

Why the Snipping Tool isn't "Good Enough"

It's understandable to try free or built-in tools, but it's more important to ensure employees are as productive as possible.

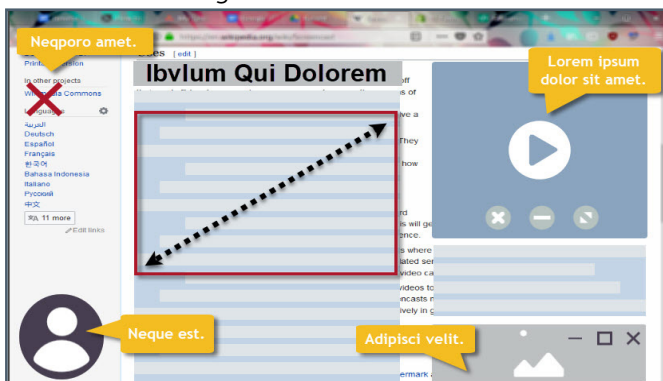
Snagit is more than just a screen capture tool. Snagit eliminates confusion and increases the speed of communication within an organization. With our flexible licensing models, it's more affordable than you think, and you'll see ROI with the first few uses.

"We tried annotating screen captures with free operating system tools, but the results always looked choppy and unprofessional. We needed a tool that was quick, but provided a clean look."

– Vanessa Dinn

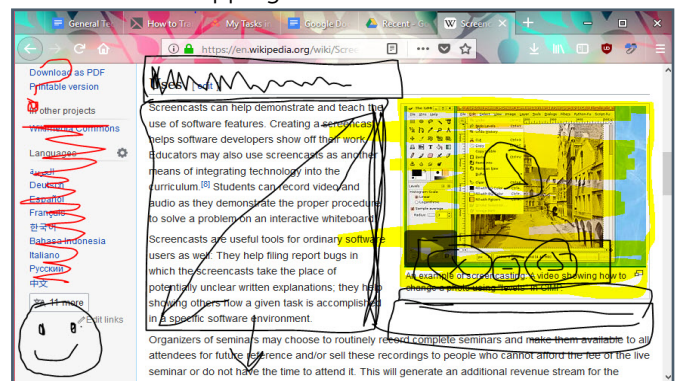
IT Project Manager,
DFCU Financial

Created with Snagit



Use Snagit and look infinitely more professional

Created with Snipping Tool



Is this good enough?

Try our ROI calculator and see how Snagit and Camtasia might impact your bottom line.

www.techsmith.com/business

| What You Get with Snagit (Highlights) | What You Get with the Snipping Tool* |
|---|---|
| End-User Features | |
| Basic and Advanced Capture <ul style="list-style-type: none"> • Scrolling and Panoramic Capture (capture what's beyond your screen) • Video capture (with mic and system audio) • Text capture (OCR extract text) • Webcam capture • Magnifier / zoom • User-defined capture workflows | Capture <ul style="list-style-type: none"> • Built-in, basic screen image capture • Delayed Capture (Win 10) |
| Branding & Standards <ul style="list-style-type: none"> • Custom themes and styles • Watermarking | Branding & Standards <ul style="list-style-type: none"> • N/A |
| Privacy & Security <ul style="list-style-type: none"> • Blur and redact • Replace text and "digital whiteout" | Privacy & Security <ul style="list-style-type: none"> • Scribble out |
| Saving & Sharing <ul style="list-style-type: none"> • 16 outputs including Microsoft destinations • Recent Capture Tray and Library • FTP, multiple file formats, <i>more...</i> | Saving & Sharing <ul style="list-style-type: none"> • Output to email • Copy image |
| Image Editing <ul style="list-style-type: none"> • Smart Move (editable UI) • Combine images (easily make step-by-step handouts) • Background transparency, auto-fill • Customize UI to have Snagit suit your common tasks • <i>Way too many to list...</i> | Image Editing <ul style="list-style-type: none"> • Freehand annotations |
| IT and Management Considerations | |
| <ul style="list-style-type: none"> • Works the same on Windows and Mac • Incredibly easy to use—and powerful • APP-V Support, additional VM options • Easy-to-use MST customization tool with many options and controls for Administrators • Professional quality results | <ul style="list-style-type: none"> • Preloaded (Windows only) |
| Training and Support | |
| <ul style="list-style-type: none"> • Free written and video tutorials • Best practices for using visuals in the workplace • Priority support • User community | <ul style="list-style-type: none"> • N/A |

* Similar tables can be created for Grab, and other software "alternatives"



Saves Time

Using visual communications, businesses could see productivity gains of...

6 minutes, 43 seconds per **day**
33 minutes, 36 seconds per **week**
28 hours per **year**

Snagit Offers a Huge Return on Investment

Employees who receive information, training and general communication via visuals (images and videos) better understand, retain and engage with important content.

TechSmith commissioned an independent research study¹ that looks at visual communication issues.

Businesses that adopt engaging visual communication are more productive and efficient.

- In an eight-hour day, communicating with employees using videos and screenshots vs. plain-text email could save each employee six minutes and 43 seconds.
- Businesses could gain up to \$1,700 in productivity per year for every employee who consumes content as part of their job.

People Really Like Snagit...A Lot

If you ask 100 people, on a scale of 1-10 how likely they are to recommend Snagit to a friend or colleague, 79 say 9 or a 10. An NPS, or Net Promoter Score, of 79 puts Snagit in the 100th percentile in the software sector where a good score is 24. TurboTax has a 52, Adobe Creative Suite comes in at around 28.

You're in Good Company

Virtually every Fortune 500 company already has Snagit. Many have, or are in the process of moving their volume purchases over to a site-wide plan. Top industries for Snagit include Finance & Banking, Insurance, Technology, Software, Government, and Healthcare.

"Snagit continues its reign as the screen-capture utility of choice thanks to its versatility and powerful features. It costs more than the competition, but it's worth it."

-PCMag UK

Ask the Following Questions When Considering Screen Capture Tools

Hint: The answer to all of these questions is "Yes" when it comes to Snagit.

- Does this work on Mac *and* Windows?
- Does it meet the needs of ALL departments?
- Does it record video with voiceover?
- Will this software enhance my existing investments like Office 365, SharePoint, Slack, etc?
- Is this software going to be around in two years?
- Is their support outstanding?
- Do I trust that this software is secure?
- Is it intuitive and am I going to see widespread adoption?
- Does this tool provide value in creating and consuming more visual communication within and outside my company?

¹<https://www.techsmith.com/visual-communication-research.html>