

Competitive Analysis

Lotus®

Freelance⁹⁷ EDITION

G R A P H I C S

Table of Contents

Why Choose Freelance Graphics 97?	Page 1
Productivity: Getting Work Done Quickly and Easily	Page 3
The Internet/Intranet at Work	Page 7
Staying Connected: Collaboration Made Easy	Page 9
Information You Need: Anytime, Anywhere	Page 11
Customization: Working the Way You Want and Creating Custom Solutions	Page 12
Summary	Page 13
System Requirements	Page 14

Why Choose Freelance Graphics 97?

The best presentation graphics for today's connected world.

Freelance Graphics® 97 builds upon Lotus' long tradition of simplifying the creation and delivery of highly effective presentations. The much acclaimed Freelance Graphics provides users with *the best start-to-finish process* through valuable, flexible content suggestions that get users off to a good head start; tools for outlining and diagramming; and a wide variety of animations for easily adding impact to presentations. Its powerful Team Computing features give users everything they need to share and collaborate on presentations, from wherever they're working. And Freelance Graphics 97 offers a remote Screen Show capability that lets users deliver presentations to single or multiple sites simultaneously. Plus users get a wide range of output options, including Internet and intranet document publishing and remote presenting.

In an effort to provide the most current and valuable information to those evaluating Freelance Graphics, the tables in this document compare the current Windows 95-based presentation graphics products from each of the three leading office suites: Lotus SmartSuite®, Microsoft Office, and Corel Perfect Office. Included are Lotus® Freelance Graphics 97, Microsoft PowerPoint 97, and Corel Presentations 7.0.

This competitive analysis examines how the presentation graphics packages compare in each of five areas which we believe are most important to presentation graphics users. Based on the way today's users work, and the tools they require to create and deliver the most compelling, effective presentations possible, these categories are:

Productivity: Getting Work Done Quickly and Easily

Users want speed and simplicity. In order to be truly useful, today's increasingly powerful tools must be quick and easy to find, get to, and use. For this reason, thousands of hours of user testing have gone into the development of Freelance Graphics 97. According to test results, no other presentation graphics package does as much to ensure that the right tools are available to the user in the right places at just the right times. A clean user interface, expert content advice, task-sensitive menus, icons, Assistants, and a modeless settings box are only some of the many Freelance Graphics 97 features that help users work more efficiently for better results in less time.

The Internet/Intranet at Work

Computing in a connected world requires tools that remove the barriers between the desktop and the Internet to harness just the right information. Freelance Graphics 96 was the first presentation graphics package to deliver built-in, specialized tools for finding, publishing, and sharing Internet information. With Freelance Graphics 97, Lotus extends its lead in this arena.

Staying Connected: Collaboration Made Easy

The ability to use software to work collaboratively has made it fast and easy for teams of coworkers to create, review, refine, and publish presentations. The Team Computing features introduced in Freelance Graphics 96 defined the standard for desktop-based collaborative tools. Freelance Graphics 97 makes it even easier to collaborate by embracing the Internet, intranet, and Lotus Notes® publishing capabilities.

Information You Need: Anytime, Anywhere

Presentation graphics users need to access all types of information from myriad sources: the Internet, internal propriety databases, an intranet, networks, Notes™ databases, and even other PC application files. Freelance Graphics 97 provides the necessary tools for finding and retrieving all of the information needed for the best possible presentations, proposals, and reports.

Customization: Working the Way You Want and Creating Custom Solutions

The “one size fits all” mentality of other office/suite packages does not fit today's business world. Business people know what works best for them, and know how to work the way they need to. Users want to personalize their application software, developers must build custom business solutions, and IS managers require more control of software deployment across organizations. Freelance Graphics 97 provides practical features that meet the needs of each of these groups for customizing work and developing robust applications.

Productivity: Getting Work Done Quickly and Easily

For a variety of reasons, including the results of corporate downsizing, many companies require increased output from individual contributors. In this demanding environment, it's more important than ever for software to maximize the productivity of those who use it. With the right presentation graphics package, it should be easy to gather ideas from colleagues, get expert advice, and create a presentation, business plan, proposal, or report.

Freelance Graphics has long lead the category in ease of use, and the 97 edition is no exception. In fact, Freelance Graphics 97 raising the standard considerably to maximize user productivity. As a direct result of the thousands of hours of user testing that have gone into its development, Freelance Graphics 97 alone provides *the best start-to-finish process* for creating presentations and common business documents. It delivers many innovative, timesaving capabilities, as well as automated processes that help users be their most productive — from creating content to delivering a final polished presentation. And no other presentation graphics product does as much to ensure that users get the right tools at just the right time. A clean user interface, expert content advice, task-sensitive menus, icons, Assistants, and an efficient modeless settings box are only some of the many features available in Freelance Graphics 97 that underscore Lotus' long-standing commitment to ease of use.

This new version of Freelance Graphics stands alone in:

- Providing users with all the tools and guidance needed to create compelling, everyday visual communications such as presentations, plans, and proposals through a fast, automated process.
- Helping users generate ideas and communicate more effectively in less time by providing flexible, yet powerful, head starts on both the content and the look of their presentations.

The following table shows the strength of the Freelance Graphics 97 productivity benefits against the competition.

Productivity	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
Generic presentation templates			
➤ Unique presentation looks	120	17	12
➤ Ready-to-use multimedia templates	9	0	0
Content advice presentation templates and tools			
➤ Unique content for common business and personal projects	30	23	11
➤ Specialized content created by industry experts	✓ Content by many experts	✓ Content by one expert	👎

Productivity	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
➤ Flexibility to follow suggested page order or use pages in any order	✓	👎	👎
➤ Customizable text fields built directly into clip art	✓	👎	👎
➤ Automated connections to topic-related clip art library	✓ e.g., Agenda page auto-launches Agenda clip art	👎	👎
➤ Automated addition and deletion of diagram elements	✓	👎	👎
➤ Instructional prompts	✓	✓	👎
➤ Pre-formatted data charts	✓	👎	👎
➤ Optional recommended text	✓	✓	👎
Desktop environment			
➤ Visual outliner: text and graphics	✓	✓	👎
➤ Central location for setting and revising all object attributes	✓	👎	👎
➤ Uncluttered user interface for ease of use	✓	✓	👎
➤ View tabs for changing modes quickly and easily	✓	✓ Not intuitive	✓
Context sensitivity			
➤ Task-specific menus	✓	👎	👎
➤ Task-specific icons	✓	👎	👎
➤ Live status bar	✓	👎	👎
➤ Task-specific design tips	✓	👎	👎
➤ Task-specific user assistance	✓	✓	👎

Productivity	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
User Assistance			
➤ Assistants/Wizards	✓	✓	✓
➤ Help system demo movies	✓	✓	✓
➤ Guided tour	✓	👎	👎
➤ Tutorial	✓	✓	✓
Working faster			
➤ Automatically add a logo to every page	✓	👎 Must manually edit	👎
➤ Automatic new page creation to accommodate spillover text	✓	👎	👎
➤ Name and save styles for global text changes	✓	👎	✓
➤ Automated correction of typing errors	👎	✓	✓
➤ Automated review of presentation file for style consistency	👎	✓	👎
➤ User-definable redefinition and resetting of text styles	✓	👎	👎
➤ Common menus across all applications in suite	✓	✓	✓
➤ Common file dialog across all applications in suite	✓	✓	✓
Meeting support			
➤ Copy presentation file and linked files to a disk for remote audiences	✓	✓	👎
➤ Add borders to printed output	✓ Ten frame types	✓ Only one frame type	👎
➤ Multiple formats for printed output	✓	✓	✓
➤ Print preview	✓	👎	✓

Productivity	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
Screen show			
➤ Rehearse mode	✓	✓	👎
➤ Includes animation player	✓	✓	👎
➤ No. of animated movie clips	75	20	0
➤ On-screen control of transition for individual objects	✓	✓	👎
Speaker notes support			
➤ Enter speaker notes during screen show	✓	✓	👎
➤ Enter speaker notes during remote presenting	✓	✓	👎
➤ Enter speaker notes during rehearse mode	✓	✓	👎
Charting			
➤ Intelligent chart creation	✓	👎	👎
➤ Create & reuse chart configs. with named styles	✓	👎	👎
➤ Include data tables in charts	✓	✓	👎
➤ Single common chart editor across applications	✓	✓	👎
Clip art			
➤ Automated preview/browse of clip art library	✓	✓	👎
➤ Drag and drop images from preview/browser	✓	👎	👎
➤ Recommended clip art based on keywords	👎	✓	👎
Diagramming			
➤ Intelligent text shapes and connectors	✓	✓	👎
➤ Unique text shapes and connectors	80	133	15
➤ Ready-to-use business diagrams	100	0	20 Organization chart only
➤ Intelligent automatic text object sizing	✓	👎	👎

The Internet/Intranet at Work

Today, the World Wide Web offers businesses new ways to reach new markets instantaneously. Many businesses are just starting to take advantage of this revolutionary opportunity, and they need powerful yet easy-to-use tools to do so.

Freelance Graphics 97 remains on the cutting edge of Internet technology, giving users the power to leverage the Internet and intranets in creating and delivering presentations. With powerful — and unique — Internet connections built right in, users never have to leave Freelance Graphics to get to the Net. For example, they can save presentations to the Internet or intranet right from the File-Save menu. And Freelance Graphics now leverages the Internet as a powerful vehicle for extending its Team Computing technology so that users can collaborate productively on their presentations.

Only Freelance Graphics 97 gives users the ability to do all of the following:

- Find, open, and use Internet- and intranet-based information in their presentations without leaving their work.
- Automatically publish presentations to the Internet and intranets for delivery to virtually anyone, anywhere in the world.
- Share and collaborate on presentations with internal colleagues over an intranet — or with customers, colleagues, suppliers, and others via the Internet.

Internet/Intranet	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
Finding/Opening			
➤ Open documents from a WWW site directly from the File menu	✓	👎	👎
➤ Open documents from an FTP site directly from the File menu	✓	✓	👎
➤ Search on selected text blocks on the Internet/intranet directly from within the application	✓	👎	👎
Publishing			
➤ Save directly to an FTP site	✓	✓	👎
➤ Post presentations to a WWW site	✓ Not directly	✓ Not directly	👎
➤ Create an HTML presentation	✓	✓	✓
➤ Support for HTML Frames	✓	✓	✓
➤ Navigation icons in a separate frame	✓	✓	✓

Internet/Intranet	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
➤ Table of contents section through HTML Frames	✓	✓	✓
➤ Post speaker notes along with HTML presentation	✓	✓	✓
➤ Create e-mail address	✓	✓	✓
➤ Create URL links within a screen show	✓	✓	✓
Sharing			
➤ Share native presentation file for downloading from the Internet/intranet	✓	✓	✓
➤ Downloadable run-time player to view a presentation; application not required	✓	✓	✓
➤ Point-to-point presenting over the Internet/intranet	✓	✓	👎
➤ Plug-in/ActiveX player for viewing presentations in the browser	✓ Requires install into browser	✓ Requires install into browser	👎
Internet/Intranet tools			
➤ Automatic launch of browser to preview HTML	✓	✓	✓
➤ Internet-specific icon palette	✓	✓	👎

Staying Connected: Collaboration Made Easy

Clearly, the most successful organizations today are those whose team members work together efficiently and effectively to do the best quality work and produce the best possible products. To help companies collaborate more easily and efficiently, Freelance Graphics utilizes — and builds upon — Lotus' standard-setting Team Computing technologies. It helps business people create, collaborate on, and share presentations and everyday business documents to help them accomplish their goals.

The table below details the superiority of collaboration tools and capabilities available in Freelance Graphics 97 versus the competition. Freelance Graphics is unequalled in its:

- Comprehensive process for distributing draft presentations for review
- Support for multiple communications infrastructures
- Smooth integration with Lotus Notes

Connectivity	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
Automated review process			
➤ Reviewer comment tools	✓	✓	✗
➤ Author comment and management tools	✓	✗	✗
➤ Lotus Notes-based posting and distribution	✓	✗	✗
➤ Network-based posting and distribution	✓	✗	✗
➤ E-mail-based posting and distribution with support for VIM and MAPI standards	✓	✓	✗
➤ Floppy-based posting and distribution	✓	✗	✗
➤ Comment merging technology	✓	✗	✗
Remote presentation capabilities			
➤ Point-to-point remote presenting	✓	✓	✗
➤ Support for modem connections	✓	✗	✗
➤ Support for network connections	✓	✓	✗

Connectivity	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
Support for electronic mail			
➤ Send mail from within application	✓	✓	✓
➤ E-mail routing	✓	✓	✗
➤ Automatically include screen show player in mail message	✓	✗	✗
➤ Mail selected pages as an attachment	✓	✗	✗
Integration with Lotus Notes			
➤ Supports Notes/FX™ 2.0	✓	✗ 16-bit Notes/FX 1.0 only	✗
➤ Supports NotesFlow™ 1.0	✓	✓	✗
➤ Ships with ready-to-use Lotus Notes applications	✓	✗	✗
➤ Open from and Save to Lotus Notes	✓	✗	✗
Working with existing presentations			
➤ Ability to view contents of existing presentations, without opening files	✓	✓	✗
➤ Ability to pull pages from other presentation files without opening them	✓	✓	✗

Information You Need: Anytime, Anywhere

Business people today are constantly looking for new and better ways to access and use information from a wide variety of sources. Freelance Graphics 97 provides the tools users need to harness the information they need from wherever it resides, whether on the Internet or company intranet; within a Lotus Notes presentation library or database; or in other PC applications. And, to make it easy to work with myriad file types, Freelance Graphics provides support for a broad range of file formats.

As you can see from the table below, Lotus Freelance Graphics 97 provides the most complete set of information access tools of any competitive product including:

- Superb Internet access
- Direct access to data stored in Lotus Notes databases
- A ready-made Presentation Library for storing and sharing presentations

Information Access	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
Open documents from a Web site directly from the File menu	✓	👎	👎
Open documents from an FTP site directly from the File menu	✓	✓	👎
URL hot-spot access from within a presentation	✓	✓	✓
Open from and Save to Lotus Notes	✓	👎	👎
Ships with a Lotus Notes application for storing presentation files and exchanging data fields	✓ Notes™ 4.X Presentation Library	👎	👎
Import text from word processor to presentation graphics format	✓	✓	✓

Customization: Working the Way You Want and Creating Custom Solutions

Since every computer user knows his or her own best way of working, Freelance Graphics 97, like all Lotus SmartSuite products, allows users to individually modify their software environment according to their personal preference. It gives users, developers, and systems administrators a complete set of powerful customization tools including:

- SmartIcons®, which are fully customizable in terms of the context in which they appear, their location on the desktop, and the tasks users assign to them.
- Flexible, customizable SmartMaster™ technology (See Productivity Section.)
- LotusScript™, a powerful, built-in — and object-oriented — programming language for developing scripts that automate key tasks and building robust, cross-suite applications.

The table below demonstrates the flexibility of Freelance Graphics 97 and its customization features as compared with other offerings.

Customization	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
Icons			
➤ Context-sensitive icons	✓	👎	👎
➤ Programmable icons	✓	✓	👎
Data views			
➤ Different views for productive working	4	4	3
➤ Live visual outliner; text and graphics	✓	✓	👎
➤ Print preview	✓	👎	✓
Programming/scripting language			
➤ Cross-application scripting or programming language included	✓	✓	✓
➤ Run scripts within product to automate tasks or build custom applications	✓	✓	✓
➤ Supports scripting language across all applications in suite	✓	✓	✓

Customization	Lotus Freelance Graphics 97	Microsoft PowerPoint 97	Corel Presentations 7
Support for OLE 2.0			
➤ Drag and drop objects from one application to others, via the Task Bar	✓	✓	✗
➤ Import text from word processor to presentation graphics format	✓	✓	✓

Summary

We thank you for taking the time to evaluate Lotus Freelance Graphics 97. We believe — and hope that we have proved — that Freelance Graphics 97 is unsurpassed in delivering *the best start-to-finish process* for creating powerful, compelling presentations and other business documents. Moreover, we hope we have succeeded in demonstrating that no other presentation package does as much to ensure that companies will make the most of their connected world.

For more information, please visit the Lotus Web site at <http://www.lotus.com>.

System Requirements

Hardware

- IBM® PC or compatible (80486/50 MHz).
- Windows-compatible video adapter (VGA or higher) and monitor.
- CD-ROM drive or 3.5" high-density disk drive.
- Mouse or other pointing device.

Operating System

- Microsoft Windows 95 or Microsoft Windows NT 4.0.

Memory

- Windows 95: 8MB RAM minimum, 12MB recommended if running more than one application.
- Windows NT 4.0: 8MB RAM minimum.

Disk Space

- Minimum install: 22MB.
- You can run Freelance Graphics from the CD-ROM.

***Lotus Development Corporation
55 Cambridge Parkway
Cambridge, MA 02142
617-577-8500
<http://www.lotus.com>***

© 1997 Lotus Development Corporation. All rights reserved. Freelance Graphics, Lotus, Lotus Notes, Lotus SmartSuite, LotusScript, and SmartIcons are registered trademarks and Notes, NotesFlow, Notes/FX, and SmartMaster are trademarks of Lotus Development Corporation. IBM is a registered trademark of International Business Machines Corporation. Other product and company names mentioned herein may be trademarks or registered trademarks of their respective owners.

2/97