

AI is changing, **how presentations are created.**

We help you find the right tool—and use it effectively.

Consulting Services 2026

Many tools still
promise even more.

Where we stand today.

Over 80 AI tools are currently vying for
a share of the presentation market.
Half of them are less than two years
old.

For many use cases, there are now
several solutions that work
and many that don't live up to
the demos show.

GAMMA tome slideroom perplexity

present.. beautiful.ai SCALAR AI

NotebookLM Adobe Firefly Slideworks

bynder IIEvenLabs UpSlide templafy

Claude DeepL

Frontify dektopus Prezi

Plus Hey Gen Plus eendesteps.ai deckrobot.

think-cell Midjourney STORYD synthesisia auxi

Copilot empower Datawrapper

SlideHub SlideLizard Canva

**First sort,
then select.**

We have **grouped** the 80+ AI tools into **five categories**. They differ not in features, but in architecture, business model, and suitability. *Logos represent a selection.*

**PPT-integrated AI
(AI-native)**

AI generation directly in PowerPoint.

LLM add-ins

Copilot * Claude

AI-native add-ins

slideroom * deckrobot.

SCALAR AI

**Productivity
& Design**

Established design tools, increasingly featuring AI modules.

UpSlide

empower

think-cell

Slide libraries, brand portals, DAM platforms.

Frontify

bynder

templafy

SlideHub

Slideworks

**Presentation
generators (web)**

Standalone web platforms that generate decks from prompts, documents, or data

decktopus

tome

zapdeck

Prezi

Canva

beautiful.ai

GAMMA

Specialized tools

Point solutions along the workflow.

Translation · Image

DeepL Adobe Firefly Midjourney

Data · Video/Voice

Hey Gen synthesisia IIElevenLabs

Audience Interaction

sendsteps.ai

**Brand governance
& Asset Management**

How we evaluate tools

Four dimensions that are addressed one after the other. Compliance comes first—but must always be considered in context.

A *Compliance Review*

Company headquarters and ownership structure, functionalities, pricing, market readiness in the DACH region, EU hosting and EU data processing, AVV, training exclusion, sub-processor chain, certification status. Findings are documented and compared against the use case – depending on the context, either a hard gate or risk classification

B *Technical Suitability*

M365 and PowerPoint integration, master data accuracy, data paths, scalability, API availability, maintainability

C *Hands-on in a real-world scenario*

Reproducible test with defined input, evaluation of output quality, iterability, CD compliance, time required

D *Business Case*

Licensing and scaling costs versus measurable efficiency gains, risk assessment, comparison with alternatives

What we've learned so far

It's a long way from promise to reality

The market moves fast, new tools come out weekly, and promises even more frequently. Not everything is delivered—and most of it only after several iterations. **Anyone making a tool decision today is doing so on shaky ground.**

Hosting ≠ Processing

Many tools advertise EU hosting. Upon closer inspection, however, they process inference requests outside the EU—via sub-processed model providers.

Hosting is the simple question; inference processing is the crucial one. This distinction is missing from nearly every vendor's self-disclosure.

GDPR compliance is the toughest filter

In our evaluation, most tools fail not because of data protection or hosting—but because of pixel-perfect implementation in the customer's house style.

The perfect tool does not exist today. Even the best tools deliver output that **requires manual rework—the question is simply how much.**

Tool categories are converging

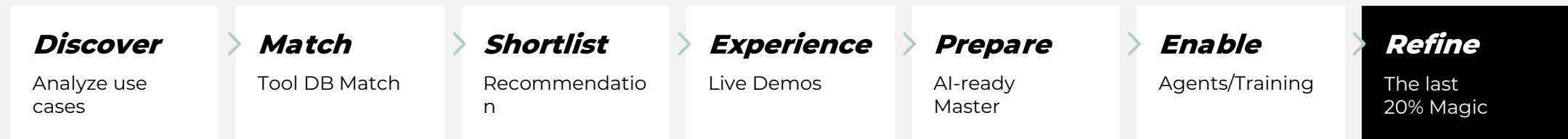
Specialized PPT AI tools are increasingly being displaced by LLM platforms that offer slide creation as one feature among many.

Standalone tools need a very clear added value to survive. This convergence is currently accelerating visibly.

i-pointing AI **Consulting Approach & Tool Intelligence Report**

Our consulting approach

A 7-step process from use case analysis to final refinement



AI Tool Intelligence Report

Standardized database curated by experts – updated quarterly

80+

AI tools worldwide
in standardized in-depth analysis

In live use for 2 years

Feature set

Which use cases the tool actually covers

Integration & API

Integration with Office, CRM, and existing stacks

Pricing Models

Transparent Total Cost of Ownership

Output Quality

Evaluated based on design standards & customer practice

Data Protection

GDPR, hosting region, data processing

Maturity & Roadmap

Stability today, investment security tomorrow

What does this mean for you? ***What we can offer you.***

Start: June
2026

INFRASTRUCTURE

Master AI-Ready Check

Making your templates AI-ready

We'll revamp your PowerPoint masters so that Microsoft Copilot and other AI tools can work with them seamlessly without any design issues.

Already implemented for several enterprise clients.

AUTOMATION + AI IMPLEMENTATION

AI Consulting

Tool recommendations for your use cases

From over 80 vetted tools, we select the right ones for your requirements. Selection based on CD fidelity, use case, and practical testing.

Structured tool registry as a foundation.

How does this fit into your work?

1

What are the most common occasions for presentations—and where does the most time go these days: research, structuring, visualization, or adapting to company templates?

2

Which steps in slide creation would you most like to speed up—and which should remain manual and quality-assured?

3

Which company templates, CD guidelines, and security requirements shape your daily slide work—and where do the most friction points arise?

4

If an AI tool were available tomorrow to take over a specific task—**which task would you name first?**

DISCOVER CONVERSATION

Let's talk about your process.

PROCESS

40–50 minutes

We listen, sort through the use cases with you, and see where AI really makes sense for you.

WHAT YOU'LL GET

Overview and Recommendation

An overview of your use cases, an assessment of your readiness level, and a recommendation on how to proceed. If AI isn't worth it for you, we'll tell you.