



# @Last Software Creates Multimedia Tutorials with Camtasia Studio® Cuts Training and Support Costs by \$250,000 Annually and Drives New Sales



## @Last Software

Based in Boulder, CO, @Last Software's mission is to put 3D modeling in the hands of the masses. SketchUp is distributed directly by @Last and through distributors worldwide.

SketchUp conceptual design software is a completely new way to design in 3D. Described as "3D for the rest of us," its unique user interface allows quick and easy 3D form creation, viewing and modification. SketchUp is sophisticated enough for complex design projects yet easy enough for beginners, allowing everyone from architects to hobbyists to design in 3D. SketchUp for Windows and Macintosh OS X is available worldwide in 11 languages. Visit [www.sketchup.com](http://www.sketchup.com) or call 303-245-0086 for more information.

## Objective

To develop engaging and informative video tutorials that help @Last Software, Inc. sell and support SketchUp®, the company's award-winning 3D design software.

## Business Challenge

Software providers are often able to realize significant business benefits by creating video tutorials that demonstrate their products' capabilities for prospective and existing customers. In the past, however, software firms had few options for creating such materials other than to allocate extensive time and manpower to the effort. The reality was that only large organizations had the resources necessary to design, develop, and produce professional tutorials. Fortunately, advances in screen-recording software have democratized this aspect of the software business by making it possible to record, edit, and produce high-fidelity streaming and Flash tutorials at a fraction of the cost and time that were required just a few years ago. Moreover, these newer solutions require no multimedia or programming expertise, which means that developers can continue to focus on bringing new products to market while sales, support and marketing personnel create the demonstration materials. Recognizing the potential value of video tutorials, and understanding the recent advances that have made the tutorials much more cost-effective, @Last Software asked its product marketing team to create marketing and support

videos for the company's flagship product -- SketchUp. The videos would have to be extremely detailed and easy to follow because SketchUp includes many nuances and sophisticated technology, such as an intelligent guidance system. For maximum effectiveness, the recordings would also have to be narrated and include on-screen highlights to call viewer attention to specific points of interest.

## Solution

After testing several content-creation and editing packages and trying out a few products that animate static screen images, @Last turned to Camtasia Studio from TechSmith Corp. Camtasia Studio is the leading screen recording and production software for application demonstrations, software simulations, and video tutorials. Using Camtasia Studio, @Last created a series of video tutorials for delivery via the Web and CD-ROM. The videos provide @Last's customers with a library of content that demonstrates how SketchUp's unique user interface and toolset enable quick and easy 3D image creation, viewing and modification. The SketchUp videos are engaging and informative, demonstrating for architects, engineers, design professionals and hobbyists how to design in 3D. The tutorials serve several important functions for @Last:

- Entice potential customers who visit the company's Web site to buy the product
- Quickly teach new and existing customers how to use the product
- Reduce costs and enhance the effectiveness of customer support by empowering customers with self-service
- Provide a compelling vehicle through which @Last can show decision makers at large architectural and design firms the value of SketchUp

To create the tutorials, @Last trainers demonstrate and narrate three-to-five minute segments of specific tasks. The tasks highlight particular features or functionality of SketchUp. While the demonstration is taking place, Camtasia Studio is running in the background recording all on-screen action (e.g., cursor movements, text boxes, keystrokes, drop-down menus, drawings, etc.) as well as the audio narration.

Because activity is recorded in real time, full-motion maneuvers, such as SketchUp's patented push/pull technology and its orbit, pan, zoom, and lighting and shadowing features are captured in their entirety. The result is a smooth and realistic video that presents granular detail with absolute clarity. The tutorials are posted on the Training section of the company's Web site. They are delivered via streaming media in both Windows Media and QuickTime formats for Windows and Mac users. The company also burns the videos in AVI format (encoded with TechSmith's "lossless" codec) onto CD-ROMs and distributes the videos with each boxed copy of SketchUp.

## Results

*“SketchUp’s simplicity is based on an interface that enables the user to loosely and freely draw a desired model,”* said Mark Carvalho, Windows Product Manager at @Last Software. *“The software automatically fills the shapes to create 3D geometry. To explain this capability is one thing, but it’s not nearly as powerful as having customers see it for themselves. Camtasia Studio’s full-motion recording is the only solution that enables us to quickly, easily and inexpensively record this technology and deliver our demonstrations and tutorials in a professional format.”*

For more than three years, @Last Software has been creating SketchUp videos with Camtasia Studio and its predecessor, Camtasia. To date, @Last has published more than 35 videos to support each new version of SketchUp. Visitors to the company’s Web site view the videos 29,000 times each month. Based on formal and informal customer feedback, @Last believes that the tutorials help drive a significant portion of new sales and strengthen customer relationships from the start by improving customer training substantially. The videos also play a critical role in reducing overhead related to technical support.

*“Because Camtasia Studio is so flexible and easy to use, when our support staff tells me they have been asked the same question by several callers, I just fire up Camtasia Studio and create a video that we can post to our site and our online forums,”* said Carvalho. *“This eliminates many calls altogether and allows our people to cut many more calls short by referring customers to our Web site. Not only are we saving \$250,000 annually in hard costs, our customers appreciate the empowerment of self-service and the convenience of having reference videos they can watch repeatedly.”*

*“Camtasia Studio is an incredibly appealing and powerful solution that we depend on to market our software. SketchUp video tutorials are the leading way that customers learn about our product. Our customers have actually told us the SketchUp video tutorials are the best experience they’ve ever had learning software.”*

-Sara Strebe, Director of Marketing, @Last Software

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[www.camtasiastudio.com](http://www.camtasiastudio.com) Sales line: (888) 750-0685