

The software platform for enterprise webcasting

# enterprise media studio

## servecast

Enterprise Media Studio is a software platform that enables you to harness the power of webcasting as part of your training, communications and investor relations activities.

### key features

Wizard driven content creation

Live and on demand events

Add polls, tests, feedback forms and downloads

Create registration pages

Encryption and digital rights management

Detailed reporting and profiling

Advanced content management

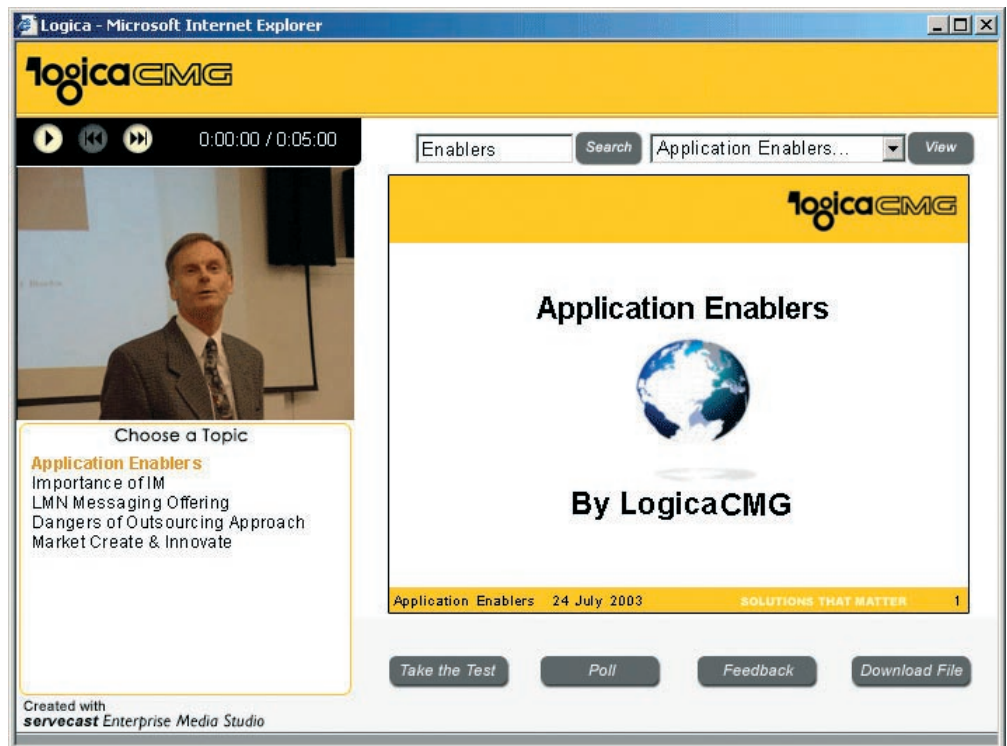
Intranet and internet delivery

One click export to SCORM compliant LMS

Authenticate against enterprise domain controllers

Event scheduling and e-mail notification

End user catalogue



It provides you with the tools to create professional broadcasts in minutes and you can deliver as many webcasts as you wish for one flat monthly fee. It's an end-to-end solution covering content creation, delivery, measurement and management.

### **Share Knowledge Internally and Externally**

By adopting webcasting as part of your training and communications mix, you can transform the way you share knowledge with your staff, customers, partners and investors. Enterprise Media Studio enables you to deliver broadcast quality training and communications, including audio, video, PowerPoint and interactive features to the desktop of your target audience. This knowledge sharing allows you to leverage your knowledge base, while reducing costs.

### **Remove the need for third party service providers**

Up to now, introducing webcasting required you to engage third party service providers for each event. We enable you to eliminate the cost and complexity

of utilising these service providers and shorten the timescales required to deliver your content.

Incorporating the intuitive authoring tools of Microsoft Producer, anyone can now build webcasts for employees, partners or customers by capturing audio visual material, synchronising with PowerPoint slides and then adding interactive elements such as polls or tests.

### **Unique delivery capabilities overcome bandwidth bottlenecks**

Bandwidth is always a problem if large numbers of employees try to view a webcast from the intranet. Enterprise Media Studio includes a unique solution to this problem and achieves high quality delivery over your intranet, without the need for further hardware expenditure. By placing the audio and video content on local shared access files that already exist, bandwidth bottlenecks are overcome.

For external audiences high quality delivery is achieved by using the Servecast global content

## contact

For more information, contact us at:

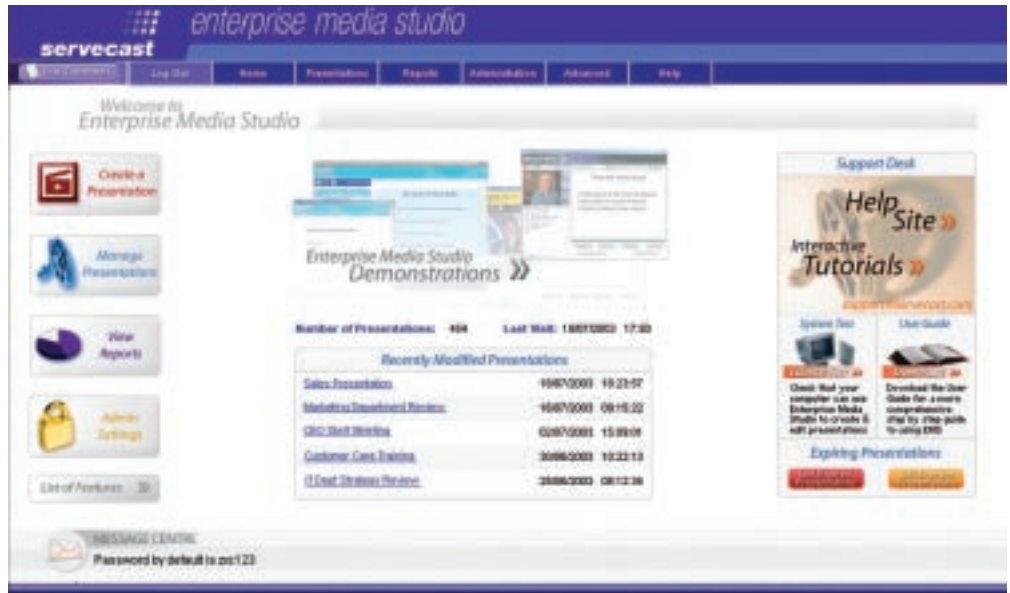
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delivery network, which delivers millions of broadband streams each month.

### Confidentiality assured through advanced security features

For most enterprises, confidentiality of their training and communications materials is a significant concern, particularly when the materials are being delivered online. Our proprietary security functionality ensures that your materials are only viewed by the intended audience. This is achieved through comprehensive Digital Rights Management and encryption functionality within the platform, which can plug into your in-house authentication systems.

### Measure direct and indirect aspects of audience participation

Creation of content and rapid, secure delivery is of little use without the means to gauge the effectiveness of communication and return on investment. Our comprehensive suite of reporting

tools gathers both indirect statistics (such as usage reports, time of viewing and length of viewing) and a range of direct reports (such as audience polls, feedback forms and tests). This information ensures that content can always be kept relevant and engaging.

### Management tools that scale with your knowledge base

Because Enterprise Media Studio is so simple and cost effective to use, once it is deployed, powerful content management tools are quickly needed to control a burgeoning knowledge base. Comprehensive tools for searching (by both the viewer and creator), cataloguing, securing and handling changes and version control are an integral part of the platform.

