

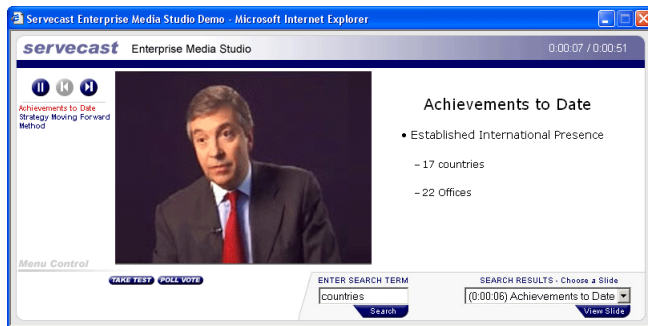
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Enterprise Media Studio

CREATE, MANAGE, DELIVER and MEASURE multimedia training and communications material across your enterprise

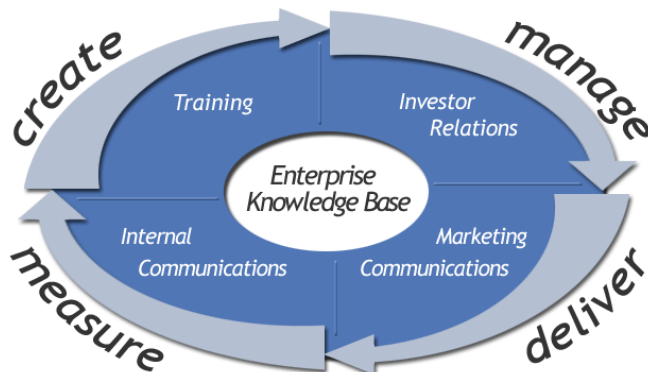
In order to optimise the performance of an enterprise today, it is imperative to maximise the use of business specific knowledge, to ensure its timely delivery to employees, customers and partners, when and where they need it.

Enterprise Media Studio is a unique training and communications platform, which enables enterprises to maximise the use of their knowledge base by changing the way knowledge is shared both internally and externally.



Enterprise Media Studio enables enterprises to;

- Rapidly create engaging and interactive multimedia training and communications material without any need for technical expertise;
- **Manage** vast knowledge bases by building a searchable, editable and re-usable knowledge repository;
- Seamlessly **deliver** training and communications material to end users, over the corporate intranet, the internet or offline on CD-ROM, DVD or download;
- **Measure** the effectiveness of their training and communications activities by accessing detailed statistics and reports, conducting online tests, soliciting feedback and creating opinion polls.



Enterprise Media Studio Overview

Features

Easy to use wizard driven content creation process

Interactivity through tests, polls, feedback forms, download links

Advanced security and encryption features

Detailed reporting and profiling

Advanced content management and metadata tagging

Delivery via intranet, internet or offline

Powerful use of audio and video

Benefits

Simplified process of creating reusable content

Reduced time to deliver training and communications

Improved effectiveness by using subject matter experts as content creators

Protect sensitive corporate information from unauthorised access

Improved measurement and reporting

Enable sharing of knowledge base through knowledge repository

Reduced training and communication costs

Improved reach through elimination of scheduling conflicts

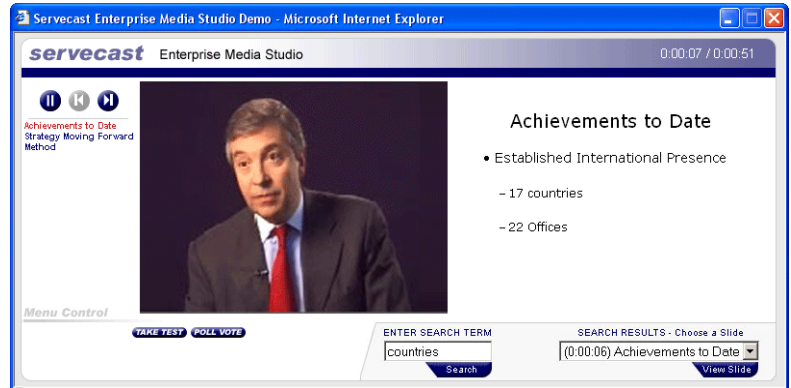


Achieve immediate cost savings and improve the effectiveness of your training and communications

Enterprise Media Studio is the only product available which provides an end to end solution which covers all aspects of the process from content creation through to content management, delivery, measurement and reporting.

Enterprise Media Studio enables organisations to achieve critical business objectives in a cost effective and timely manner through the following applications;

- Induction training for new employees;
- Product and sales training for employees, customers and distributors;
- Knowledge sharing between subject matter experts and fellow employees, partners and customers;
- Internal communications and executive briefings;
- Sales force management;
- Investor Relations;
- Marketing communications, product launches and channel management



Ease of use empowers subject matter experts and achieves improved timeliness

By reducing the complexity of creating, managing, delivering and measuring multimedia training and communications content, Enterprise Media Studio empowers subject matter experts to take control of the communications process and maximise the use of the enterprise's knowledge base.



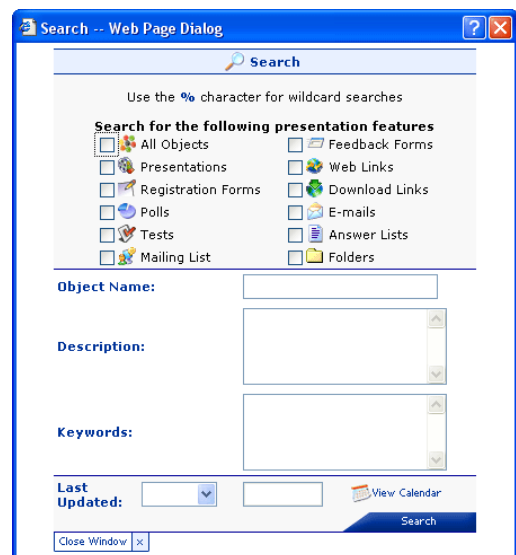
The wizard driven content creation engine makes it possible for subject matter experts with virtually no training to create engaging and compelling company specific training and communications material at their desktop in a matter of minutes or hours.

Shortening the time required to create and deliver the material improves the effectiveness of the communication. Delivering the material online eliminates potential scheduling conflicts and delivers significant cost savings.

Knowledge repository ensures ongoing knowledge sharing

By assigning keywords and metadata to training and communications content and learning objects, knowledge managers can create a fully editable and searchable knowledge repository which can be reused and shared with employees, partners, customers and investors.

This ensures maximum use is made of valuable corporate knowledge and eliminates the need for duplication of training and communications events.



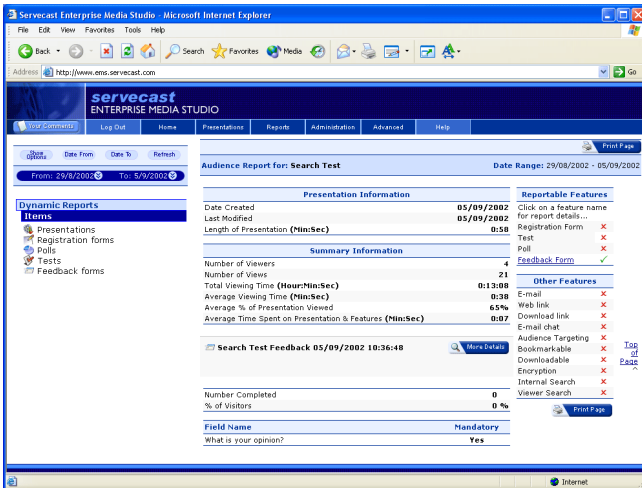
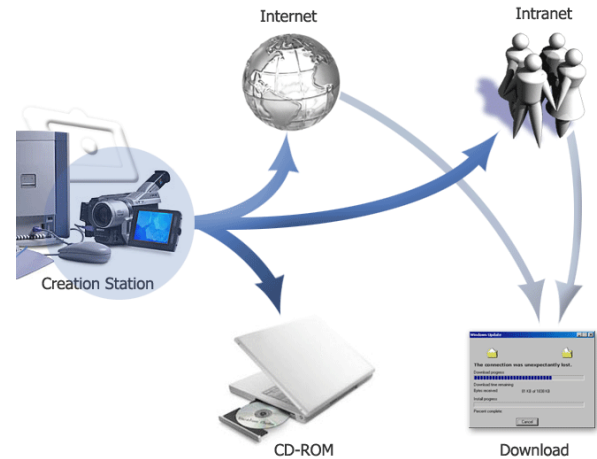


Flexible delivery options ensure content reaches its target audience

Enterprise Media Studio provides for a range of delivery options, which ensure that, once created, content is seamlessly delivered to its target audience.

Knowledge can be disseminated internally in a bandwidth efficient manner via the corporate intranet, while external audiences or remote locations can be reached via the internet.

In addition, knowledge can be disseminated through a number of offline methods such as CD-ROM, DVD and download for people who wish to have access on the move.



Advanced reporting functionality enables effectiveness to be measured

Enterprise Media Studio's advanced statistics and reporting functionality allows content creators, administrators and training managers to maximise their return on investment by obtaining detailed data on usage trends, test scores, user feedback and poll results.

With advanced data mining functionality, the format of reports can be customised to your exact requirements, ensuring all relevant data is recorded. Detailed reporting on tests, poll results and feedback forms provides the information required to adapt the training and communications material to ensure it is meeting the needs of the target audience.

Unique security features ensure sensitive information is protected

Many enterprises are reluctant to engage in online training and communications when the information concerned is highly sensitive and company confidential. Enterprise Media Studio overcomes these concerns by offering a unique encryption facility which allows content creators to encrypt files, before delivery.

Access to content is then restricted to users who have been authenticated and issued with a licence. Access to the content can be revoked at any stage by your administrator, even if it has been downloaded locally. The business rules associated with these licences are completely customised by you, so that you can be satisfied that your content is adequately protected.



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