

## Snagit & Camtasia

### Who Needs These Tools and Why


Evolve to Visual Communication


**Snagit enables everyday screen capture**

Effective peer-to-peer communication as well as professional documentation

**Camtasia is a screen recorder and video editor**

Easy-to-create training videos, software demos, and customer on-boarding

#### Deliverable

	Snagit	Camtasia	
Compliant screenshots for presentations and emails	✓		<p><b>Who:</b> All employees who use a computer</p> <p><b>Why:</b> Efficiently capture and share compliant images in today's visual world</p> <p><b>What:</b> Blur &amp; Redaction, Object Recognition and Removal, OCR (text capture), Scrolling and Panoramic capture, numerous output integrations</p>
Professional images for websites and documentation	✓		<p><b>Who:</b> Training, Marketing, Sales, Support and Technical Communicators</p> <p><b>Why:</b> Deliver High Definition, polished, compelling graphics that adhere to the company's brand guidelines</p> <p><b>What:</b> Advanced Image Markup and Effects, Branding Control, Free Stamps, Simplified User Interface (SUI), Library Management, Combine Images</p>
Informal peer-to-peer video	✓		<p><b>Who:</b> All employees, but essential for IT, QA, and technical support</p> <p><b>Why:</b> Retain critical knowledge; clear instruction and feedback; reduce emails Examples: PowerPoint voiceover, bug reports, Excel walk-through</p> <p><b>What:</b> Region capture, Real Time Video Encoding, Webcam, Trim video</p>
Video presentations and webcast recordings	✓	✓	<p><b>Who:</b> All employees that create presentations</p> <p><b>Why:</b> Recorded presentations are an effective way to reach global remote teams</p> <p><b>What:</b> Both support screen video capture, and trimming; Camtasia provides advanced video editing and visual effects to ensure engaging and influential presentations</p>
Professional training videos/tutorials		✓	<p><b>Who:</b> Corporate Trainers, IT, HR, and Subject Matter Experts</p> <p><b>Why:</b> Deliver scalable, learning-optimized video training</p> <p><b>What:</b> Quick learning curve, templates, and certification course make it easy to show what you know; Quizzing, Table of Contents, and Captions facilitate learning</p>
Customer onboarding videos		✓	<p><b>Who:</b> Support, User Assistance, and Customer Success</p> <p><b>Why:</b> Update and reuse content and provide customers with the best experience, even when things change</p> <p><b>What:</b> Multi-track Timeline, Video Annotation &amp; Redaction, Callouts, Zoom and Pan, Voice Narration, Animations, Accessible Video</p>
Software demo videos		✓	<p><b>Who:</b> Marketing and Sales</p> <p><b>Why:</b> Engage stakeholders and potential customers; stand apart from the competition</p> <p><b>What:</b> Import image, screen and camera video, Music &amp; Audio Enhancements, Cursor Effects &amp; Editing, Asset Library, Intro/Outros, Lower Thirds, Transitions</p>

### Want to modernize your business communication?

TechSmith has been in the visual communication business for over 25 years and we're here to help.

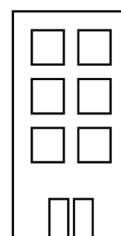
Phone: +1.517.381.2300  
Toll Free: +1.800.517.3001

Learn more: [www.techsmith.com/business](http://www.techsmith.com/business)

A 500-PERSON COMPANY COULD RECOVER

**\$600,000**

in productivity each year by using more visuals in workplace communications



EACH EMPLOYEE COULD GAIN



per 8-hour day if workplace communications contained more visuals  
**That adds up...**