

# servecast

## Enterprise Media Studio

### TRANSFORM THE WAY YOU DELIVER INSTRUCTOR LED TRAINING

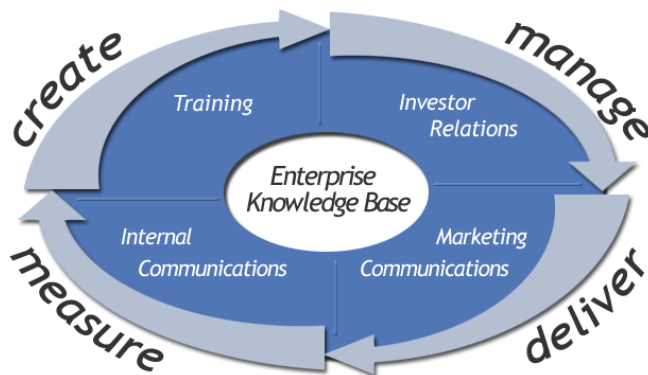
Although instructor led training continues to be the dominant means of delivering corporate training, many enterprises are considering providing some or all of their training online. They are doing so in order to reduce costs, personalise the training process and to improve knowledge sharing. However, many organisations decide not to provide training online for a number of reasons;

- Content available "off the shelf" is too generic for use in their organisation;
- The cost of commissioning bespoke content is too high to justify the investment and involves a long lead time to produce content;
- The tools available for creating bespoke content in house are overly complex and cannot be used by subject matter experts without extensive technical training



Enterprise Media Studio overcomes these barriers to adoption by providing a platform which allows;

- Compelling, engaging and interactive multimedia training materials to be created by subject matter experts with no technical expertise in hours rather than days or weeks;
- Learning objects to be re-used and managed through an enterprise learning repository;
- Content creators to rapidly publish and deliver their training content to the target audience, with access through the intranet, internet or offline through CD-ROM, DVD or download;
- Training managers to measure the effectiveness of their training through detailed statistics and reporting, testing of learners' progress and online feedback collection



### 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

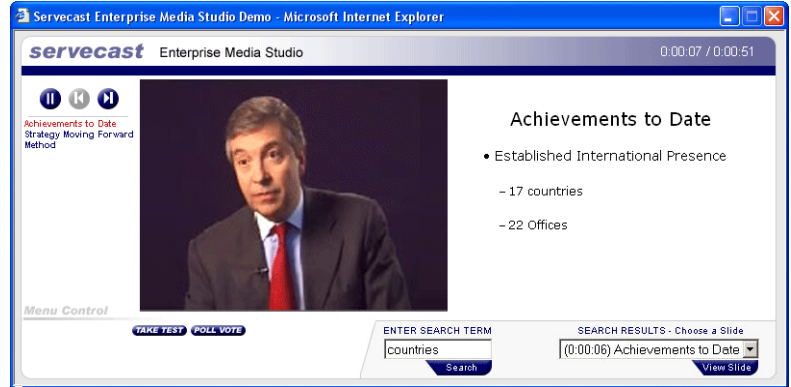


### Achieve immediate cost savings and improve the effectiveness of your training activities

Enterprise Media Studio has been developed by Servecast, the European leader in online multimedia communications solutions. It is the only product available which provides an end to end solution, covering all aspects of the process from content creation through to content management, delivery, measurement and reporting.

Enterprise Media Studio allows organisations to achieve critical training objectives in a cost effective and timely manner through its use for applications such as:

- Induction and sales training for employees;
- Product 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 training



### 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 training process and maximise the use of the enterprise's knowledge base.

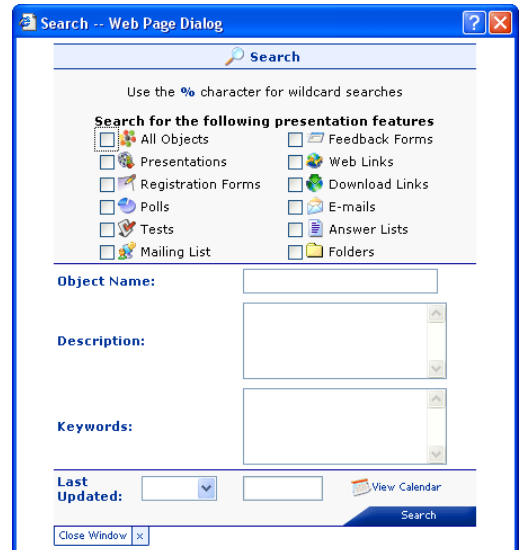


The wizard driven content creation engine makes it possible for subject matter experts with virtually no training to create engaging and compelling training material at their desktop in a matter of minutes or hours rather than days or weeks using other tools.

By shortening the time required to create and deliver content, the effectiveness of the training is transformed and by delivering the content online, either live or on demand, scheduling conflicts are eliminated and costs are significantly reduced.

### Knowledge repository ensures ongoing knowledge sharing

By assigning keywords and metadata to training 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 events.



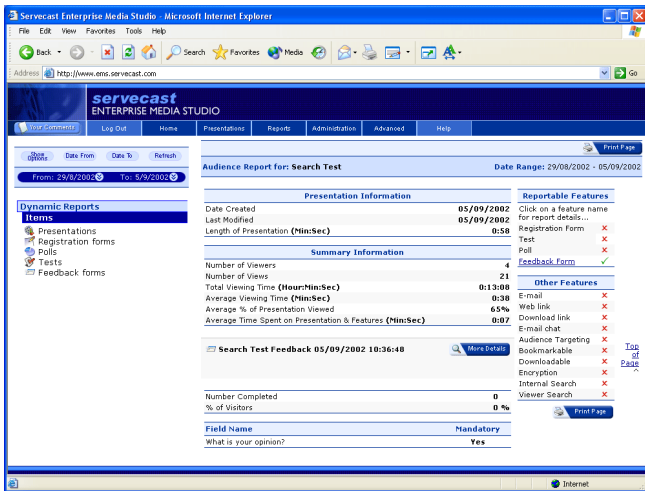
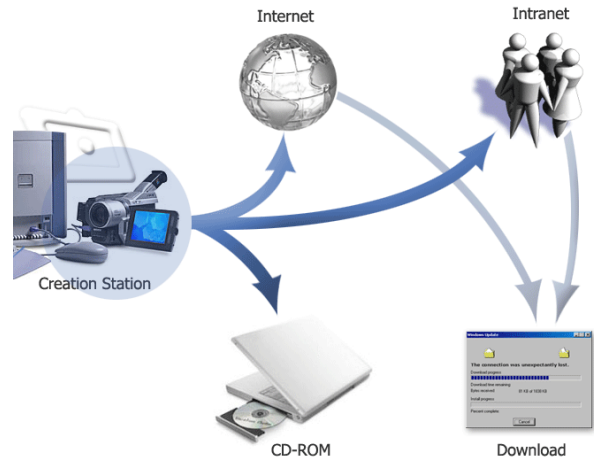


### Flexible delivery options ensure content reaches its target audience

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

Content can be delivered to internal audiences in a bandwidth effective manner via the corporate intranet, while external audiences or remote locations can be reached via the internet.

In addition, content can be delivered by a number of offline methods such as CD-ROM, DVD and download for people who wish to have access on the move. All of this takes place within the wizard driven Enterprise Media Studio interface.



### Advanced reporting functionality enables effectiveness to be measured

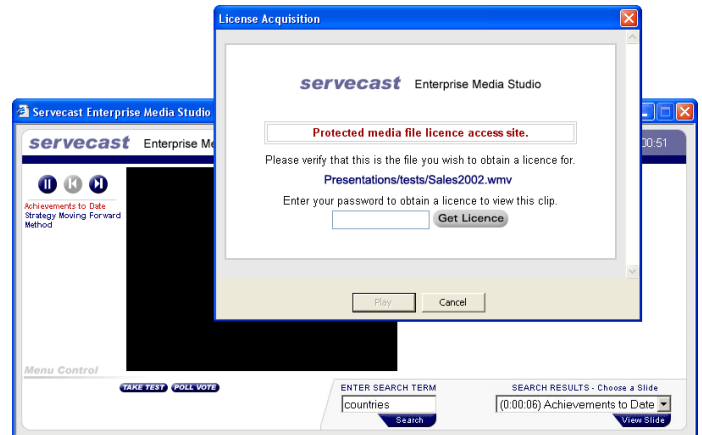
Enterprise Media Studio's advanced statistics and reporting functionality allows training managers to maximise their return on investment by obtaining detailed data on usage trends, test scores, user feedback and poll results.

Its class leading data mining functionality allows the format of reports to be customised to your exact requirements, ensuring all relevant data is reported. Detailed reporting on tests, poll results and feedback forms provides the information required to adapt the training material to ensure it is meeting its objectives.

### Unique security features ensure sensitive information is protected

Many enterprises are reluctant to engage in online training 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. 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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