

# Presentation Management Strategy Drives M&A Efficiency:

*How Shufflrr helped Spectrum take control over  
its content during the Charter Communications-  
Time Warner Cable merger*



**By Alexandra Ontra**  
Co-Founder, Head of Sales  
Shufflrr

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# EXECUTIVE SUMMARY

In May 2016, Charter Communications and Time Warner Cable finalized a \$65 billion merger, transforming into Spectrum Communications. When two companies merge there's a substantial opportunity for the newly formed company to consolidate all of its digital content and thought leadership assets into one highly organized central system. When that's done correctly, the newly formed company becomes considerably more powerful—and therefore more competitive—thanks to the wealth of sortable and searchable data it controls.

In this case study, you will learn why both Charter Communications and Time Warner turned to Presentation Management Strategy and the Shufflrr platform to seamlessly integrate their brands—ensuring that there was no interruption in their sales function with the new brand on Day 1.

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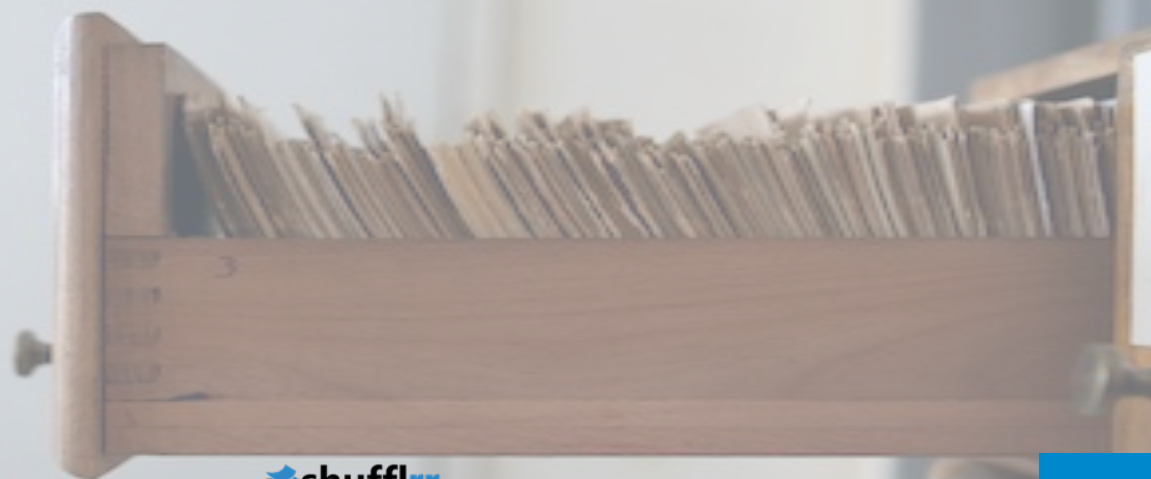
# The Backstory: Storing Content the Old Fashioned Way



**“Charter Communications didn’t have access to the modern technologies that make business today easy.”**

As Charter brought forward leading-edge technologies for its customers like broadband and DVR, their internal systems and processes didn’t always keep up. As is the case for many established organizations, as technology evolved and Charter amassed more and more content, the company got by and continued to grow while relying on its legacy content management strategy—despite the myriad problems associated with it.

Charter and Time Warner’s primary concern in integrating their sales materials and presentation content was to ensure that their clients not only had a seamless experience, but they also saw the value and opportunity in the merger. The last thing Spectrum wanted was to strain client relationships or weaken their pipeline during the transition. The merger represented substantial branding and sales opportunities; getting organized right away was a top concern for all parties involved.



# shufflrr Explained

Shufflrr helps companies turn one-dimensional presentations into powerful marketing assets that enable them to enjoy the highest ROI from their content creation investments. Team members from any location can easily reuse and repurpose content and assets to produce compelling and compliant presentations on demand. Shufflrr automates the creation, approval, distribution, reporting, and presentation of all marketing resources, slides, images, and media files; enabling companies and their users to effortlessly create compelling, compliant presentations.

As demonstrated by Spectrum, Shufflrr's functionality enables two large, established companies to merge without them having to worry about sales, pipelines, or client relationships taking a hit while everything gets sorted out. Thanks to Shufflrr, companies can maintain control over their branding while getting their sales teams immediately up to speed during and after a merger—therefore ensuring revenue keeps coming in and clients remain happy and informed.

## Key Features & Functionality



**Slide library for PowerPoint, video and other files**



**Share Presentations**



**Collaborate and discuss**



**Visualize your content**



**Broadcast presentations online**



**Reporting and insights**



**Easy CRM Integration and API**

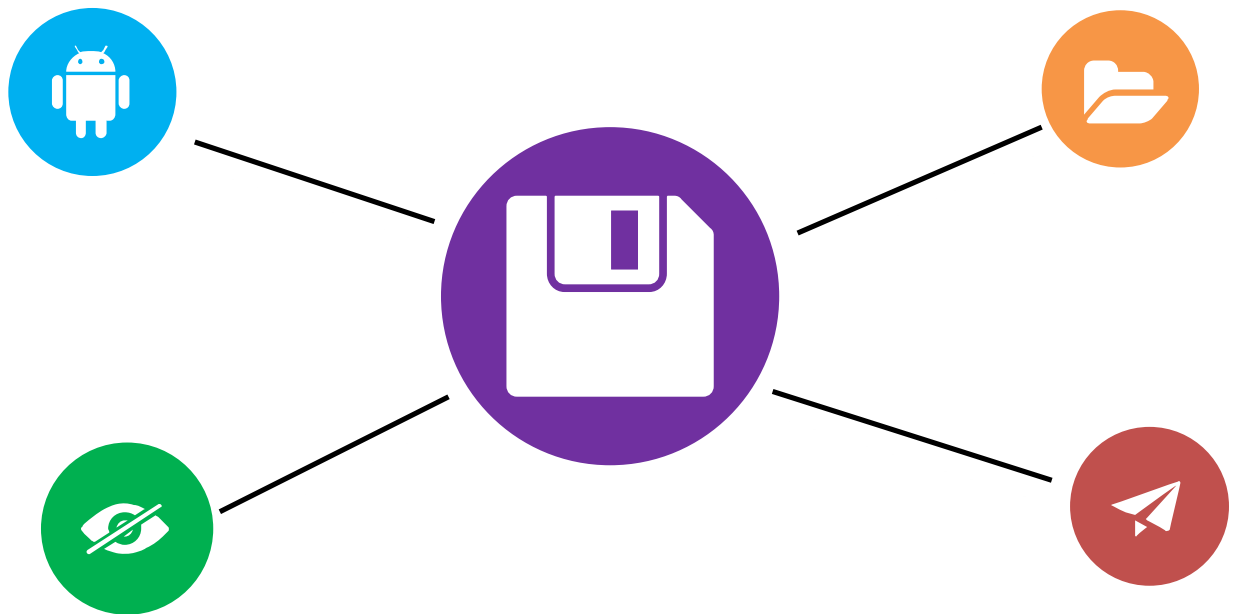


**Maximize dormant files**



**Control visibilities and permissions**

# Storing Content the Old Fashioned Way, Cont.



To achieve the best post-merger results, Spectrum needed to make sure that its sales teams wouldn't have to wait around for any amount of time while management got the newly formed company's branding in order. Instead, they needed a solution that enabled sales to continue visiting clients and prospecting without any downtime. The ultimate goal was to ensure sales would be ready to pitch the new brand on the first day Spectrum officially came online.

Following the merger, Spectrum ended up with all of Charter's and Time Warner Cable's data. Decision makers understood right away that the merger represented a serious opportunity to consolidate data in one central location in such a way that made their company more effective while making their employees' lives easier. The trick was figuring out how that could be accomplished.

# Finding A Solution

To address their challenges and opportunities, Charter first looked internally to determine whether they were able to upgrade their digital asset management system on their own. Eventually, Spectrum realized it had to look outside company walls for a presentation management solution that would help them leverage the true power of their data.



## USER FRIENDLY

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The better the experience the technology delivers, the better the business results.



## ACCESSIBILITY

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Modern systems enable workers to access all of their important content from any connected device.



## INSIGHTS

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Decision makers knew they needed to find a solution that enabled them to analyze usage data and other metrics to determine which slides and assets their employees relied on the most.

# Finding A Solution



## The solution had to be more user friendly.

Companies can't expect their employees to spend a significant amount of time searching for files, slides, videos, and other documents if they want to keep morale high.

Thanks to smartphones, faster processors and networks, new platforms, and cloud computing, the average user knows how easy it *should* be to access mission-critical work data. When companies fail to meet those expectations, it's only a matter of time before employees get frustrated—to the point they may even decide to look for other jobs altogether.

Not only does old technology that doesn't meet user expectations greatly reduce an organization's collective potential, it also discourages workers from going above and beyond in the event they do stick around—thereby stifling innovation. **According to PwC, 82% of top-performing organizations understand the importance of the human experience around technology<sup>1</sup>.**

The better the experience the technology delivers, the better the business results. Spectrum understands this perfectly, which is why the company knew it needed a system that simplified the process of searching for and easily identifying slides and other content. It's also why Spectrum sought a solution that enabled sales employees to easily stay up-to-date with new branding and resources instead of having to wait around doing nothing while things got sorted out.

# Finding A Solution



**The solution had to allow for increased accessibility.**

Just a few years ago, workers used to have to carry their important files with them on thumb drives or hard drives at all times. Otherwise, they couldn't access the documents and slides they needed to give presentations to clients and colleagues. Thanks to the power of cloud computing, however, that's all changed. Modern systems enable workers to access all of their important data from any connected device. **For this reason, it comes as no surprise that 59% of businesses that use cloud services report increased productivity<sup>2</sup>.** When figuring out how to improve their presentation management strategy, Spectrum knew how critical it was to find a system that enabled employees to access important documents via the cloud. The company couldn't accept anything less because it didn't want to send its sales teams to the sidelines for any period of time during the transition.



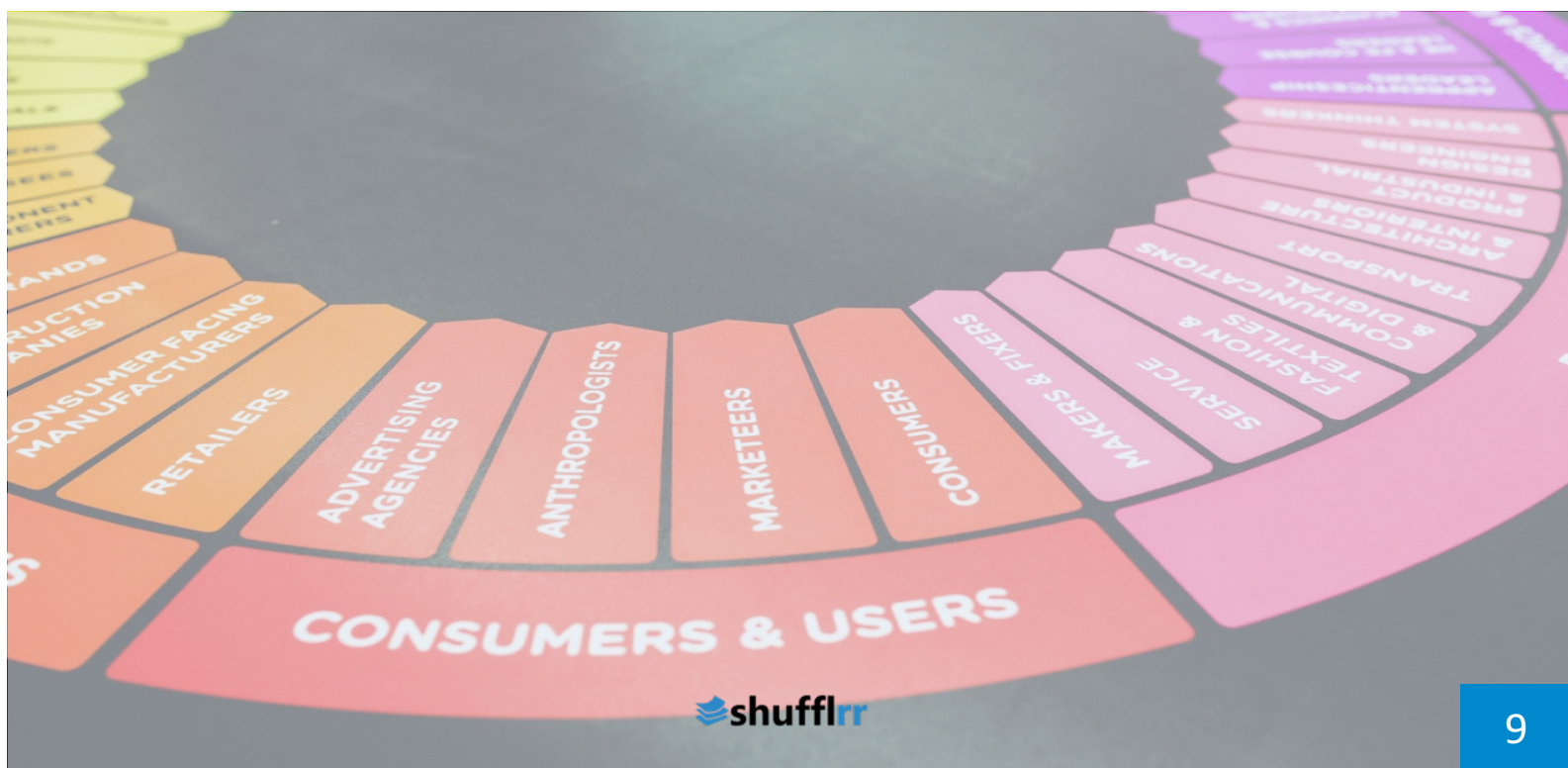
# Finding A Solution



**The solution had to give more insight into usage and metrics**

Under their old system, Charter had no way of knowing how frequently certain slides and presentations were being used—or if they were even being used at all.

Spectrum's decision makers knew they needed to find a presentation management solution that enabled them to analyze usage data and other metrics to determine which slides and assets their employees relied on the most. That way, they could figure out what content was working best and what content could be deleted. By keeping only the best presentation content, Charter's salespeople could focus on closing deals with total confidence in the completeness and accuracy of their presentations.



# Finding A Solution

While organizations that were founded in the modern digital era may have understood the importance of organizing and storing data from the beginning, Charter and Time Warner Cable simply couldn't predict just how essential digital data would become over time—as well as how much of it would exist. **(According to a report published in December 2016, 90% of the world's data was created within the last two years.)**<sup>3</sup> Neither Charter or Time Warner Cable was able to keep their digital content organized and accessible. But the newly formed Spectrum presented them with an opportunity to determine the right presentation management strategy to meet their needs moving forward. Spectrum knew that the best solution would enable the company to leverage its digital assets in a way that made users more effective and productive in both sales and marketing functions. Spectrum also knew that the right solution would also help them with the rebrand in such a way that enabled both sales teams from Charter and Time Warner to sell Spectrum-branded products on Day 1.



# Shufflrr: A Perfect Match

After reviewing its options, Spectrum eventually came across Shufflrr, a software as-a-service (SaaS) company that is the leader in presentation management. A startup based in New York City, Shufflrr was founded in 2014 with the goal of helping companies automate and optimize the visualization and presentation of their marketing content and collateral, allowing them to use and reuse all of their best slides and files on-demand. The company primarily works with Fortune 1000 companies.

Shufflrr enables users to easily repurpose and reuse marketing assets from any connected device. This allows them to create powerful pitches that they can present to clients, prospects, and members of their own teams, anytime and anywhere. The solution automates the creation, approval, distribution, reporting, and presentation of all marketing resources, slides, images, video, and other files, making it easy for users to build presentations that help sell and promote the new Spectrum brand and offerings.



# Shufflrr: A Perfect Match

Change is never easy. But after doing its due diligence, Spectrum ultimately decided that Shufflrr's presentation management system was just the solution the company was looking for. Spectrum decided to deploy the software during the merger—and it hasn't looked back since. Quite simply, Shufflrr made the transition and rebrand easier, simpler, and smoother. The solution enabled Spectrum to quickly get control over Time Warner Cable's and Charter's digital resources as well as the newly formed company's branding. As a result, sales teams were able to seamlessly do their jobs during the transitional period. And, thanks to their newly organized presentation repository, they were more effective.



# Shufflrr: A Perfect Match

Many employees are understandably hesitant to use new tools and technologies.<sup>4</sup> They've grown accustomed to their ways and may be too intimidated—if not too stubborn—to change. Even if they are tired of using legacy systems, they still know their way around them and can get their jobs done just fine. For this reason, some managers are wary of deploying new technology for fear of causing their employees to become even less productive before they finally get up to speed. Spectrum's top brass understood this problem perfectly, which is why they looked for an intuitive solution that employees could learn how to use quickly. Shufflrr met those criteria.



## Customer Spotlight



### Dahalia Jenkins

Product Marketing Manager  
Charter Communications

“Charter Communications was originally using its own intranet to store and share marketing files. Following the merger, Shufflrr enabled Charter Communications to set up one central repository to share and review content which was:

1. User Friendly
2. Efficient
3. Provided more insights into usage and metrics”

With all the time savings that Dahalia and her team have experienced, let’s look at how Shufflrr flawlessly integrated with Spectrum.

# Shufflrr: A Perfect Match



## **A seamless software integration.**

Spectrum's experience with rolling out Shufflrr was seamless.

"We found out that Shufflrr is extremely easy to use and very intuitive," explains Dahalia Jenkins, a product marketing manager at Spectrum who came from Time Warner Cable and was involved in the Shufflrr rollout. Whereas a significant number of employees are often unsure about how to use new technology, Shufflrr helped Spectrum considerably when it came time to implement the new system. "Training and onboarding were very easy, too," Jenkins says. Thanks to Shufflrr's support, Spectrum's employees were able to become productive with their new tools shortly after using them for the first time.



# Shufflrr: A Perfect Match



## A User Friendly Software

Once they got familiar with the platform, many members of Spectrum’s marketing team were impressed by what the technology enabled them to do—and how easy it was to use. Since the presentation management solution visualizes content, it was now simple for employees to reuse and repurpose the slides they needed for each specific meeting.

“Everyone loves the fact that you can preview slides,” Jenkins says about Shufflrr’s visualization capabilities. That sure beats having to open every file individually to see what’s there. “Shufflrr also allows us to share materials directly from the system with just a link.” That functionality is a lot easier than trying to explain to a coworker exactly where a file is buried on a clunky internal network.



# Shufflrr: A Perfect Match



## A User Friendly Software

Spectrum's employees love Shufflrr. Members of the cable company's enterprise team use it the most. But national and local sales representatives are also in the Shufflrr system. Since Shufflrr is a cloud-based app, every member of Spectrum's team can access the marketing materials they need from anywhere they happen to be. Say goodbye to the old days of leaving files at the office. To date, Spectrum has fallen in love with the fact that Shufflrr allows users to tag content; the team enjoys the geographic tagging functionality in particular. Beyond that, they love that they can see which files and slides are being used and which ones haven't been used at all.

In the event a user runs into any obstacle with the system, they are able to easily figure out what they're doing incorrectly. "The customer service is excellent as well," Jenkins says. "If we ever have a problem, Shufflrr's staff is there to help."



# Getting The Most Out Of A Merger



**“Research suggests that anywhere between 70% and 90% of mergers and acquisitions simply don’t work out the way involved companies expect them to.” <sup>5</sup>**

A major reason that occurs is because companies have a hard time effectively integrating with each other. In Spectrum’s case, Shufflr was a godsend when it came to integrating Charter’s and Time Warner Cable’s presentation content.



# Getting The Most Out Of A Merger

Prior to the merger, both Charter and Time Warner Cable had their own presentation management systems. Following the merger, aware of the high rate of M&A failures, Spectrum was eager to prove the exception to the rule. That's another reason the newly formed company chose Shufflrr: Spectrum was able to combine Charter's and Time Warner's digital assets into one central repository—so quickly that sales teams didn't miss a beat as the content situation was sorted out. Now, the merged company is able to use a single repository to share, review and re-use content—which is much easier than employees having to search multiple repositories to find what they're looking for. Instead of forcing Spectrum down a certain path, Shufflrr allowed the cable company to figure out exactly how it wanted to prioritize their needs going forward.. As a result, Spectrum was able to devise a unique strategy that worked best for them. This continues to translate into a number of benefits, including:

## MORE CONTROL

Instead of having a third party dictate exactly what they had to do, Spectrum's key stakeholders were able to determine the path forward that made the most sense for their organization. As a result, the company was able to make decisions that allowed them to unlock as much synergy as they possibly could following the merger.

## MORE INSIGHTS

Thanks to Shufflrr's solution, Spectrum can now use metrics to determine which pieces of content are relied on the most during presentations. This enables the company to easily manage its digital assets in such a way that ensures the sales team is only using the best and most effective content available when meeting with clients and prospects.

## MORE CONVERSIONS

Since Spectrum is now able to steer its employees to the content that's proven to deliver results, sales representatives will be more successful with their presentations. This produces more conversions and a healthier bottom line. And—in the case of those that benefit from commissions—wealthier employees.

## HAPPIER CUSTOMERS

Workers like it when their companies invest in solutions that make their jobs more manageable. Thanks to Shufflrr, it's easier for sales representatives to not only find the content they're looking for but also to find the content that their peers rely on the most. This simplifies their workflows and reduces frustration considerably—which in turn amplifies employee happiness and engagement.

# Getting The Most Out Of A Merger

Making a merger or acquisition work is incredibly difficult. That's why so many of these deals are not immediately successful.

It's true that organizations will have to figure out a number of things to make a merger or acquisition work. By doing their due diligence and partnering with the right companies, however, it becomes that much easier to achieve operational harmony and reach their post-merger goals.

By using Shufflrr during a merger or acquisition, companies don't have to worry about navigating potential presentation management problems. That's all taken care of—which means companies are able to focus on more important logistical issues while counting on their sales teams to continue closing deals. To learn more about how your organization can use Shufflrr to successfully navigate a merger or acquisition in such a way that ensures your sales team remains effective during the transition and your control over your digital assets ends up much stronger on the other side, please [contact us today](#). We look forward to hearing from you!

**Shufflrr saves companies time and money while helping them better protect their brand and enhance their sales process.** It's a discipline we call Presentation Management and it has executives at Fortune500 companies rethinking their presentation strategies.

**Learn More or Schedule a Demo Today**



**AlexAnndra Ontra | Co-Founder, Head of Sales**  
[aontra@shufflrr.com](mailto:aontra@shufflrr.com) or 212-213-1705

# Endnotes

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