TechSmith®

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

Want to modernize your business communication?

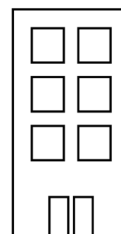TechSmith has been in the visual communication business for over 25 years and we're here to help.

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Learn more: www.techsmith.com/buisness

A 500-PERSON COMPANY COULD RECOVER

$600,000

in productivity each year by using more visuals in workplace communications

EACH EMPLOYEE COULD GAIN

6 min. & 43 sec.

per 8-hour day if workplace communications contained more visuals

That adds up...

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