

ShowCase White Paper

- using ShowCase for professional presentations

Abstract

New business rules are driving radical change in traditional sales and marketing models. This white paper describes new approaches in empowering sales people with interactive selling and presentation software. It provides strategic and conceptual information on ShowCase, which helps sales people and marketing organizations work smarter.

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INTRODUCTION

During the last few decades companies have focused their IT investments on financial, manufacturing, and human resource departments. These investments have made it possible to reengineer and automate most of the internal processes. However, sales and marketing departments have lagged far behind receiving applications that could streamline their efforts.

Over the last five years there have been dramatic shifts in the focus and scope of corporate IT investments toward outward-facing actions: marketing, sales, and service. Today, companies are increasingly applying innovative technologies to market and sell their products. These investments include internet websites, interactive multimedia presentations, and applications that provide access to all customer and product information.

But why are companies implementing these technologies? Competitive pressures across all industries are forcing companies to look for new methods of gaining competitive advantages through the application of technology. New advanced technologies, accelerated product life cycle, and a clear trend toward customization of products and services for each customer have added increased complexity to the products or services offered. Many items that once came in a couple of models and with a handful of options are now available in thousands of combinations.

In order to succeed in this new environment, companies must radically rethink how they market and sell their products. Companies are now approaching customers in new and more differentiated ways to better fulfill individual customer needs and build tighter customer relationships. The result of which has culminated in a shift toward one-to-one marketing, one-to-one sales, and one-to-one service.

These trends have added significant challenges to the entire sales cycle - and as products and services become more complex, their presentation and sale must increasingly combine sophistication and efficiency. Customers, and the personnel that assist them, need guidance to better understand the product benefits and to make the best product decisions. This guidance must include appropriate product and presentation material tailored to the needs of each customer.

SALES & MARKETING APPLICATIONS

In our new one-to-one marketing world, increased recognition is being paid to help salespeople increase their time in front of the customer and to maximize the outcome of each sales call. New technologies like laptop computers, wireless communications, presentation software and the Internet have provided a mobile platform for accessing information from anywhere in the world, thereby helping salespeople service most customers at any location.

An increasing number of companies are using these technologies as a platform for implementing different types of presentation and information management applications in sales and marketing departments. The initial wave of investment in this area has focused on the following applications:

- Presentation Software Tools (PST) and Interactive Multimedia Presentations (IMP), which seek to improve the efficiency of the presentations provided by an organization's sales force in front of the customer. These applications have the power to communicate new or complicated ideas quickly and effectively, while keeping the customer interested and involved.
- Sales Force Automation (SFA) and Marketing Encyclopedia Systems (MES), which seek to improve the efficiency of an organization's sales force by providing access to a set of integrated customer, product, and order management applications. These applications promise to let salespeople place orders electronically from their customer's place of business, and let them respond immediately to customer and internal requests without returning to the office.
- Websites and intranets, which provide global access to the latest news, product information, and all back-end systems, as well as forming a foundation for e-commerce solutions.

According to IDC and other major analysts, these applications have been among the fastest growing application segments for the last four years. Today every major company is using at least one, and in many cases a combination of these applications for sales and marketing. The following chapters will focus on the strengths and weaknesses of each type of application.

PRESENTATION SOFTWARE

A good presentation is fundamentally about what is communicated and how a salesperson responds to customer reactions, but there is no doubt that good visual elements can add impact to a presentation. Over the years photographic slides, overhead projectors, and printed material have been used with success in sales calls. But these media require a great deal of work to prepare and are nearly impossible to modify at the last minute.

Personal computers and presentation software have changed all that. Not long ago there were dozens of competing Presentation Software Tools, but today only a handful remain. The reason, as it has been for other application categories, is the dominance of office suites. Each office suite contains presentation software: Microsoft PowerPoint 97, Lotus Freelance Graphics 97, and Corel Presentations 8, which are bolstered by the enormous popularity of the suites. But a few other products still compete, more or less head-on, including Harvard Graphics and Astound.

The primary strength of Presentation Software Tools is the ability to easily create slideshows with text, graphics, and simple multimedia elements. Presentation Software Tools are generally very useful in situations where the presenter is in focus and must convey an idea that is easy to describe with text.

But the use of Presentation Software in sales and marketing has some important limitations and is increasingly regarded as a double-edged sword. On one hand an experienced office-user, with a little effort, is able to produce slideshows that are either printed or displayed directly on the computer screen. But on the other hand there are a number of problems and challenges related to using these applications in sales presentations. In many situations Presentation Software Tools do not add significant advantages over traditional slideshows, nor help salespeople explain the functionality of the product or service presented.

Sales presentations typically involve only a few people, and tend to be unpredictable with a high degree of dialog between the participants. It is almost impossible to react properly to unexpected issues or questions that the salesperson is not prepared for, because presentation navigation is basically limited to backward and forward slide viewing. In order to answer these questions, it is necessary for the salesperson to interrupt the presentation to either load another presentation, find a document on the local drive, or even start other applications.

Another important aspect is that in most companies the process of creating presentations is completely decentralized. Companies are expecting salespeople to create their own presentations from scratch, while providing little help in the process of creating graphics. By letting the individual salesperson control all aspects – from layout to content creation – it is very difficult to sustain the right company image or corporate identity.

Even more important is the fact that salespeople often recreate presentations because they have no framework for sharing their presentations and experiences within the organization. Unlike other office applications, Presentation Software Tools do not provide a centralized update functionality, and have limited integration possibilities with other applications. The result is that controlled update of presentations is very difficult and time consuming, and salespeople often use a considerable amount of time producing presentations for individual customers.

INTERACTIVE MULTIMEDIA PRESENTATIONS

Multimedia tools that help create CD-ROMs with interactive product presentations, animations, 3-D modeling and full-motion video are trying to overcome the limitations of traditional Presentations Software Tools. Interactive Multimedia Presentations have some significant benefits over traditional Presentation Software Tools. Rather than listing the products features and benefits in a simple slideshow, the salesperson can actually use an Interactive Multimedia Presentation to visualize how the products work and what benefits the customer can expect.

By using this technology in the right context, one can create dynamic and exciting presentations that both entertain and engage customers while maintaining focus on the product features and benefits. As a result, Interactive Multimedia Presentations are increasingly being used in sales calls to help salespeople and executives add clarity and impact to their communications.

Interactive Multimedia Presentations are typically developed with specialized applications like Macromedia Director, Authorware Professional and Icon Author among others. These applications are complex development tools that provide all the power and functionality needed to create highly interactive multimedia content.

But development of multimedia content is very time consuming and few companies have the knowledge needed to exploit the full potential of these tools. Thus, most companies choose to outsource the development to specialized multimedia developers and highly skilled programmers, who design the user interface and content from the ground up.

Even though multimedia development tools provide much greater flexibility and control over the development process than traditional Presentation Software Tools, the content, scope, and structure of the presentation has to be predefined. In reality, multimedia presentations remain somewhat static and very difficult to update. But most important is the fact that salespeople cannot customize the content and presentation flow for each customer.

SALES FORCE AUTOMATION

But the sales cycle involves more than a salesperson preparing the presentation and meeting a potential client. Companies are increasingly implementing Sales Force Automation (SFA) applications, which include applications for managing customer information, sales leads, product information, product configuration and order entry. In addition to managing sales calls and customer accounts, the software provides salespeople access to data on factory production schedules and inventory levels, which allows them to give customers on-the-spot information about product availability and delivery times.

Most SFA vendors offer solutions based on the concept of modular software – systems available in modules, like Lego building blocks, that can be plugged together on demand - that is integrated with the company's back-end systems. SFA solutions promise to dynamically consolidate and report information, reduce errors, improve lead tracking, and accelerate the selling cycle, and are often used as a basis for building better customer relationships.

Some SFA vendors offer Marketing Encyclopedia Systems (MES) that give salespeople access to updated product information, prices, promotions, and other key subjects. MES helps companies build databases with product information and sales material that can be placed on intranets, extranets, the Internet or CD-ROM. In some cases, MES are used by salespeople for guidance and proposals during customer meetings.

SFA has been marketed as a means to increase the productivity of salespeople, but traditionally these systems have really focused on helping sales managers control and monitor their resources. Furthermore, traditional SFA requires salespeople to invest time in activities that are often perceived as providing little value to the sale. Recent surveys have found that this commonly misunderstood focus is the primary reason why half of all SFA projects have failed to produce measurable returns.

What's worse, SFA applications generally do not provide the one benefit salespeople are looking for - it does not help them in front of the customer. Gartner Group concluded in a recent study, "...more than 50 percent of the system vendors are unable to offer a compelling vision of how to improve a salesperson's face-to-face time with a customer".

Essentially, most of today's SFA software and Marketing Encyclopedia Systems dwell excessively on providing operational sales tools that manage all product, customer, and marketplace data. Everyone in the SFA business agrees that presentations occupy a significant aspect of sales force automation, but unfortunately SFA vendors fail to address the real needs of presentation situations and sales calls.

NEW DEMANDS

Applications that help salespeople optimize their time in front of the customer are becoming a critical factor in modern marketing. However, existing Presentation Software Tools, Interactive Multimedia Presentations, Sales Force Automation, and applications based on Internet technology have only provided partial solutions to these new demands.

With the emergence of new presentation applications and technologies like the Internet and Intranets, the expectations of both salespeople and customers are increasing with respect to how information is accessed, shared, and presented.

Customers expect informative presentations that provide appropriate answers to all their questions - complete with objective product information and clear explanations on product functionality and related benefits. With products becoming more complex, it is often the customers themselves who best know what they want, and often have a greater understanding of the company's offerings than the company's own sales force.

Customers also expect company representatives to have complete and up-to-date information on all issues and activities surrounding their account. Faced with such demands, a salesperson must have the relevant information at hand just to keep from impeding the sales process, much less drive it.

These trends have changed the dynamics of a typical sales call by turning it into a highly interactive and information-loaded dialog where customers ask questions that require immediate and accurate answers. It is in the nature of the relationship between the customer and salesperson that customers' expectations and questions are unpredictable.

To maximize the result of a sales call, it is important that salespeople have access to flexible tools that help them create better, more convincing presentations. Even more important – the presentations in front of the customer must be flexible and easy to navigate. When a customer asks questions the salesperson must have direct access to other presentation elements and product information, that help them reply immediately.

PROBLEMS AND CHALLENGES

The use of presentation software in sales and marketing has initiated a battle between control and empowerment of the sales force. Should companies supply salespeople with interactive multimedia presentations produced by highly skilled graphical and multimedia developers? Or should the individual salesperson be able to modify presentations with productions of their own?

It is essential to the success of one-to-one marketing that all information and presentation material is up-to-date and targeted toward each customer. This is why most companies choose to let salespeople have some degree of influence and control over the presentations. But salespeople often find themselves dealing with massive amounts of information yet not able to find the information they need when they need it. Whether the latest product datasheets, current pricing, or a sales presentation, they often find themselves unable to get their hands on the information and files they need when they need it.

This implies some fundamental problems and challenges:

- How can we minimize the time needed for preparing sales calls and customizing individual presentations?
- How can we provide fast, easy access to updated presentation material, product specifications, and customer information from anywhere, at any time?
- How can the sales force share presentation content and their experiences in using it?
- How can we make sure that the information presented is consistently and conforms to the corporate identity?
- How can we reuse our existing slideshows, multimedia productions, website and SFA investments, and integrate these into new sales applications?
- How can we keep our channel partners (including agents, distributors and value-added resellers) informed and increase their ability to present our products?
- And, even more difficult, how can we provide an integrated solution that satisfies salespeople, marketing managers, multimedia developers, and the IT department?

The use of existing applications in sales and marketing is moving in different directions. The main problem is that these applications are not integrated with each other. In many companies, presenting - and sustaining - the right company image to a prospect or client is critically important. But maintaining this image consistently across different types of applications is very difficult.

The ideal solution would be a framework that combines all the existing types of presentation material, product information, and information access tools under one common user interface. A framework that combines the ease-of-use and productivity of Presentation Software Tools, the powerful presentation possibilities of Interactive Multimedia Presentations, and the strong information access features of Sales Force Automation and Marketing Encyclopedias.

THE VISION

ShowCase is a new interactive selling and presentation solution that offers a unique set of tangible benefits. ShowCase essentially picks up where traditional SFA and presentation applications left off. While other applications facilitate information management or multimedia features, ShowCase facilitates the salesperson's primary function - the act of selling.

Companies can gain significant competitive advantage by making salespeople more effective where it matters - right in front of the customer. The vision of ShowCase is that every sales presentation will be well focused and tailored to the customer's needs. ShowCase is turning ordinary laptop computers into sophisticated sales tools – letting salespeople make the best use of their time, whether preparing a sales call or presenting in front of the customer.

ShowCase is built with ease-of-integration as an explicit design goal. The intuitive drag-and-drop interface and sophisticated wizards enable you to quickly develop presentations that include slideshows, interactive multimedia content, and updated product information.

Store your existing resources such as product images, spec sheets, technical drawings, interactive animations, PowerPoint slideshows, Multimedia presentations, internet documents or competitive information in a ShowCase Toolbox, and combine all of these into powerful interactive presentations. ShowCase leverages your existing materials, content, and resources at every step to get your instructors or sales- and marketing people up and running right away.

At the same time ShowCase provides a framework for delivering up-to-date information to the sales force. Whether the latest campaign, product news, or competitive information, ShowCase can gather this information and deliver it to the sales force in an organized fashion. This way, ShowCase facilitates access to all the information necessary to allow a salesperson to create on-demand, customer-specific presentations.

ShowCase's unique approach delivers full functionality in all areas that are critical to your sales organization, and gives your sales reps more time to sell by providing tools for reducing administrative tasks, decreasing preparation time, using down time effectively, and condensing training. By allowing corporations to maintain targeted Toolboxes, ShowCase enables individuals to spend less time searching for information and more time presenting and selling.

SHOWCASE OVERVIEW

ShowCase is a complete range of products that can be combined into a powerful interactive selling and presentation solution, that enhances the ability of salespeople to communicate effectively, professionally, and convincingly.

ShowCase Express

ShowCase Express is a FREE end-user tool that combines the advantages of traditional presentation software with a unique flexibility and ease-of-use. Imagine a presentation software where sales people can create a customized presentation in minutes - just by using a set of ShowCase Wizards and selecting appropriate presentation modules from their own Presentation Toolbox.

ShowCase Express includes a presentation viewer based on Microsoft Internet Explorer technology. One of the distinctive features of ShowCase Browser is that it provides truly random access to all information in a ShowCase Toolbox. A great advantage of this approach is that the presenter can modify and customize the presentation in real time on-the-fly, in the face of unexpected questions.

ShowCase Professional

ShowCase Professional contains all the power of ShowCase Express – but adds a number of unique features, which enable salespeople to customize their own toolboxes and to create customized presentation modules from the ground up.

ShowCase Professional is designed to assemble content from any source and in any format, and to combine these into a ShowCase Toolbox. Reuse existing content such as product images, technical drawings, PowerPoint slideshows, Multimedia presentations or internet documents, and combine all of these into powerful interactive presentations.

ShowCase Developer

ShowCase Developer is the ideal tool for large corporations, solution providers or interactive content developers. Imagine, that all types of presentation elements and wizards can be combined into customized toolboxes for other users – and even distributed with a license-free presentation browser. Developers can customize powerful presentation modules by harnessing the power of ActiveX controls, Java Applets or Internet Explorer plug-ins and even use JavaScript or VBScript programming to enhance the interactive experience.

Designed to meet the demands of both content developers and SFA solution providers, ShowCase Developer dramatically reduces the time-to-solution for powerful sales and presentation solutions that dynamically interact with users and back-end systems.

THE PRESENTATION PROCESS

Traditionally, both salespeople and other employees have had access to presentation programs that allow creation from scratch. Often the company has some predesigned templates and graphics that can be applied. However, this form of development, where each presentation takes on a unique form and look, critically wastes employee time as well as diminishes the professional appearance of the organization.

ShowCase is taking another approach. By dividing the presentation development into three phases, a company can utilize the expertise of its employees to the fullest and in their appropriate roles.

1. Developing and collecting content for the presentation:

This first phase of the presentation process requires the most creative and time-consuming efforts - everything from text and images to graphics, videos, and animations. Often this requires technical skills and creative content development experience.

2. Preparing and customizing the presentation:

During the second phase, an individual draws upon specific elements developed in the first phase and simply inserts the content into a customized presentation for a particular target audience. Of course, this requires detailed knowledge of each particular prospective target.

3. Delivering the presentation:

In the final phase, all the work of the previous two stages coalesces to form the presentation in front of the customer or client. Here the presenter must be persuasive and convincing as well as retain the ability to move freely through the actual presentation flow - not restricted to any particular order. Furthermore, access to back office applications and information can add a dynamic element to the presentation allowing the presenter to respond immediately to any questions posed by the audience.

Using this form of presentation development allows for distinct phases, not only in what purpose each phase serves but also the individual working on specific phase content. During the initial phase, using a salesperson to collect and configure presentations is not an effective use of time or resources. In the second and third phases the content becomes customer specific requiring individuals with key knowledge of the target audience.

By dividing the presentation process between developer and presenter the company is able to acquire greater productivity from employees, and achieve a quality presentation with consistent, current, and accurate information. The goal here is to remain customer-centric by delivering the right content at the right time, while also engaging the customer in the presentation process. Thus allowing customers a greater sense of control over their own decision making process, and increasing the chance of securing a deal. All of this opens a window of opportunity for an invaluable competitive edge, which can be realized right in front of the customer.

KEY FEATURES

ShowCase focuses on the following key features :

- ShowCase is a tool designed for sales presentations which enables end-users to create better and more convincing presentations in front of the customer
- Combine all resources including product information, presentations and marketing material into powerful ShowCase Toolboxes
- Easy to use presentation modules and customized ShowCase Wizards provides a high degree of end-user productivity
- Centralized content management and update features for all presentation content, marketing messages and corporate image
- Companies can monitor the use of ShowCase and receive feedback and updated sales information from the users

ShowCase helps the marketing department electronically consolidate and distribute marketing information in a single-source repository. Sales reps, partners and customers all have specific needs and interests. Marketing managers can designate customized presentation content to best suit the needs of each sales organization. ShowCase supports multiple users throughout different sales channels, allowing a corporation to tailor the presentation modules a user may access.

Each user has access to personalized presentation toolboxes designed around their needs and interests. Marketing or Sales managers can select who should receive the presentation toolboxes and the content within by setting up a user and group structure for targeted toolbox distribution.

ShowCase's open system architecture and extensive support of Microsoft standards provides a robust framework for interface or integration with other systems. For example, Lotus Notes, Microsoft Exchange, all types of databases, and most ERP systems including SAP, Baan, and PeopleSoft. These capabilities ensure that applications can be deployed effectively in enterprise computing environments.

The open architecture of ShowCase provides an ideal platform for leveraging existing software investments and integrating components from other application vendors. ShowCase easily integrates with other SFA suites to provide robust quote and order management, product and project configuration, pricing configuration or automatic proposal generation.

It's simple to distribute updated presentations to the end-users since ShowCase easily integrates with your intranet and sales automation systems. For large organizations, ShowCase can scale into a complete enterprise solution for all presentation needs.

KEY BENEFITS

ShowCase provides a unified solution among development, presentation and content updates. Key benefit factors for ShowCase functionality include the ability to :

End-user:

- Keep salespeople mobile. They have the information they need at their fingertips to deliver more effective presentations at point of sale.
- Provide a compelling user interface that brings together all the elements of the “sales desktop” into a single integrated framework linking new and existing technology investments.
- Shield salespeople from product complexity through applications designed for extreme ease of use and high levels of interactivity.
- Enhance access to readily available knowledge presented in a context that sales representatives understand.
- Create customized presentations with ease – simply by selecting the desired presentation modules or wizards in the toolbox and adding them to the presentation flow.
- Reuse existing content such as Microsoft PowerPoint presentations, navigate on websites, load other applications and combine these into powerful interactive presentations.

Marketing & Sales Departments:

- Provide a framework for the instant delivery of sales and marketing information including pricing, new product collateral, and competitive information.
- Enhance the collaboration and the sharing of knowledge about successful selling among sales representatives.
- Increase the speed of sales and marketing processes, and reduce product training and support costs for new product introductions.
- Standardize presentation design and messaging for a more consistent corporate identity across the entire sales force.
- Establish standard, highly branded templates for product quotations, proposals, contracts, and presentations, and publish them electronically to all salespeople.
- Eliminate custom presentation development from scratch via accessible, standardized presentation modules.
- Enable the easy and rapid transfer of “best practices” throughout the entire sales organization.
- Reduce collateral printing and distribution costs by optimizing the delivery of information across the organization.

IT Department:

- Create standardized applications based on Microsoft Internet Explorer.
- Supports all Internet standards, enabling developers or IT professionals to create presentation modules that are fully integrated with existing IT-platforms.
- Easy to integrate with other end-user applications like Microsoft Office.
- Shortens the time-to-solution for powerful sales and presentation solutions that dynamically interact with all back-end systems.

Content management, multi-user support and open internet standards are important issues. But a unique benefit is the ability to create customized presentation toolboxes and distribute these with a LICENSE-FREE version of ShowCase Express to both internal end users, and external sales channels and business partners. End users can not only view ShowCase presentations, but also create customized presentations themselves. And the company gains significant advantages from receiving feedback and updated sales information from the sales channel.

TECHNICAL OVERVIEW

ShowCase is the first presentation software package that is based on the Microsoft Internet Explorer object model and the latest internet standards Dynamic HTML (DHTML), Extended Markup Language (XML) and Cascading Style Sheets (CSS). These new dynamic standards are gradually taking over desktop applications and the internet replacing the old and static HTML standard. This advanced software architecture has a number of benefits:

Internet ready

HTML and DHTML are the most well-known and supported document standards in the industry. A large number of developers understand these standards and are almost instantaneously able to harness the power in ShowCase. A continually increasing number of software vendors are releasing applications that can read and write these documents, including multimedia, database and ERP vendors.

The web-based features in ShowCase will enable global sales forces to obtain on-demand, up-to-the-minute information on products, pricing and competitors in their toolbox. ShowCase supports the latest Internet "Push" technology to automatically deliver up-to-date business documents and web pages to target field sales forces for an enhanced sales effort.

Scalability

ShowCase encapsulates all the power of open internet standards and integrates easily with Microsoft's DNA architecture. ShowCase is capable of growing with your business and provides robust enterprise functionality, leveraging network performance while providing features that can evolve with the needs of your users.

Customization

Using ShowCase Developer, a developer can quickly build new presentation modules, customize user interfaces and provide virtually all the functionality that older client/server development tools could build, but ShowCase requires far lower skill level. ShowCase is not tied to one back-end and can work with multiple application servers and databases within the same application, making it an excellent integration tool.

ShowCase supports integrated programming through scripting. The developer can choose to either use open JavaScript or the Microsoft standard VBScript to develop interactivity and to integrate software components like ActiveX controls in the presentation.

Plug-in architecture

The functionality in a presentation module can be extended with Internet Explorer Plug-ins, ActiveX components or Java applets. ShowCase uses the same plug-in architecture as in Internet Explorer, so they can be transparently downloaded and installed on the PC whenever they are needed.

It is easy to extend the functionality of ShowCase as well. If those included aren't enough, additional Element Wizard components can easily be added to the ShowCase environment. New components can be registered easily into the ShowCase environment and then used in any application just by dragging and dropping them onto a page. Various types of components can be used in the environment, including Design Time Controls, ActiveX Controls, scriptlets, COM objects, plug-ins, and Java applets, further adding to the tool's extensibility. Advanced users can add new Wizards and Element Wizards to ShowCase by creating customized VBScript or JavaScripts.

BEHIND SHOWCASE

The concept and applications behind ShowCase were developed by InterVision, a privately held company located in Aarhus, Denmark. InterVision was founded in 1992 as a custom multimedia and Internet developer. Among the first companies in Denmark embracing the growing boom of media rich sales and presentation solutions, the company has evolved into a software vendor committed to innovating how people create and deliver personal one-to-one presentations.

InterVision is also working hand-in-hand with international corporations to create customized presentation and communication solutions. Apart from ShowCase end-user applications, InterVision delivers custom solutions to international corporations including Grundfos, APV, Gram Equipment, Expedit, MD Foods and others.

For more information please visit our web site at: <http://www.showcasepro.com>.

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