TechSmith Snagit™

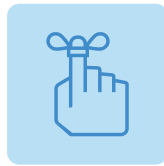# Visual Communication Across the Enterprise

There are solid business reasons to provide Snagit to your entire organization. Clear communication, information retention, and effective collaboration impact the bottom line.

Misunderstandings cost money and morale.

What if you could help your employees not only remember information more easily and retain it longer, but also understand it better, with one tool?

Pay closer attention   **Remember easier**   **Understand better**   **Retain longer**

The Benefits of Effective Communication

Using more visual content such as screenshots, screencasts, images, videos, and GIFs in employee communications, businesses could unlock more than $167 billion in productivity over six regions studied.

- For a company of 500 workers, this could gain the equivalent of seven full-time employees — without hiring a single person.

- Businesses can gain between $1,200 -$1,700 USD in productivity per year for every employee who consumes content as part of their jobs.

By using visuals, each employee gains...

6 minutes per **DAY**   **33** minutes per **WEEK**   **28** hours per **YEAR**

TechSmith commissioned a large research study in 2017-2018 read the full report: www.techsmith. com/visual-communication-research

Top Snagit Business Uses

Snagit is packed with functionality that works across Mac and PC. Each department will use Snagit in their own way to help communicate clearly and be more efficient. Common use cases across an organization include:

Senior Leadership:
Record PowerPoint presentations to share company-wide

IT & Tech Support:
Screenshots of technical errors and bugs, and how to fix them

Sales & Customer Service:
Personalize videos to prospects which help build relationships

Marketing:
Content creation, project feedback, and mock ups

Human Resources:
Onboarding screencast videos on how to use company software

Corporate Training:
Create training manuals and tutorials

Technical Communications:
Make product documentation with product UI screenshots

Best of all, Snagit is affordable, and easy to deploy to all employees.