

The webcasting platform for internal communications

# enterprise media studio

**servecast**

Enterprise Media Studio is a software platform which enables you to harness the power of webcasting as part of the internal communications process.

## 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



Whether you are preparing internal stakeholders for a merger or communicating change initiatives to employees, it provides you with the tools to create professional online broadcasts, delivered via your intranet 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.

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

Up to now, introducing webcasting as part of your internal communications required you to engage third party service providers on a per event basis. Enterprise Media Studio enables you to eliminate the cost and complexity of utilising these service providers and shortens the timescales required to deliver internal communications events.

Incorporating the intuitive authoring tools of Microsoft Producer, anyone can now build webcasts for internal audiences by capturing audio visual

material, synchronising with PowerPoint slides and then adding interactive elements such as polls or tests.

This means cost of delivering your message is dramatically reduced when compared to corporate TV, video production or complex design and print. Production cycles are also dramatically shortened, enabling you to respond to rapidly changing events.

### **Transform the way you share knowledge**

Enterprise Media Studio enables you to transform the way you communicate internally, by delivering broadcast quality communications, including audio, video, Microsoft PowerPoint and interactive features directly to the desktop of your target audience. This will improve the impact and perceived personal relevance of your message and makes it available at a time to suit your audiences.

## contact

For more information, contact us at:

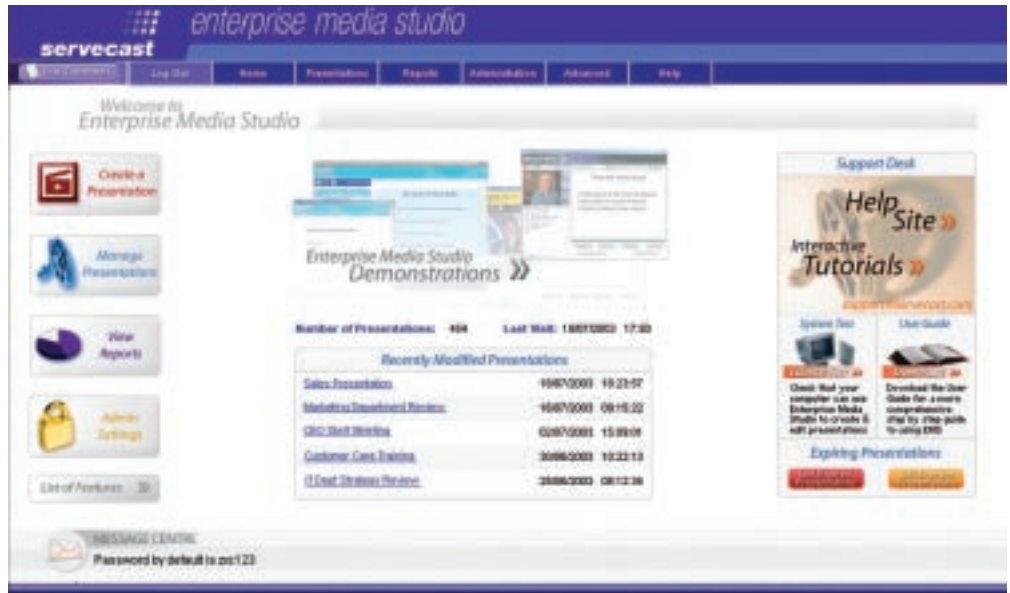
Servecast Limited.  
Broadcasting House  
3a Prince's Street South  
Dublin 2  
Ireland

Tel: +353 (0)1 474 8002

Fax: +353 (0)1 474 8003

info@servecast.com

www.servecast.com



### Measure direct and indirect aspects of audience participation

Unlike video's, CD's or print, Enterprise Media Studio allows you to constantly gauge the effectiveness of your communications, the level of information retention and return on communications spend.

Our a comprehensive suite of reporting tools gathers both usage based reports (which tell you who engaged with your content and how they did so) and a range of direct reports (such as polls and feedback forms).

### Unique delivery capabilities overcome bandwidth bottlenecks

Enterprise Media Studio overcomes the technical barrier to webcasting frequently cited by IT departments - insufficient bandwidth. Its unique solution to this problem 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.

### Confidentiality assured through advanced security features

Another justified IT department concern is security and for most enterprises, confidentiality of their internal communications materials is vitally important. 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.

### 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.

