



PPTminimizer Case Study



Optimize PowerPoint presentations company-wide to reduce costs, save time and improve communication

Initial Situation/Problem

The Bitburger Brewery Group creates daily numerous PowerPoint presentations in various departments from Purchasing to Marketing. Each presentation is saved on the company's file servers. In a short time, countless PowerPoint presentations accumulated on the servers. In addition to the increasingly occupied storage space, the sending of PowerPoint attachments via e-mail put a heavy load on the company's mail servers and networks. The ever-occurring snowball effect of huge PowerPoint presentations which are sent via e-mail to several employees who then forward them to others (and so on) increased this problem and the necessity for a solution.

Solution

The Bitburger Brewery Group evaluated several products and decided to implement a company license of PPTminimizer. PPTminimizer optimizes presentations and reduces the file size of PowerPoint files by up to 98% - less storage space is needed and time-consuming manual compression of graphics becomes redundant. The optimized files can comfortably and easily be sent via e-mail and presentations can be edited, shown and modified directly as the original file format is maintained. The Bitburger Brewery Group has implemented PPTminimizer in the whole organization and every employee now enjoys the benefits of PPTminimizer.

Benefit

Every Bitburger employee is today working with the user-friendly tool to optimize and compress their PowerPoint presentations. Mail servers and networks are relieved of unnecessary data and loading time of presentations is optimized. Bitburger employees can also send substantial PowerPoint presentations in a fast and easy way, which decisively improves the external and internal communication with customers, suppliers and third parties. As the PowerPoint format is retained, the company can enjoy these benefits without having to accept any quality loss with optimized presentations and no zipping process is necessary.

Company

The Bitburger Brewery Group – premium group no. 1 in the German beverage market

Since January 1st, 2007, the Premium beverage brands Bitburger, König, Köstritzer, Wernesgrüner and Licher are combined in the Bitburger Brewery Group. The new organization bundles its forces together in the Premium segment and constitutes a unique bond of strong Premium brands in Germany.

The organizational structure is set to realize a multi-brand strategy in the premium segment and allows the company to realize the company's core values: Quality, Efficiency, Power and Responsibility, joined with a successful balance between centralized planning and regional affinity to local markets. The goal of this new strategic orientation is to position the company successfully in a more dynamic beverage market.