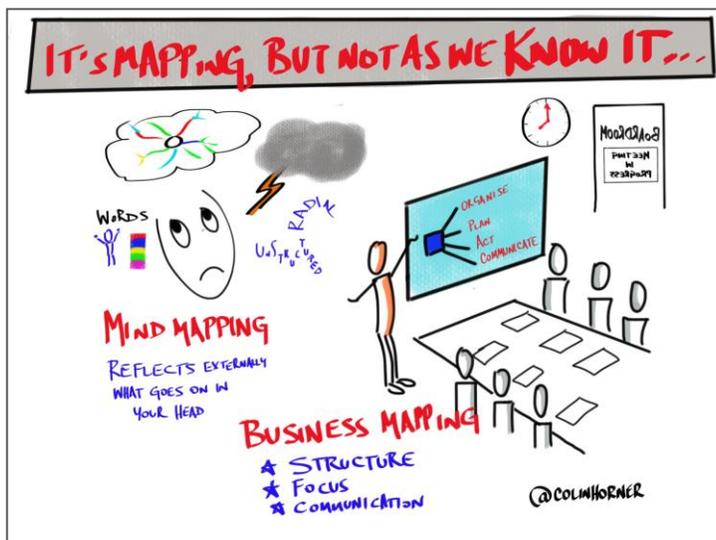


# WHY MINDMANAGER® SHOULD BE YOUR MAPPING APPLICATION OF CHOICE!

## An objective look at choosing MindManager when selecting a mapping application suitable for business

Nigel Goult, Olympic Limited  
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By way of introduction to this “white paper”, for want of a better name, I would like to make something clear from the start. This is NOT about Mind Mapping or Mind Mapping software. What most people create with software applications that *can* create a Mind Map is generally, nothing like a Mind Map. This is especially true when the output is examined in relation to the “[Rules of Mind Mapping](#)” as defined by the self-proclaimed inventor of Mind Maps, Tony Buzan.



Mind Mapping is a personal and usually single minded view of a subject or topic. Although many users of this software type apply it on a personal level to activities such as Brainstorming, Planning and Ideation, many also use it to document Knowledge, Information, and Projects etc. that are shared, communicated and managed by a group, team or department in business. The documents produced in these scenarios usually resemble something far more advanced and detailed than a Mind Map so we really should stop using that terminology for them.

In my experience the terms Mind Map and Mind Mapping often provoke some very strange reactions and are even frowned upon by some when mentioned within a business environment. There are those, like myself, that also believe the terms can hinder adoption and growth of applications such as MindManager within an organization. I believe a core reason for this is the association with historical Mind Mapping and pseudo-science, such as left and right brain thinking which has since been demonstrated to be an incorrect observation.

If the terms Mind Map and Mind Mapping come with a less than business like reputation what should we call the output that these powerful applications produce? Personally, I have found that Business Maps and Business Mapping seem to be more readily accepted, after all, when using this software within an organization you are generally mapping your business, its processes, resources and people, not your mind. These terms have always seemed to help users see past any preconceived fears the other terms induce. Interestingly, it is also a term that Mindjet adopted many years ago. Using these terms can often help break down the barriers and objections some people voice and help increase adoption in the workplace.

So we're still Mapping, just NOT Mind Mapping!

## MindManager! The Application for Business Mapping!

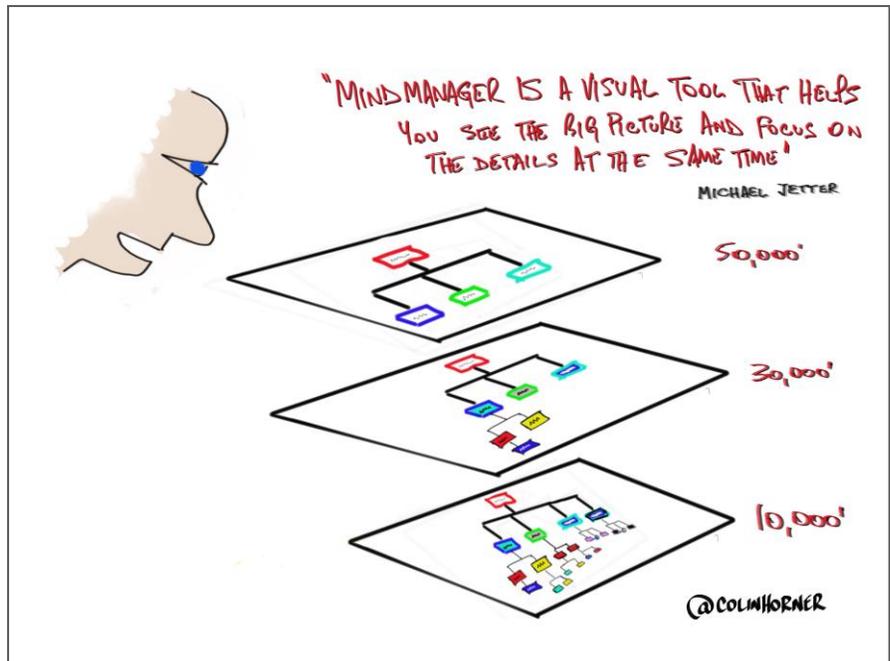
The first thing to realise when confronted with the vast range of mapping applications out there in the market place is this:

If you buy an application that focuses on producing Mind Maps, you will produce documents that readers see as ... Mind Maps!

Many applications are designed with Mind Mapping firmly in mind, (no pun intended). I think one reason for this is vendors are able to capitalise on the Mind Map and Mind Mapping terms for Internet key words etc. They also resonate with an already established and promoted method. The problem is that these applications tend to help you create documents that look like, well... Mind Maps.

Typically they focus on the creative thinking side of things and they lack some of the more technical capability when compared with MindManager. This can restrict their usability and flexibility, especially in business where your requirements may be changing all the time. The flip side of this is that applications with greater capability fall into the trap of being promoted as Mind Mapping applications and therefore suffer the same effect but in reverse; you're looking for a Mind Mapping application and end up buying a Business Mapping application with all the "bells and whistles".

Mindjet® MindManager® is in every sense a true Business Mapping application. Its origins may stem from the world of Mind Maps but its evolution under the bright, forward thinking of its creator, Michael Jetter, combined with the continued innovation from Mindjet, makes MindManager the most advanced and supported application of its type. MindManager's feature set and capability is often found mirrored in other applications but there are several features and capabilities that can only be found in a handful of applications in the current market. If you are considering a mapping application for your business/organization you should be aware of these capabilities and why they will be useful. After all, you want your mapping application to do as much as it can. Why restrict its opportunity for adoption due to lack of capability and/or adaptability?



## 12 Capabilities A Business Mapping App. Needs!



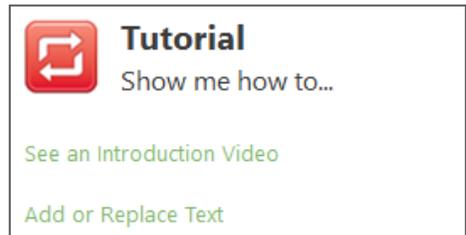
Detailed below are some of the capabilities I believe any good Business Mapping application should ideally have yet only a handful of those currently on the market include them.

They range from things such as simple user information to help get you started all the way to technical integrations with Microsoft SharePoint.

While several applications do share some of these capabilities, not one manages to tick the box for all 12, apart from MindManager of course!

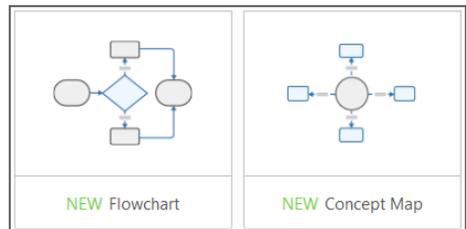
### 1. GETTING STARTED MODULE/WIZARD

It sounds so obvious. Surely ALL mapping software has an interactive wizard or tutorial to help your new users get up to speed and help them learn the basics? The reality is that quite a few do not provide anything more than a traditional help file which is not always ideal for learning how to use applications of this nature. If you're looking for a Business Mapping application this capability alone could save you a great deal of personal time not to mention potentially hours of tech. support and/or training. A simple concept often overlooked by many vendors.



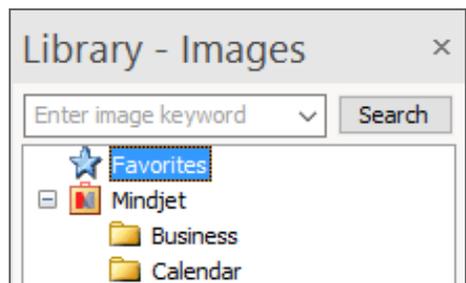
### 2. FLOWCHART/CONCEPT MAPS

Recently, Mindjet added the capability to create Flowcharts and Concept Maps with MindManager and also integrate the two formats on the same canvas. These two methods are commonly used in business and it makes sense to check this capability is an option in your chosen application. Sadly they can only be found in a handful of applications in the market today.



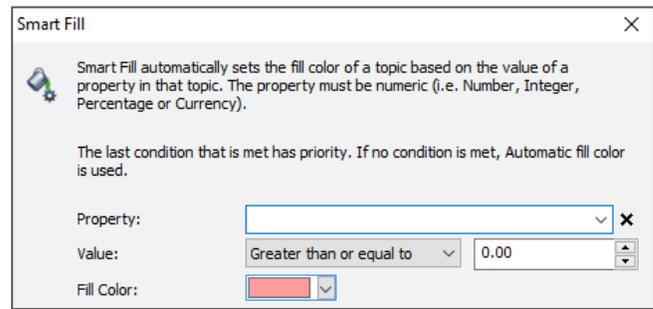
### 3. CUSTOMISABLE IMAGE LIBRARIES

If you're using a visual application in your business you want to be able to utilize any existing business images and icons. MindManager is one of the few applications that enable you to create an image library and import your own images, icons and symbols to use in your Maps. The ability to incorporate your own images helps you to create Maps that will convey your business identity/brands and make your users feel more at home.



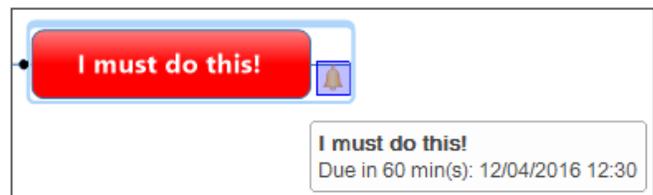
#### 4. SMART FILL

To my knowledge this capability is only currently available in MindManager. It can format a Topic Fill Color depending on the numerical value of a Custom Property. It can be driven by Topic Calculations/Formulas (see item 8), and means you can change the appearance of a Topic based on a changing condition. This helps to draw your reader's attention to these special Topics in your Map.



#### 5. TOPIC ALERTS/ALARMS

Again, I believe this capability lies only in the realms of MindManager. It enables you to set an alert based on a date and time that will fire a notification window when triggered. It does this in much the same way as an appointment alert in your favorite desktop calendar software.



Topic Alerts provide notifications with the option to access the Map and Topic that triggered the alert, even when MindManager itself is not running. They are a great way to draw attention to Topics in Maps where timing is critical and you want to make sure you keep everything on track without cluttering up your daily calendar.

#### 6. EMBEDDED SPREADSHEETS/SPREADSHEET RANGE

If you're a user who needs to utilize tabular information and data, MindManager provides the capability to create a simplified spreadsheet on your Map Topic or to embed a user defined range from an existing Microsoft Excel file.

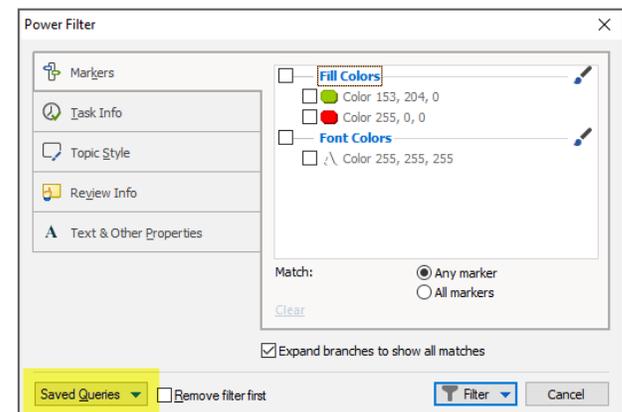


	A	B	C	D
1		Sales	Costs	Profit
2	Jul-15	\$ 225,365	\$ 128,598	\$ 96,767

The embedded range can be refreshed at any time and updated with any changes, displaying current data in the Map at all times.

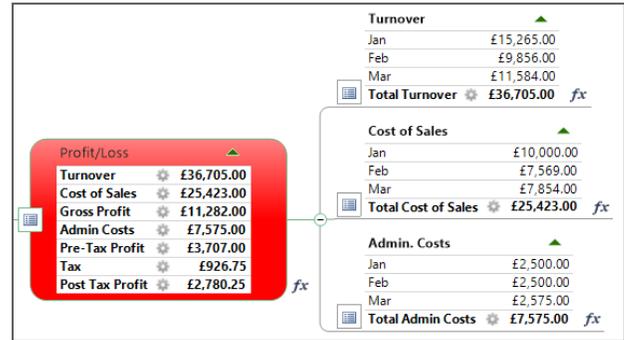
#### 7. FILTERING & SAVED QUERIES

As you use your mapping application you will begin to accrue a large collection of Maps, each containing different types of data. The ability to create filtered views based on different Topic elements lets you zoom in on specific Map data quickly and creates a focused view of your Map. Some filters you will want to use again and again and having the ability to save them for repeated use saves you time further down the line.



## 8. TOPIC CALCULATIONS & FORMULAS

This seriously useful capability was added to MindManager a few versions ago. It lets you create user defined numerical properties which you can then use in calculations on and across Topics in your Map. As an example, you could create a Custom Property for Price on each Sub-Topic in a tree and have these automatically calculated as a Sum on the Parent Topic. As you add new Sub-Topics which contain the same Custom Property the value on the Parent Topic is re-calculated. Combining this with the Smart Fill capability, (see item 4), gives you a great way to analyse and categorize your numerical driven Map Topics.



Profit/Loss	
Turnover	£36,705.00
Cost of Sales	£25,423.00
Gross Profit	£11,282.00
Admin Costs	£7,575.00
Pre-Tax Profit	£3,707.00
Tax	£926.75
Post Tax Profit	£2,780.25

Turnover	
Jan	£15,265.00
Feb	£9,856.00
Mar	£11,584.00
<b>Total Turnover</b>	<b>£36,705.00</b>

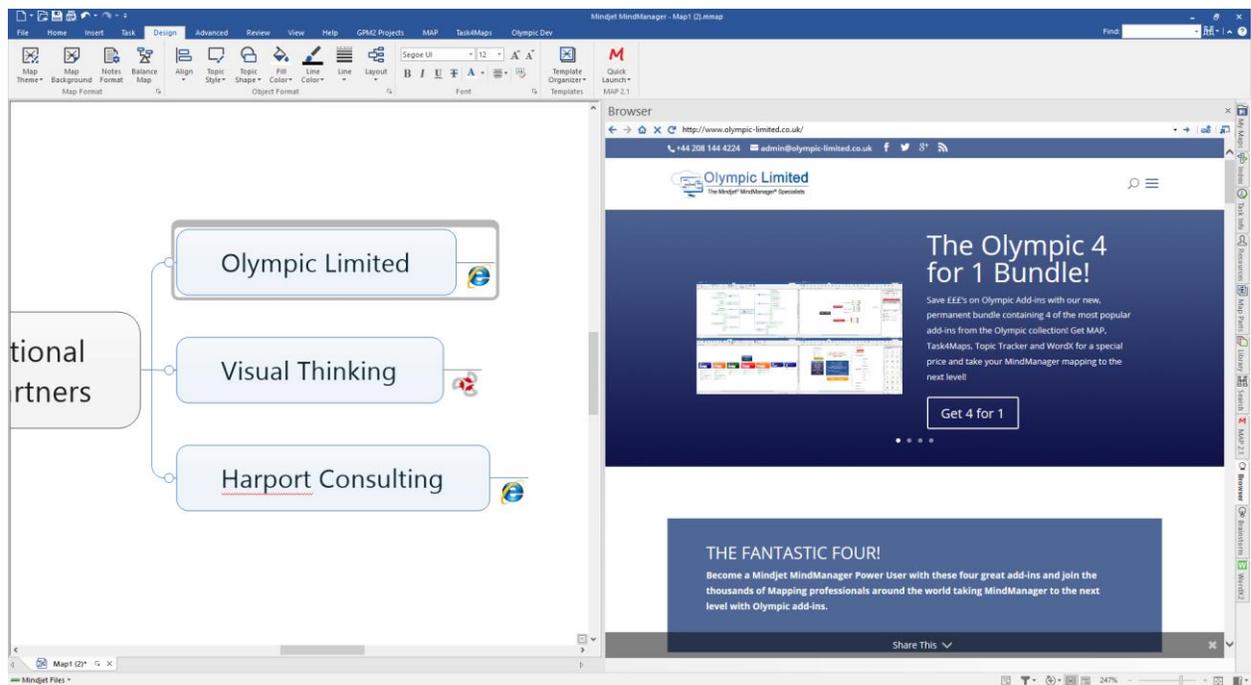
Cost of Sales	
Jan	£10,000.00
Feb	£7,569.00
Mar	£7,854.00
<b>Total Cost of Sales</b>	<b>£25,423.00</b>

Admin. Costs	
Jan	£2,500.00
Feb	£2,500.00
Mar	£2,575.00
<b>Total Admin Costs</b>	<b>£7,575.00</b>

## 9. INTEGRATED BROWSER/VIEWER

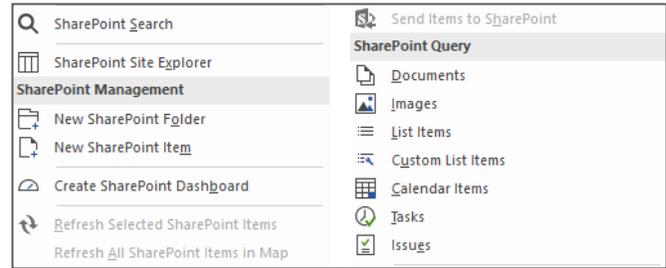
Very few applications offer the capability to open and view common documents such as MS Office files, PDF's, Web Pages etc. within the application. This helps to keep your Map content in view while giving you access to extended information in a separate window/Task Pane. The enables you to view differing types of documents/information without the need for applications switching.



It also cuts down the number of applications you may need to open/activate when viewing Topic Attachments and/or Hyperlinks of different file types.

## 10. SHAREPOINT INTEGRATION

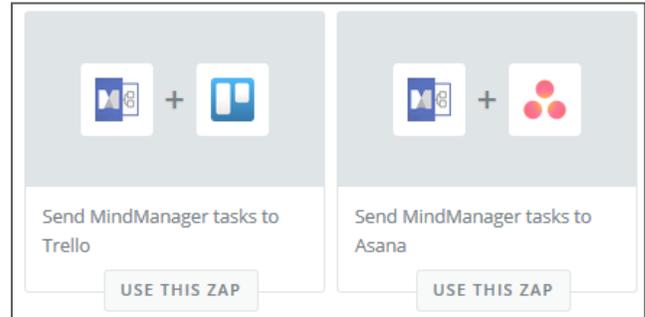
If your business/organization uses SharePoint then it makes sense to choose an application that can integrate with it to enable you to work closely with content in the system. Currently there are few applications on the market that have any type of SharePoint integration. MindManager being one of them it offers the ability to build dynamic dashboards with two-way synchronization together with the ability to query your SharePoint content quickly.



**NB:** This capability is only available in MindManager 2016 Enterprise.

## 11. WEB SERVICES SUPPORT

MindManager can also be combined with hundreds of popular web services such as LinkedIn, Facebook, Google+, Base Camp, Trello, Sales Force and many others through the recent integration with [Zapier](#).



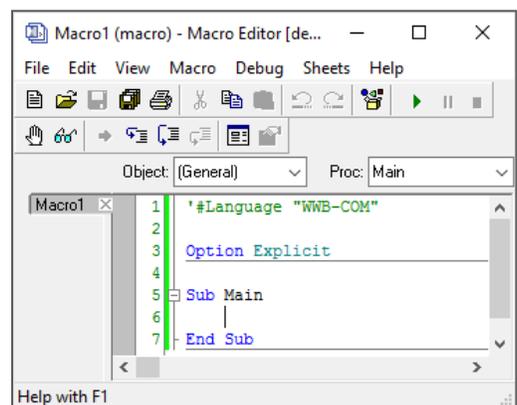
Zapier enables you to connect MindManager to these popular web services through a Zap. A Zap is created through series of easy to follow steps that setup a re-useable connection to the chosen web service.

Once a Zap is created, you can run it to send Map content to your chosen service enabling you to quickly share information with other service users. Mindjet are actively developing this new capability and are working to include the ability to receive data in your Maps. When this becomes available you will want MindManager on your desktop as the only mapping application that can collect and organise data from a multitude of popular web based sources.

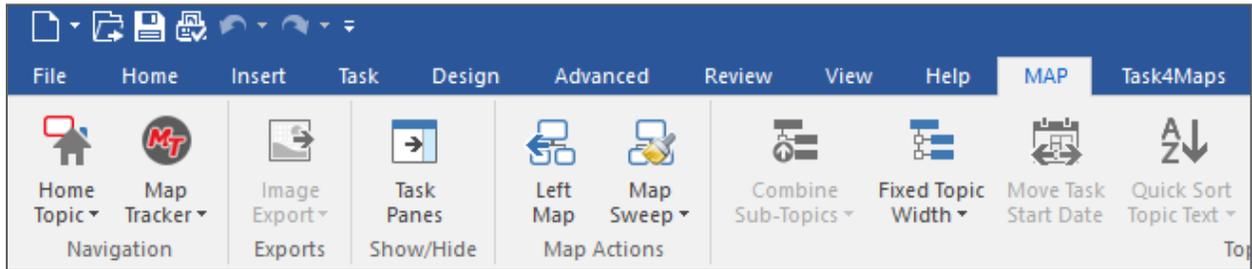
**NB:** This capability is only available in MindManager 2016 Enterprise.

## 12. APPLICATION PROGRAMMING INTERFACE & MACRO EDITOR

Organizations that have strong internal IT support can benefit from MindManager's completely unique Macro Editor. This is made possible due to MindManager's API, (Application Programming Interface), something that *no other mapping application in the market today can compete with*. This API enables organizations to develop additional capability allowing them to use MindManager with existing systems, processes and/or interfaces and extend the application possibilities.



The API that drives MindManager’s Macro capability is also used by Mindjet themselves to add capabilities and as such much thought has gone into its development and inclusion.



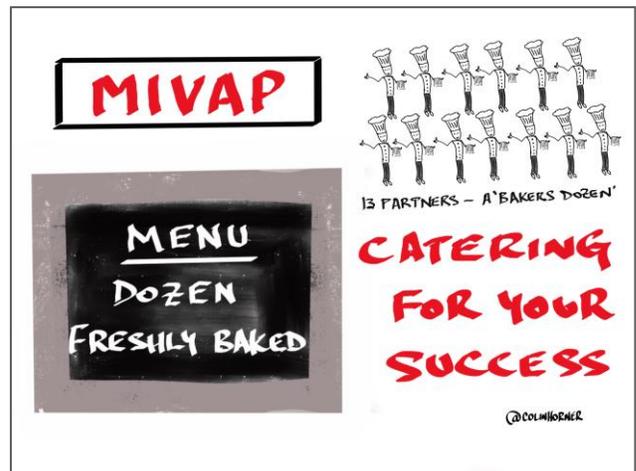
It is so well developed and documented that users and other third parties can develop add-ins and solutions such as Olympics’ *MAP for MindManager* and *Task4Maps* shown above. *No other mapping application in the market place today offers this capability.*

Of course there are many other capabilities you might want/need such as Gantt views or Outline views etc. Those and many other capabilities are now more or less standard across applications which is why I have chosen to highlight the capabilities that are unique to MindManager or only found in a handful of the other mainstream applications. They are just some of the reasons why Mindjet MindManager *should* be your mapping application of choice for business or organizations.

## 13 – A Lucky Number for the MindManager Community!

There is yet another good reason MindManager has proven to be the best mapping application to choose over all others for business users. Mindjet has an extremely talented and experienced network of partners that cover the globe, the *Mindjet International Value Added Partner* network or *MIVAP* for short.

Mindjet’s continued support for its partners provides their users with high quality training, add-ins, consultancy, custom development and content that help your business squeeze every last drop from its MindManager investment. These partners can also help you to continue to find new and innovative applications for this truly powerful business software.



MIVAP’s are generally individuals or businesses that have MindManager value add as a core part of their business model. They communicate regularly with key Mindjet employees and provide market feedback and information that help Mindjet to shape future editions of MindManager.

Why not check the table below and see if there is a MIVAP near you that could help with your business application of MindManager?

Mindjet International Value Added Partner	Services					Country	Website
	Training	Add-ins/Solutions	Templates/Content	Consultancy	Mindjet Licensing		
aHa! Coaching	•	•	•	•	•	Netherlands	<a href="http://www.ahacoaching.nl">http://www.ahacoaching.nl</a>
Cabre	•		•	•	•	United Kingdom	<a href="http://www.cabre.co.uk">http://www.cabre.co.uk</a>
Drielingh	•		•	•	•	Netherlands	<a href="http://www.drielingh.nl">http://www.drielingh.nl</a>
Flexus Consulting		•		•	•	South America	<a href="http://www.flexusgroup.com">http://www.flexusgroup.com</a>
Gyronix	•	•				United Kingdom	<a href="http://www.gyronix.com">http://www.gyronix.com</a>
Harport Consulting	•	•	•	•		United Kingdom	<a href="http://www.harportconsulting.com">http://www.harportconsulting.com</a>
Infoseg	•	•		•	•	Spain	<a href="http://www.infoseg.com">http://www.infoseg.com</a>
Knowledge Mappers			•			United Kingdom	<a href="http://www.knowledgemappers.com">http://www.knowledgemappers.com</a>
Lerchertrain	•			•	•	Austria	<a href="http://www.lerchertrain.at">http://www.lerchertrain.at</a>
Mindlogik	•	•	•	•	•	New Zealand	<a href="http://www.mindlogik.com">http://www.mindlogik.com</a>
MMD France	•			•	•	France	<a href="http://www.mmdfrance.fr">http://www.mmdfrance.fr</a>
Olympic	•	•	•	•	•	United Kingdom	<a href="http://www.olympic-limited.co.uk">http://www.olympic-limited.co.uk</a>
Visual Thinking	•		•	•	•	South Africa	<a href="http://www.visualthinking.co.za">http://www.visualthinking.co.za</a>

## Summary

I hope you find this document useful and informative and that it will help you make a more informed choice when evaluating which Business Mapping software to invest in or whether you should be looking to change your current application.

MindManager offers the best business functionality, flexibility and longevity than any other mapping software in the market and is supported by a growing world-wide network of experienced partners who are on hand to make sure you get the best from the software at all times.

When looking at the cost of MindManager you may think it is priced relatively high in comparison to some of the competing products but what you must ask yourself is this:

Do I want to Map my Mind or do I want to Map my *Business*?

If your answer to that is *Business Map*, then reach for MindManager **every time!**

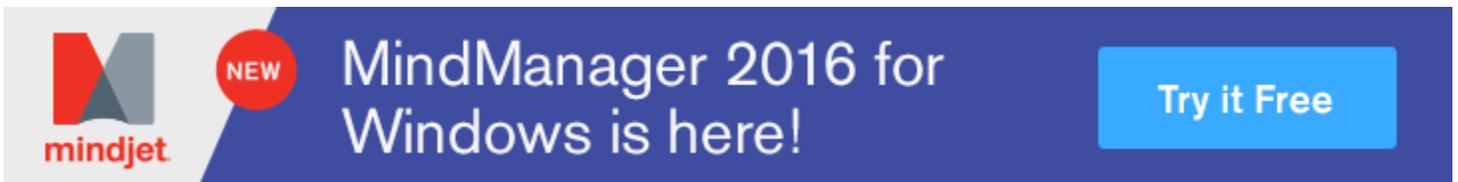
## Interested in Purchasing MindManager?

If you are looking to buy MindManager for your organization then please get in touch. Olympic offer competitive pricing, pre/post-sales support and the option of discounted add-ins to enhance your investment.

If you're interested in purchasing MindManager on a personal level or any volume under 10 licences then using the following code on Mindjet's website will give you a 10% saving on your purchase. Simply use the code "MIVAP-OLYMPIC" when making your purchase.

This code can be used in any region for both new and upgrade licences. What's more, if you email us a copy of your purchase receipt, we will provide a second code to give you 50% off all Olympic developed add-ins from our website. Simply place your order on Mindjet's website and email a copy of your receipt to [admin@olympic-limited.co.uk](mailto:admin@olympic-limited.co.uk) and we will do the rest.

Just click the banner below to visit the [Mindjet store](#) and then select your chosen billing country to get started!



The banner features the Mindjet logo on the left, a red circle with the word 'NEW' in white, and the text 'MindManager 2016 for Windows is here!' in white on a dark blue background. On the right, there is a blue button with the text 'Try it Free' in white.

## About the Author

Nigel Goult has been using MindManager since 2000. He owns and runs a software development and consultancy company, Olympic Limited that specialises in MindManager development, support and license sales. He is the lead developer for all the add-ins and solutions that Olympic develop and these range from commercial add-ins suitable for any MindManager user such as [MAP for MindManager](#), [WordX](#), [Task4Maps](#) and [Topic Tracker](#). Olympic also provide more specific, bespoke developments for companies large and small located around the globe.



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## Acknowledgements

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