



“Making improvements in life possible”
How QuickSlide is helping QIAGEN achieve its goal.

QIAGEN put QuickSlide to the test – and then rolled it out even more intensively company-wide.

The drive to improve is part of QIAGEN’s DNA. As a global market leader in the field of molecular testing solutions, it employs around 5,600 staff in 35 countries worldwide and its shares are listed on the NYSE and Frankfurt Stock Exchange.

Making improvements possible is the vision – including for John Gilardi, Vice President Corporate Communications and Investor Relations, who places great emphasis on increasing the quality of internal and external presentations at QIAGEN. QuickSlide, the PowerPoint add-in created by Strategy Compass, has been used in certain areas of the company since 2010, when it was

put to the test as part of measures to verify all processes and tools. It initially appeared as though a competitor offering a plug-&-play solution would emerge the victor – until the proof of concept revealed it would not work in practice. Strategy Compass, meanwhile, impressed in terms of both its consultancy expertise as well as its ability to tailor QuickSlide to company requirements. And it became clear that if QIAGEN was going to employ a highly effective tool like QuickSlide, it needed to make full use of it.

A more structured and efficient way to use PowerPoint

Opting for QuickSlide has seen QIAGEN restructure and optimize the way it works with PowerPoint. Presentations, graphs, and images are now centrally managed, updated, and made available to all staff. Corporate-design specifications – from design grid to typography to corporate color scheme, footers etc. – are preset. And a corporate-design kit ensures all users have access to the same broad range of corporate-design elements, such as tables, charts, process visualizations, maps, and icons.

QuickSlide's extensive functions make PowerPoint easier to use for QIAGEN staff. The automatic format-conversion feature, for example, enables old presentations to be seamlessly switched to 16:9 format, while the automatic corporate design check instantly shows and corrects any deviations from the style guide. This gives users a sense of certainty and confidence – while again ensuring brand compliance.

The considerable amount of time saved is another advantage to users when it comes to searching for documents and slides. The vast slide pool provides all staff with the slides relevant to them, and these slides can be retrieved quickly and reliably thanks to a clear structure, tagging, and full-text search.

QuickSlide has significantly helped QIAGEN boost productivity when creating presentations, and ensure high quality and brand compliance.

Tailored specifically to QIAGEN's requirements

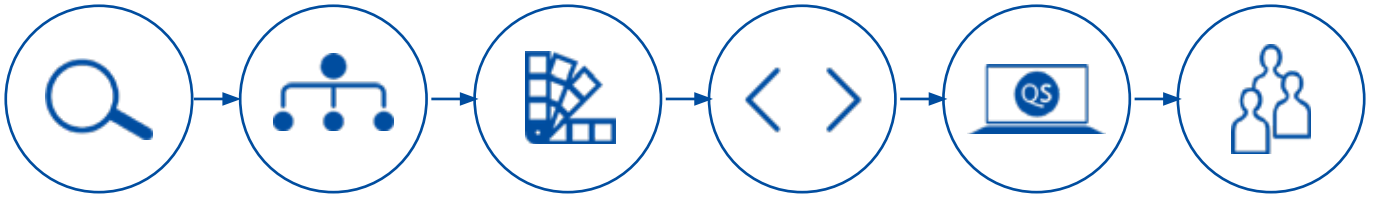
Strategy Compass' ability to specifically tailor the whole package to QIAGEN's requirements saw QuickSlide reveal its full potential for the biotech company. In every project it undertakes, Strategy

Compass takes into account the particular challenges that arise as a result of aspects such as branding, organizational requirements, or IT structure, applying its experience and consultancy expertise for the benefit of its customers.

QIAGEN was due to introduce a new corporate design, which would

first be used on an initial test website and in the new PowerPoint template. Close, highly constructive cooperation between Strategy Compass and the design agency allowed intermedia design solutions to be found during the development phase. Strategy Compass always makes a point of also assessing things from the user's perspective here – after all, one of the basic pre-requisites for accepting any new corporate design is to ensure users are able to work effectively and intuitively with it.

"Highly constructive cooperation between Strategy Compass and the design agency"



From analysis to user training

Before reworking the slide kit and graph/chart library, Strategy Compass identified key areas and fields of application, and assessed requirements – from sales to investor relations to corporate communications to internal meetings and decision-making processes. This enabled it to develop a pool of basic slides and diagrams meeting the precise needs of the core users. The availability of images and the integration of a digital asset management system were particularly critical factors for the Marketing Communications department.

To make it more intuitive, a collection of “dos & don’ts” was incorporated directly into QuickSlide as a way of communicating simple principles of good slide design, while particular emphasis was given to identifying people in the individual departments that take control of content management for PowerPoint.

A governance structure was then discussed and established to ensure QuickSlide usage eventually becomes a lasting, sustainable success model within QIAGEN. Responsibilities for specific content areas were combined with the system’s user groups and permissions, while the Corporate Communications department’s authority over matters of corporate identity was firmly cemented through relevant permissions and processes.

Success factors for acceptance and usage

QIAGEN’s strong acceptance of QuickSlide can be traced back to one particular principle: QuickSlide does not instruct users; it shows them intuitively the possibilities offered by the corporate design. Mandatory style guides that would otherwise be seen as limiting are brought to life through sample slides and best practices, and users can create professional, corporate-design-compliant presentations with just a few clicks. The finished product, and amount of time saved, impressed with users at QIAGEN – from the heavy users to the occasional ones.

The worldwide rollout included webinars for all staff, with special training for content managers responsible for slides and graphic elements in their departments and areas.

A holistic approach makes for streamlined processes

Strategy Compass provided QIAGEN with a full-service, one-stop-shop solution, reducing coordination loops, massively simplifying project management, and streamlining processes.

Strategic company projects, such as rolling out a new corporate design, particularly benefit from this holistic approach, because it's not just about the software solution in itself; it's also about the overarching goal – a goal QIAGEN fully achieved through its partnership with Strategy Compass.

Summary

By teaming up with Strategy Compass, QIAGEN has taken PowerPoint usage to the next level:

- New corporate design for presentations firmly established company-wide.
- Clear productivity increase when creating presentations.
- Quality and up-to-dateness of presentations and content comprehensively optimized through systematic content and slide management.
- Needs of departments and users consistently catered to through the newly developed slide and design kits.
- A systematic governance structure establishing responsibilities, permissions and review processes to ensure ongoing enhancements in presentation quality.
- Important strategic company project completed smoothly and successfully thanks to an effective partnership.



“QuickSlide is very efficient at creating brand-compliant slides that really underscore the value of our brand. The Strategy Compass team is great to work with, they have a high level of customer understanding.”

John Gilardi

Vice President
Corporate Communications and Investor Relations