

GUIDE TO THE
***Top 10 Presentation
Apps for Tablets***

Tablets are becoming a familiar device within the business environment; their portability and relative weightlessness makes them ideal for mobile workers to carry into the field to meet with clients. Employees are able to deliver superior presentations, show demos, answer questions and share notes and relevant information with their clients at any location. The current apps marketplace for the iOS, Android and Windows 8 tablets offers a wide selection of presentation apps to help enhance this client facing experience; with so many options available, choosing the right one can be a daunting task. To get the most out of your investment, it's important to select the solution that best fits the need of your organization, industry, and employees. Being able to differentiate and identify the solutions that will add relevant capabilities is key in that evaluation.

This guide evaluates each app based on their level of presentation functionality on iOS, Android and/or Windows 8 tablets; the red, yellow or green score denotes the extent of the app's functionality based on the following categories and criteria: is the app native to one or more platforms and can it be accessed through a browser; can the app support multiple file formats; does the app provide functionality such editing, assembling and/or annotating presentations or does it simply import and present content; does it have library capabilities (such as the ability for organization and governance/administrative control); can the app integrate with a company's internal data warehouse systems, as well as its external data-sources, and does the integration allow for real-time synchronization; does the app include advanced presentation features; is there offline access available for the content stored within the app and are there any presentation metrics captured and shared with employees, sales and marketing managers.



Criteria to determine the capabilities of presentation apps for tablets

	<i>Tablet Compatibility</i>	<i>File Format Compatibility</i>	<i>Presentation Creation and Editing Capabilities</i>	<i>Library Capabilities</i>	<i>Integration with Data Sources and Synchronisation Capabilities</i>	<i>Support Advanced Features on Presentations</i>	<i>Offline Accessibility</i>	<i>Analytics</i>
Green	Tablet app and web browser access.	4 or more file formats can be imported (e.g. Microsoft Office, Apple iWorks, PDFs)	Create new presentations and/or annotate existing presentations	Administrative control, search capabilities and organization capabilities such as folders and meta tagging	Integrated with both internal and external data sources, plus any changes to collateral are updated (synchronized) across all platforms	4 or more advanced presentation features are supported when presented through the app	Download collateral and synchronize specified and approved offline changes when there is internet connection	Track basic metrics as plus advanced functionality such as exporting or printing reports
Yellow	Native to iPad and other platforms such as Windows 8 and Android	2 or 3 file formats can be imported (eg. PowerPoint, PDF, Excel)	Ability to slide pick within the app's content library to modify or assemble a presentation slideshow	Administrative control and search capability	Integrated with both internal and external data sources (such as Morningstar, S&P Capital IQ and other real-time data systems)	2 to 3 advanced presentation features are supported when presented through the app (eg. image, clickable hyperlink, video, etc.)	Download presentation (and other collateral) for offline presenting	Basic metrics are captured such as opens, duration of presentation
Red	Native App to iPad (iOS) only	Only one file format can be imported (e.g. PowerPoint)	Import and view presentations	Ability for administrative control	Integrated with internal data warehouse systems like Salesforce, Dropbox, SharePoint, Box	A static import of the presentation	Unable to download presentation for offline viewing and presenting	There are no metrics captured

Based on the identified criteria, the chart below indicates each app's score for the individual criterion. The apps are ranked by performance; they are listed in descending order based on the number of green scores they received.

	Tablet Compatibility	File Format Compatibility	Presentation, creation and editing	Library Capabilities	Integration with data sources	Advanced Features	Offline Accessibility	Analytics
Seismic	●	●	●	●	●	●	●	●
Showpad	●	●	●	●	●	●	●	●
Google Drive	●	●	●	●	●	●	●	●
Vablet	●	●	●	●	●	●	●	●
SlideShark	●	●	●	●	●	●	●	●
Keynote	●	●	●	●	●	●	●	●
9Slides	●	●	●	●	●	●	●	●
Prezi	●	●	●	●	●	●	●	●
ClearSlide	●	●	●	●	●	●	●	●
SAVO	●	●	●	●	●	●	●	●

Evaluation Profiles

For a more in-depth view into the individual applications, the following profiles break down each category to provide more insight into their capabilities.

Seismic

Tablet compatibility:

iPad, Windows 8 tablets and web based browser access on tablets.

File format compatibility:

Microsoft Office applications such as PowerPoint, Word and Excel, and PDF's, HTML and videos. Seismic's app has the capability to disable specified output formats based on the company's sales or collateral policies, such as restricting output to "only PDF" format.

Presentation, creation and editing:

Seismic has the advanced capability of end-users having the ability to access, create and annotate presentations in the app, within parameters determined by the marketing administrator to ensure brand and legal compliance.

Presentation library capabilities:

There is administrator and version control; search options, folders and meta tagging.

Integration with data sources and Synch capabilities:

Seismic integrates seamlessly with Microsoft Office, CRM systems such as Salesforce.com and Microsoft Dynamics, and data sources like Morningstar, S&P Capital IQ and other real-time data systems. Seismic also offers native integration with SharePoint and can integrate with other CMSs, including Dropbox and Box.net. Includes web based browser access on tablets. Documents within Seismic are always up to date and automatically populated with the most recent data and content each time a presentation is opened.

Advanced features:

Auto-generated table of contents, video, hyperlinks, animated images (.gifs)

Offline Capability:

Present content during any offline situation.

Analytics:

The marketing department has visibility into which collateral is being used. They are able to track which content is viewed, shared or downloaded through the app.

Showpad

Tablet compatibility:

iPad, Android and web browser access.

File format compatibility:

HTML5 web apps (using Javascript, CSS, HTML, images,); Microsoft Office documents (PowerPoint presentations, Excel spreadsheets, Word documents); iWork documents (Keynote presentations, Pages documents, Numbers spreadsheets); Adobe PDF documents, ePub and CAD; Documents such as (.dwg, .dxf, .stl, .iges, .step, .epub, .ibooks); Text and rich-text files (.txt, .rtf); Webapp: .zip.

Presentation, creation and editing:

PowerPoint presentations are imported and presented statically. Users can only annotate PDFs and assemble a "Personal Catalog" by handpicking PDF content. There is no editing, creating or slide picking capability.

Presentation library capabilities:

Administrators upload material to the online platform set up content structures by creating content profiles. Content profiles give administrators the ability to organize content into different silos to which specific users can be assigned, allowing for a structured and controlled way to distribute content. Once they upload content to the cloud, the administrators “push” notifications to all users prompting them to go into the app and update their content. Search fields and tagging functionality allows for management and search capabilities.

Integration & Synch Capabilities:

Showpad integrates with Box.net and Dropbox. There is no synch capability between Showpad and storage libraries; all new or edited content must be reimported.

Advanced features:

Showpad can upload and present Keynote and PowerPoint slides, but is not able to show animations. Audio files (.mp3, .m4a, .wma, .wav); Photos (.jpg, .jpeg, .png); Videos (.mov, .mp4, .m4v, .wmv, .3gp, .mpg, .mpeg, .rm, .avi, .asf, .flv, .ogv, .ogg).

Offline Accessibility:

Documents in the Showpad app are accessible without any internet connection; internet connection is only needed to update content, email content and synchronize contact data.

Analytics:

Managers and marketers are able to track which content is viewed, shared or printed; they are able to user’s activity with audit logs and export reporting information in CSV format.

Google Drive

Tablet compatibility:

iPad, Android and web browser access.

File format compatibility:

All Microsoft Office formats, PDFs videos, images, HTML, plain text, drawings (.wmf).

Presentation, creation and editing:

Presentations (Google’s Presentations and Microsoft PowerPoint) can be viewed with the Google Drive app but they cannot be created, annotated or edited.

Presentation library capabilities:

Google Drive’s “sharing settings” controls the visibility of a particular file or folder. It also has folder creation and robust search functionality but there is no meta-tagging availability.

Integration:

There is no integration with external data warehouse systems. There is synchronicity between the app and Drive; every time a document is opened with the app, it will update to the latest version of the file (the same is true for documents edited in the app and opened in Drive).

Advanced features:

The Google Drive app does not keep PowerPoint presentation's transition animations, clickable hyperlinks and videos intact. It is able to maintain these features if created in Google Presentations through the web browser; these features include slide transitions, object animations, videos and clickable hyperlinks (which opens the web page within the Google Drive app).

Offline Accessibility:

There is offline access for authorized files that will be synced to the Google Drive desktop folder. While there is Internet connection and the user is in their Google account, the most recently opened documents, spreadsheets, and presentations will be synced across platforms.

Analytics:

There are no presentation analytics available from the Google Drive app.

Vablet

Tablet compatibility:

iPad, Windows 8 and web browser access.

File format compatibility:

Microsoft Office suite, PDF's, HTML editor, videos, emails capability.

Presentation, creation and editing:

Presentations can be viewed with the Vablet app but they cannot be created, annotated or edited.

Presentation library capabilities:

Files are centrally controlled on web-based console, and company content managers "push" files to or revoke access from devices; they maintain version control, user permissions and sharing options (by email or print). Each time a user connects with the internet and opens the app, the files are automatically updated. Content is organized in folders and there is a search option to quickly access content.

Integration:

Vablet integrates with Microsoft SharePoint, and its API works with systems such as Oracle, SAP, Box and Salesforce.

Advanced features:

The Vablet app is able to run PowerPoint presentations that include images.

Offline Accessibility:

Presentations and Collateral in the Vablet app are accessible without any internet connection.

Analytical Reporting:

Vablet reports on who opened files, when and how long files were accessed; when files were shared and with who; there is also full compliance reporting, integrated email for client communication (the Salesforce API can be tailored to update Salesforce leads, contacts and opportunities with this data).

SlideShark

Tablet compatibility:

iPad and web browser access.

File format compatibility:

PowerPoint only

Presentation, creation and editing:

Administrators can give permission to team members to upload presentations to their own personal content folder or customize company-provided presentations by hiding or re-ordering slides. Presentation content cannot be edited within the app. The Annotations feature gives presenters the ability to draw on and highlight slides in real time; audiences can see annotations live, even when broadcasting over the Web to remote attendees. The annotations can be erased or saved to be reused.

Presentation library capabilities:

Administrators upload company-approved presentations; manage user permissions and content upload permissions, content visibility and folders, presentation sharing permissions; and measure and monitor the use of this content. Presentations are categorized into folders and organized by date or title; there are no tagging or meta-data capabilities to search for presentations.

Integration with Data Sources and Synch Capabilities:

SlideShark is integrated with Google Drive, Box, Dropbox, EMC's Syncplicity or SkyDrive. The materials are not synched; changes made to the original PowerPoint file in a library source would need to be re-uploaded into SlideShark to reflect the changes made.

Advanced features:

SlideShark maintains PowerPoint presentation's animations, fonts, graphics, hyperlinks and videos intact. Hyperlinks allows the user to jump to slides within a presentation or out to a website without leaving the presentation. Users are also able to see their speaker notes when the presentation is projected from the iPad (through the app) and utilize timers to monitor the length of time on a slide and on the overall presentation.

Offline Accessibility:

Presentations can be downloaded and presented offline.

Analytics:

The SlideShark app's analytics track viewing details of presentations shared online or broadcast over the web, identify who viewed presentations and for how long, access usage reporting by end users, including which presentations and slides were shown and when.

Keynote

Tablet compatibility:

iPad and cloud storage on iCloud.com.

File format compatibility:

Microsoft PowerPoint.

Presentation, creation and editing:

Users can create new and edit existing presentations within the app. With iCloud built into the app, presentations are kept up to date across all devices. You can instantly share a presentation using just a link, giving others the latest version and the ability to edit it directly from www.icloud.com using a Mac or PC browser.

Presentation library capabilities:

Keynote presentations can be created on the iPad or any iOS device (Mac or notebook) connected to iCloud. Presentations can be organized into folders, but there is no search or tagging functionality.

Integration:

Keynote is integrated with all data sources from iWork applications and can open the presentation within the Dropbox app.

Advanced features:

Keynote supports advanced presentation functionality such as themes, fonts, images, interactive charts (bar, column, scatter, and bubble charts), tables, and shapes, slide transitions and object animations.

Offline Accessibility:

Keynote presentations residing in iCloud are kept up to date across all iOS devices, the web, and computer; user always have the most current versions at hand regardless of which device was used for the latest edits.

Analytics:

There are no presentation analytics available from the Keynote app.

9Slides

Tablet compatibility:

iPad, Android and accessible through web browser

File format compatibility:

Microsoft PowerPoint (PPT, PPTX), PDF and video, video files (WMV, MP4, AVI, MOV, MPEG file formats)

Presentation, creation and editing:

Upload presentations on the Windows 8 and iPad apps through Slideshare, Google Drive, Box and Dropbox and add accompanying speaker video and audio tracks.

Presentation library capabilities:

Presentations can be public and available on the web or they can be password protected and categorized private by the creator. There are no folders, search options, or tagging capabilities.

Integration:

Files can be uploaded from Slideshare, Google Drive, Box and Dropbox

Advanced features:

Images can be embedded into the presentation, but there is no support for animations, slide-transition, videos on slides or any sort of custom fonts. Audio or video is recorded to drive alongside the slides on 9Slides system.

Offline Accessibility:

The 9Slides presentation can be downloaded from the internet can then it can be viewed offline.

Analytics:

Users have visibility into total views, where the traffic is coming from, average time spent on the presentation and specific pages viewed.

Prezi

Tablet compatibility:

iPad and web browser access.

File format compatibility:

Microsoft PowerPoint and PDF's can be imported.

Presentation, creation and editing:

Prezi's can be created, edited, presented, and shared within the iPad. Only PDFs can be annotated.

Presentation library capabilities:

Prezi presentations listed and sorted by the creation date. Users can create folders to further organize their prezi's and search for them by typing the title in the search box. Prezi's can also be shared via a unique URL and embedded into web pages.

Integration:

There is no integration with external data warehouse systems. There is synchronicity between the app and the web browser; every time a presentation is opened with the app, it will either manually synched at the user's discretion or automatically update to the latest version of the file when it is opened.

Advanced features:

Prezi's can support a wide range of images (JPG, PNG, SWF, Video, FLV, F4V, AVI, MOV, WMV, F4V, MPG, MPEG, MP4, M4V, 3GP), sound and video files (MP3, M4A, FLAC, WMA, WAV, OGG, AAC, MP4, 3GP), clickable hyperlinks (HTTP or HTTPS protocols only), and animated images (.gifs). Prezi's can also be shared via a unique URL (auto-generated each time a prezi is created) and embedded into web pages.

Offline Accessibility:

Prezi's can be downloaded to the desktop, edited offline and can be either manually synched at the user's discretion or automatically synched each time the Prezi is opened online.

Analytics:

There are no analytics available for Prezis.

Clearslide

Tablet compatibility:

iPad and web browser access.

File format compatibility:

PowerPoint presentations (.ppt, .pptx, etc.), PDF Files (.pdf), image files (.jpg, .png, .gif), OpenOffice Presentations (.odp), Keynote files (.key - upload of Keynote 6 or above requires Safari 7 or above), spreadsheets (.xls, .xlsx, .ods, .csv, .dif, .dbf), text documents (.doc, .docx, .odt, .rtf, .txt), zip files containing a set of numbered images (from Photoshop, etc.), videos, .swfs and audio files like mp3s.

Presentation, creation and editing:

There is no capability to create or edit presentations within the app itself; administrators upload presentations (and collateral) onto the ClearSlide Outside platform and users can synch content into the app. Users with permissions are able to assemble new presentations from existing presentation slides within the Outside platform and then manually synch with the app.

Presentation library capabilities:

Administrators control content uploaded to the platform and push notifications to users to synch their app's library when there are changes made to existing presentations or when new content is uploaded. The collateral in the app is sorted by creation date; there is a search field to search for collateral but there is no capability for folders or tagging.

Integration:

The ClearSlide Outside platform integrates with Salesforce.com. Files can be uploaded via Box, Dropbox, Google Drive and other content storage services.

Advanced features:

PowerPoint presentations are imported and presented statically. PDF and video files can also be presented within the app but separately from the presentation files.

Offline Accessibility:

Presentations and other collateral in the ClearSlide app can be viewed offline.

Analytics:

Marketing can see which collateral is being used, and how long people viewed presentations with slide-by-slide analytics.

SAVO

Tablet compatibility:

iPad, Android, Kindle Fire and web browser access.

File format compatibility:

Microsoft PowerPoint, PDF documents and videos

Presentation, creation and editing:

Company administrators load and manage content and users; they can also tag users to be recognized as subject matter experts and give them rights to manage content. They can customize certain assets such as a logo, contact information, and unique pricing. Users can move files into a presentation kit to organize the content around a meeting and access the presentation to present offline. Users can also annotate a presentation or lead a whiteboard discussion, save the results and email the file.

Presentation library capabilities:

The app has a search option as well as a "Quick Search" capability where the user can select a one-touch category options. Collateral is also stored in "Recommend Kits" folder or the user's personal favorites folder.

Integration with data sources and Synch capabilities:

SAVO integrates with Salesforce.com, SAP, ORACLE and Microsoft Dynamics

Advanced features:

The SAVO app is able to run PowerPoint presentations that include images.

Offline Accessibility:

Users are able to download presentations and content and present it during any offline situation.

Analytics:

Sales managers and marketing can see which collateral is being used. They are able to track which content is viewed, shared or downloaded through the app.

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Seismic or request a customized demo.**