

## SOLUTION OVERVIEW

For decades companies have leveraged the power of audio/video communications to deliver impactful messages to their audiences. Recognizing the benefits of audio/video communications and the recent explosion of broadband, companies have turned to webcasting as an affordable way to improve communications with their employees, customers, prospects and shareholders. Founded by a core team of webcasting professionals, Variview understands the need for superior customer service, live event support, reliability, and scalability in a webcast platform. When companies need to communicate with online audiences, they need reliable and flexible webcasting platforms to deliver their messages. Uncluttered, easy to use, and capable of delivering high quality audio/video content across the globe, Varicast™ helps solve corporate training, marketing, and sales communications problems with one robust system.



The Varicast™ viewer interface provides a customizable branded user experience for your audience.

## BENEFITS

*“Variview has helped us to realize significant improvements in our programs, well beyond our experiences with other vendors. The team’s adherence to deadlines and technical skill allow us the flexibility needed to produce timely, successful [programs] for our audiences.”*

*-- Nicole Pinho, Medical Crossfire*

### **Enhance training and increase productivity.**

Go beyond text based training with interactive audio/video webcasts and enhance the learning experience. Companies report increased employee productivity when using webcast based training over traditional training methods.

### **Extend shelf life of presentations.**

Leverage your company’s top speakers and make their presentations reach beyond the board room, conference room, and office to connect with remote employees. Create content archives for new employees and customers.

### **Increase speed to market.**

Brand communications, key company announcements, and product launches all reach audiences quicker over the web. Maintain and build your brand with consistent and unified messaging and receive instant feedback from your audience using webcasting.

### **Reduce training and travel costs.**

Delivering training content over the web allows you to maximize your training budgets by inexpensively getting relevant information to your staff while keeping them in the field.

### **Track attendance and usage.**

Knowing who watched, when, and for how long allows you to instantly determine the success of your message.

### **Generate leads and communicate with customers.**

Complement marketing campaigns, conferences, tradeshows, and events with a webcast and deliver additional product information, demonstrations, and calls to action to your prospects and customers.

### **Work with industry experts.**

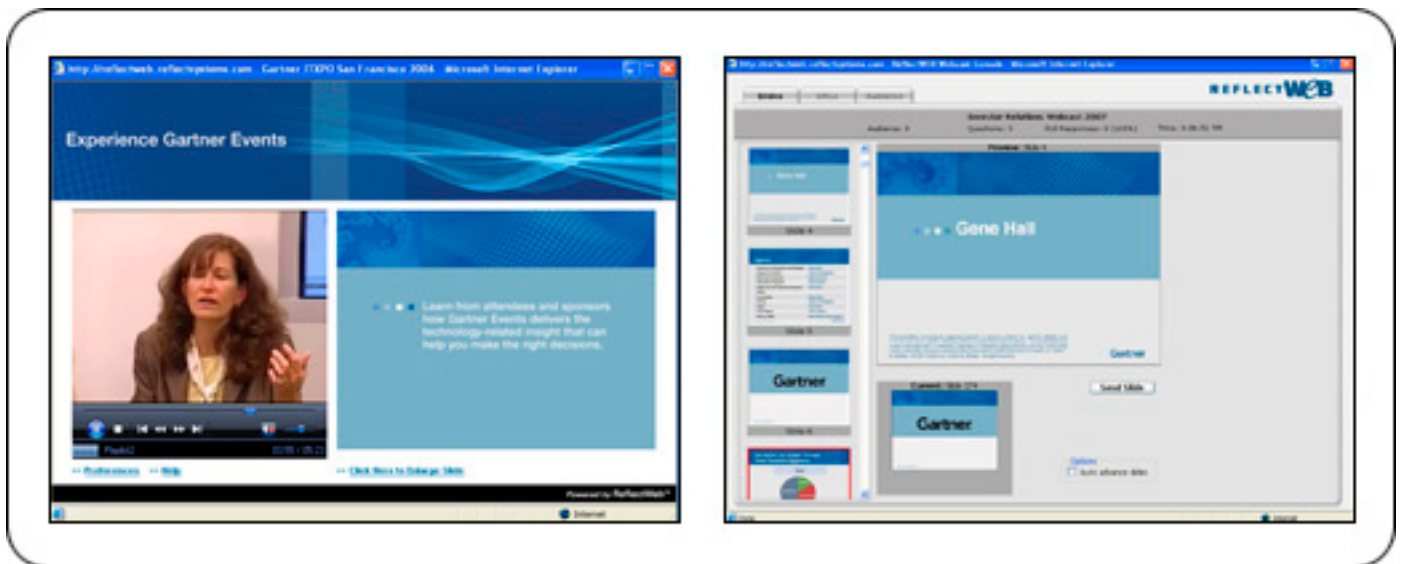
Customer focused... Adaptive... Innovative... Flexible... Reliable. The Variview client management team brings years of experience in the webcasting space to your events. Leverage best practices and key knowledge for delivering high impact webcasts to your audience - from scope to delivery.

## **SOLUTION ARCHITECTURE**



**Varicast's dynamic webcasting platform** empowers companies with a robust Internet communication tool. The Varicast webcast interface delivers detailed audio and video presentations enriched with associated data, including PowerPoint slides, PDF documents, Flash and much more.

In addition to the branded webcast viewer interface. Varicast's webcast production console enables day-to-day creation and content management by webcast authors. Uploading content, preparing presentation materials, and controlling live events and user interactivity (all through a web browser) makes creating webcasts easy and scalable.



### **Webcast Viewer Interface**

Delivers Video, PowerPoint Slides, Question & Answer and more.

### **Webcast Production Console**

Allows for webcast creation and management.

**A strong reporting and database architecture** allows Varicast customers to track webcast attendance and control interactivity before, during, and after live webcasts. Webcast administrators use polls and surveys to gauge audience interest and deliver customized email messages to registrants and attendees before, during, and after webcasts.

**The Varicast production team** can acquire your live and on-demand webcast content through an array of delivery technologies with consideration for cost and redundancy. Available technologies include satellite, Vyvx fiber network, ISDN lines, video conference codecs and standard telephony.

## INDUSTRY SCENARIOS



### **Medical Education Services**

Reaching healthcare professionals with compelling continuing education materials is a challenge for medical education companies. One client successfully reaches doctors, nurses, and pharmacists with interactive audio/video webcasts featuring downloadable certification evaluations. Attendance reports available through the webcast reporting tool allow the client to continually develop and evaluate the effectiveness of their presentations.

### **Corporate Communications**

Timely crisis communication helps companies reduce productivity loss and control rumor mills. An outgoing CEO of a large packaged goods company delivered a reassuring message to employees during a transition period and helped reinforce the company's mission and vision.

### **International Food/Beverage Company**

Communicating a company's brand messaging quickly and cost-effectively to the field is crucial for the success of new product introductions and campaigns. Utilizing Varicast, one company realized significant speed to market and cost-savings over their traditional brand launch meeting format. Field reps received the same message and marketing collateral through a branded webcast interface, ensuring the company's vision for the launch was maintained. Making the webcast available as an archive also allowed reps to view specific portions of the presentation at their convenience and review key goals, price points, and competitive market data.