

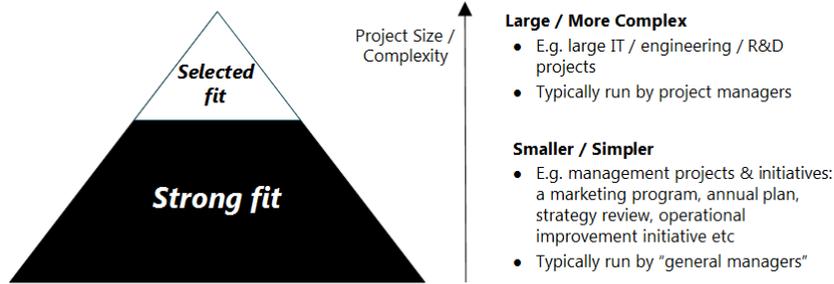


# Swiftlight® - A Powerful Tool for the Management Professional

## What is Swiftlight?

Swiftlight is a desktop software application for planning, project management and communication that offers a unique blend of a planning structure, high quality "PowerPoint-like" graphics and outstanding ease of use. Created to meet the needs of a broad range of general managers, executives and consultants, rather than just project management experts, Swiftlight is particularly well-suited to management planning and "smaller scale" or "less complex" projects, as illustrated below:

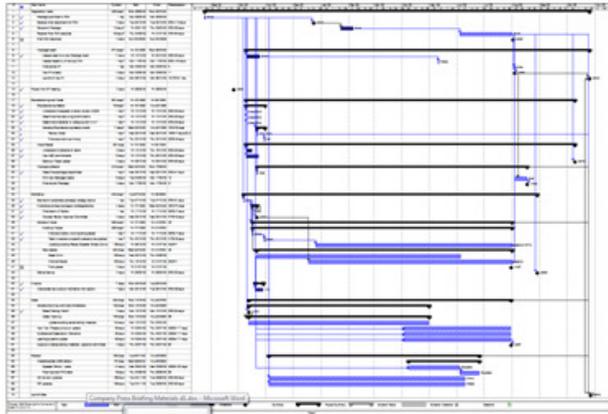
### Where does Swiftlight fit in the pyramid of projects and initiatives?



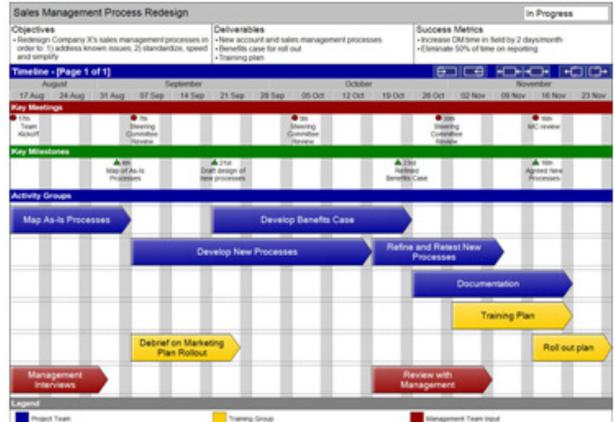
The managers running these "smaller / simpler" projects generally find traditional software tools, such as MS Project, to be overly complex, time-consuming to learn, and ill-suited to their needs. As a result, they often end up using Excel and/or PowerPoint for creating timelines and managing their projects, and while Excel and PowerPoint are great tools, there are significant inefficiencies in their use in this planning role.

Swiftlight, in contrast, makes life easier for these managers by offering simple and practical functionality, outstanding ease of use, and well structured outputs that are great looking, and better for visualization and communication than outputs from traditional tools.

### Traditional Planning Output



### vs. Typical Swiftlight Timeline Output



(See next page for a larger graphic)

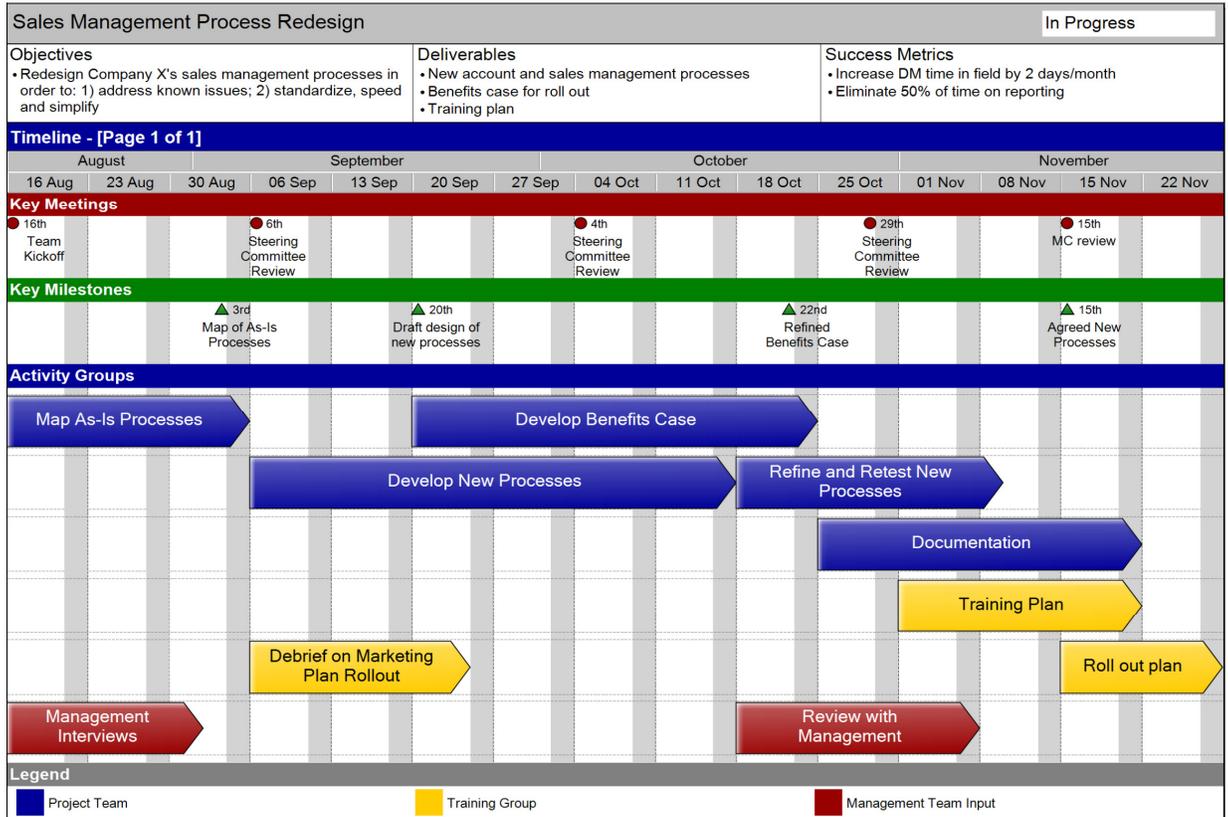
The end result is a practical tool that helps managers get organized, communicate and get things done, and that saves them lots of time in the process.



## What is Swiftlight (cont.)?

Swiftlight provides a distinctive timeline view that delivers great looking “big-picture” perspectives on a plan, as illustrated below:

**“I love the visual timeline construction and display. It allows me to produce Executive Committee - ready communications ... very quickly.”**  
Stuart Lloyd-Hurwitz, Business Transformation Consultant



In addition to the timeline, Swiftlight has seven other “views”, which together provide both “big picture” and detailed perspectives on a project / initiative.

### Functionality includes:

- Project Objectives and Scope
- Project Timeline
- Activity detail: deliverables, a “To Do” list - who, what, when, status etc
- Issue Log
- Contacts list
- Review and reporting features
- Export of outputs to PowerPoint® or PDF

**“It is the best, no hassle, and quick solution I have ever seen. My team finds MS Project too complex, but Swiftlight is a great step up from Excel and PowerPoint which can be very time consuming”.**  
Christine Renier, Business Development Director, Danone Group

**“High Level” or “Big Picture” Views**

- Objectives & Scope View
- Timeline View
- Activity Group Summary View

**“Lower Level” Detail Views**

- Activity Group Detail
  - The “To Do” list: who, what, when etc
  - Action List
  - Action List over Time
- Contacts
- Issue Log



### When can Swiftlight be used?

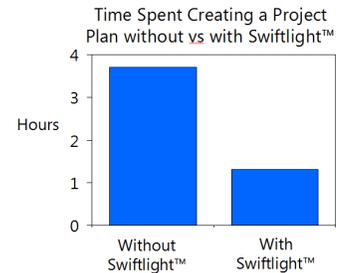
While Swiftlight is primarily aimed at “smaller scale”, or “less complex” projects rather than, for example, big IT / engineering projects, its practical and flexible structure allows it to be used in different ways:

As a project management tool	To create a timeline for anything	For the “big picture” view of a portfolio of projects	As a management tool	As an additional communication tool
... for projects that are smaller and less complex than big IT / engineering projects.	– be it a project, a proposal, an annual plan ...	E.g. in a Program Office.	... to visualize and track all of your activities and “to-dos”.	... alongside more complex project management software

### What are Swiftlight’s benefits?

From an individual user’s perspective, the benefits of using Swiftlight include:

- **Clarity in planning and communication:** Swiftlight’s structure and clear visuals help the user to outline objectives as well as activities, to separate the “big picture” from the detail and to generate outputs that facilitate communication with different audiences.
- **Time savings:** Based on extensive trials, users can create a plan or a project update three times faster in Swiftlight than with their existing tools, saving hours of time each month.
- **Outstanding ease of use:** most users can start to use Swiftlight effectively without any training.

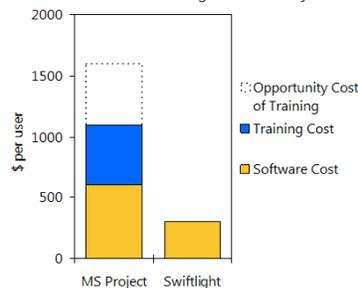


From a company’s perspective, the benefits of Swiftlight include:

- **More comprehensive and structured planning:** Swiftlight provides a focus on objectives and deliverables as well as activities and milestones, promoting clearer planning in a simple way.
- **Improved communication, organizational alignment and management oversight:** Swiftlight’s outputs are easy-to-read and understand, facilitating the communication and buy-in that are central to success.
- **Increased productivity from key employees.** Swiftlight saves users' time and helps them plan, communicate and implement their projects more effectively.
- **An increase in project management discipline.** Swiftlight can help companies take better control of the large number of “smaller”, but still highly important, projects that general managers are involved with.
- **Easy adoption:** Swiftlight’s outstanding ease of use means that there is a limited need for training, and greatly facilitates user uptake.
- **Good value and a good return on investment.** The combination of its functionality and benefits, outstanding ease of use, and low training requirement and price-point, mean that Swiftlight provides great value for individual users or for broader deployment.

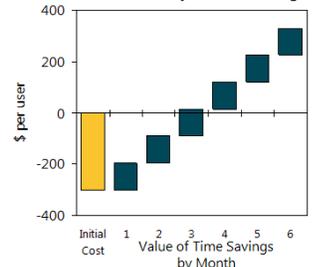
- Significantly cheaper than MS Project
- A payback of less than 3 months on time savings alone

Estimated Costs of Swiftlight vs. MS Project<sup>1</sup>



Note: <sup>1</sup>Based on RRP & typical 1 day training costs

A payback on Swiftlight in less than three months based only on time savings



Source: User trials



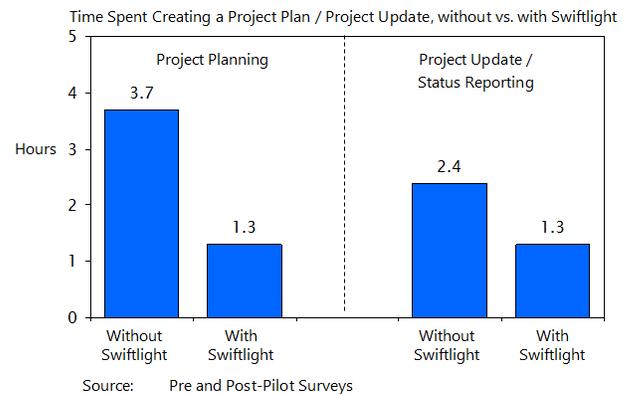
## Case Study: Global Consumer Goods Company

**Situation** 12 managers in a business unit of a global consumer goods company were interviewed both before and after a trial of Swiftlight. The managers came from a variety of departments (e.g. marketing, brand, finance and operations) and on average were involved with 3 projects / initiatives which varied widely in scope, ranging from initiatives to optimize on-shelf product availability to brand communication plans, leadership development programs, new product development and strategy projects. Prior to their trial of Swiftlight, all the managers used Excel as their main tool for project planning, and on average they were spending nearly a day a month on project process updates and reporting.

**Impact** Following the trial, the respondents reported that Swiftlight helped them:

- Produce clearer plans,
- Improve project communication,

..and that it was around 2-3 times faster in project planning and in preparing materials for project updates – saving them significant amounts of time.



## Who is using Swiftlight today?

Swiftlight is being used in organizations of all sizes (from companies in the Fortune 500 down to companies with 3-4 employees) and across a wide range of industries (e.g. pharmaceuticals, publishing, media, consulting, recruitment, energy, not-for-profit etc).

## Pricing, Support, Deployment

Pricing: Single user and multi-user licenses are available.

- Single user license: \$299 + applicable taxes, with discounts available for multi-user licenses.
- Can be purchased with / without a Support and Maintenance Plan (20% of purchase price p.a.).

Support:

- Free support within 30 days of purchase.
- Paid support via individual tickets or a Support and Maintenance Plan.

Deployment:

- Swiftlight can be deployed individually, or centrally via typical group deployment processes.

## System Requirements

Swiftlight is designed for desktop / laptop PCs and is built in C# / Microsoft.NET. To run Swiftlight, users systems must meet these specifications:

- Microsoft Windows 7, Vista, XP or 2000 need to be installed and configured
- Microsoft Office XP, 2003 or 2007 configured if you want to use the functionality that exports to PowerPoint or Outlook
- Microsoft .NET Framework 2.0 or later must be installed
- 700MHz Processor or faster
- 256MB of RAM (512MB or more recommended)
- 27MB of free hard disk space

## How to find out more?

Visit the website for a broad range of information, an overview video and access to a free trial.

Contact the Swiftlight team. Email: [sales@torridonsolutions.com](mailto:sales@torridonsolutions.com)

Phone: +1 646 810 8756 (USA) ; + 44 20 30 515 303 (UK)