changes to keep everyone abreast of the latest developments.



**Figure 4:** Product development uses Mindjet MindManager to define product functionality and gain buy-in from other departments.

## Human Resources Identifies Skills and Fills Positions

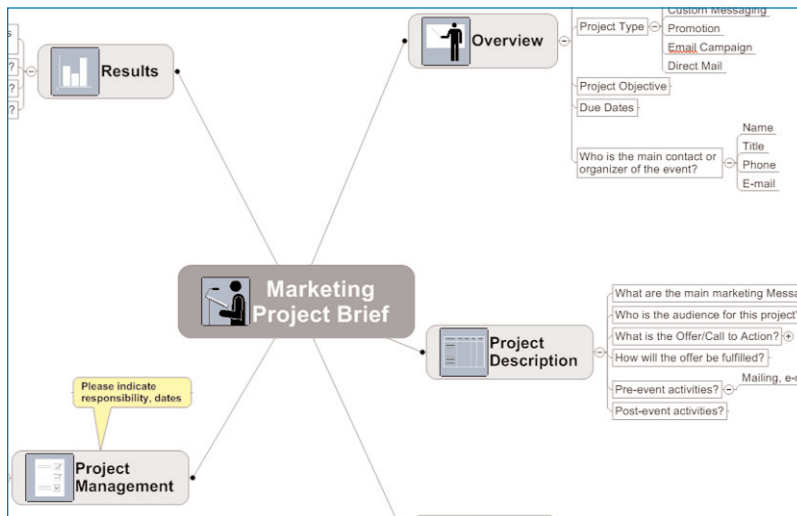
The HR department views the MindManager map to determine whether the company has the right headcount, skills, and competencies—enterprise-wide—to achieve its business goals with the new product. All departments involved in the launch can use the map to note gaps in staffing or skills, and HR can use that information to create hiring plans, develop job requirements, and plan for both new-hire training and professional development. HR can also share the MindManager map with outside staffing agencies to ensure that the right employees with the right skills are hired.



**Figure 5:** With Mindjet MindManager, HR can create a staffing plan to achieve the company's business goals.

## Marketing Generates Awareness and Creates Rollout Plan

Building on the same MindManager map, the marketing department brainstorms and develops a comprehensive marketing plan for the new product. Included in the plan, which is linked to the MindManager map, are the positioning statement, key product messages, rollout plan, and sales collateral plan—all of which support the overall objects of the new product launch. After conducting focus groups, the marketing department adds that feedback to the map, so that the product development team can see what product feature modifications may need to be considered.

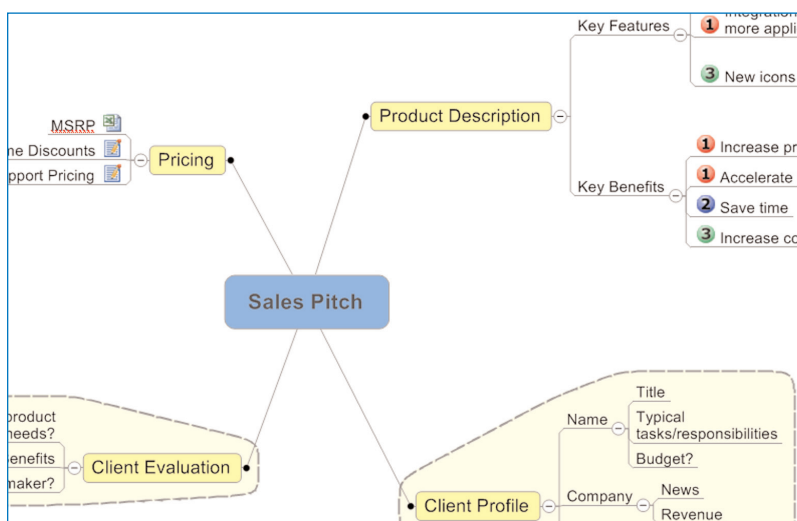


Before final rollout, the marketing team conducts a beta program for the product and continues to track and post customer feedback on the MindManager map. Post-rollout, the marketing team can use the MindManager map to track the effectiveness of each specific marketing program to ensure that the company is meeting its original goals.

**Figure 6:** The marketing department can create a comprehensive marketing plan—and communicate it to every stakeholder in the enterprise—using Mindjet MindManager.

## IT Builds the Supporting Infrastructure

Using Mindjet MindManager, the company's IT department can ensure that its technology infrastructure is able to support sales of the new product, including updating the order management application to include the new product SKUs. The IT department can also create an overview map of all internal customers who need IT support for the launch and communicate security updates as needed.



## Sales Identifies and Tracks Opportunities

It is easy for sales to identify and track sales opportunities—and communicate them to other departments across the enterprise—using Mindjet MindManager. Because the sales team can see the product positioning and marketing plan on the MindManager map, the sales pitch is always in alignment with the overall company strategy. And with Mindjet's seamless integration with Salesforce.com, no leads are ever lost or misplaced.

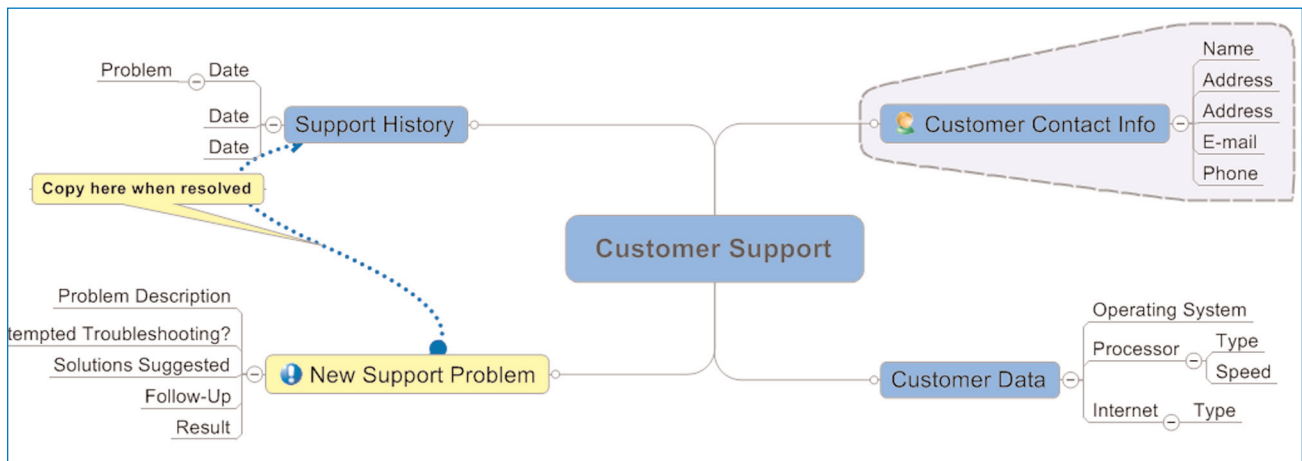
**Figure 7:** Sales identifies leads and tracks sales opportunities using MindManager maps.

## Manufacturing Orders Necessary Parts to Meet Demand

With Mindjet MindManager, the company's manufacturing department can easily track the new product through the product launch process and ensure that it has ordered all the necessary parts and accessories (labels, boxes, etc) in time for the launch. Because the final product specifications and marketing plans are attached to the MindManager map, manufacturing has everything it needs to manufacture the right products in the right quantities. And with a live hyperlink to the company's Salesforce.com customer relationship management solution, manufacturing knows which customers have purchased the new product—and can ship product to them directly—so that store shelves are stocked at launch.

## Customer Support Resolves Issues Quickly

Customer support can use the MindManager map to track issues and problems both before launch—during the beta testing phase—and after launch. Availability of updates, patches, and new versions of the product are instantly viewable in the map, ensuring that the company provides excellent customer service—and improves customer loyalty.



**Figure 8:** Mindjet MindManager allows customer support to resolve issues quickly.

## Finance Tracks the Revenue

Using Mindjet MindManager, the finance department can see, at a glance, whether the new product is meeting its sales objectives and if the project is under, on, or over budget. Finance can also route, approve, and compile any required regulatory reports via the MindManager map—helping to facilitate and streamline the compliance process.

## Summary

Productivity is a major driver in today's economy. Increased pressure on employees to work harder and smarter with less mean that companies must be vigilant in finding new ways to improve productivity and remain competitive. Most companies turn to software tools to help improve productivity but, unfortunately, the vast array of so-called 'productivity tools' are actually counter-productive. Requiring users to find, change, and store information in different applications, they cause wasted time, lost creativity, and disconnected ideas, and ultimately result in information that is not actionable.

This is where Mindjet MindManager comes in. Mindjet MindManager bridges the gap between today's productivity tools and the effective use of information. By helping employees to quickly and easily capture, organize, and share ideas and information within and beyond the enterprise, Mindjet MindManager truly transforms knowledge into actionable information. The result? Enterprises can increase productivity, improve decision-making, and streamline business processes in an increasingly competitive market.

Leading companies such as Allied Telesyn, DFS Group, Hewlett-Packard, Charles Schwab Corporation, and Consolidated Edison have discovered the transformational effects that Mindjet MindManager can have on productivity in their companies.

Isn't it time you transformed your enterprise with  
Mindjet MindManager?

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## Mindjet Corporation

### Corporate Headquarters

125 E. Sir Francis Drake Blvd.  
Larkspur, CA 94939  
USA  
Phone +1 (415) 925-3120  
Fax +1 (415) 925-3110  
Email [info@mindjet.com](mailto:info@mindjet.com)  
[www.mindjet.com](http://www.mindjet.com)

### EMEA

Siemensstraße 30  
63755 Alzenau  
Germany  
Phone +49 (0)6023/9645-49  
Fax +49 (0) 6023/9645-19  
Email [info@mindjet.de](mailto:info@mindjet.de)  
[www.mindjet.de](http://www.mindjet.de)

### United Kingdom

Peterbridge House - 3, The Lakes  
Bedford Road, Northampton NN4 7HB  
UK  
Phone +44 (0) 1604 638666  
Fax +44 (0) 1604 230910  
Email [info@mindjet.co.uk](mailto:info@mindjet.co.uk)  
[www.mindjet.co.uk](http://www.mindjet.co.uk)