



kPoint – Making your video count!



What is kPoint?



- kPoint is a platform to easily create, host, share, and correlate rich-media content that is
 - reusable,
 - discoverable,
 - searchable, and
 - trackable.
- kPoint enables relevant business systems giving insightful enterprise-wide analytics

How kPoint is used





The trouble with videos

- Resource intensive, meant for specialists
- Harder to communicate complex concepts
- Disconnected creation and hosting
- Limited analytics, personalization and integration
- Lack of searchability
- Limited two way communication

This impacts customer experience

Existing solutions are also in silos!



Creation

Tools: Camtasia,
Demobuilder, Captivate

Live: WebEx, GoToMtg

Screen Capture: Jing,
Screenr



- Ease of distribution
- Analytics
- Integration

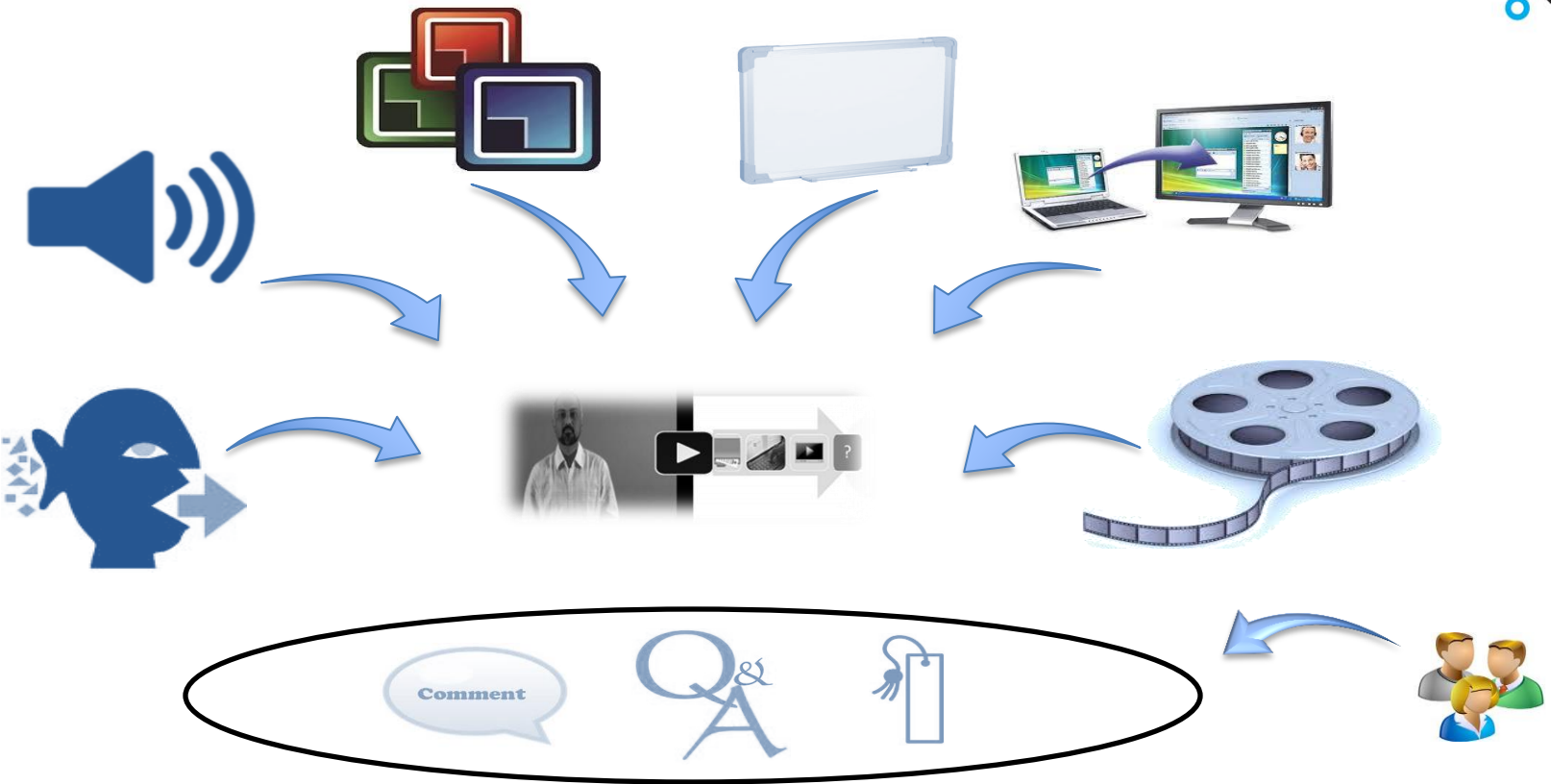
Hosting: YouTube, Vimeo,
Wistia

Distribution: Brightcove,
Ooyala

Distribution



kPoint kapsule's many elements



All encompassing platform



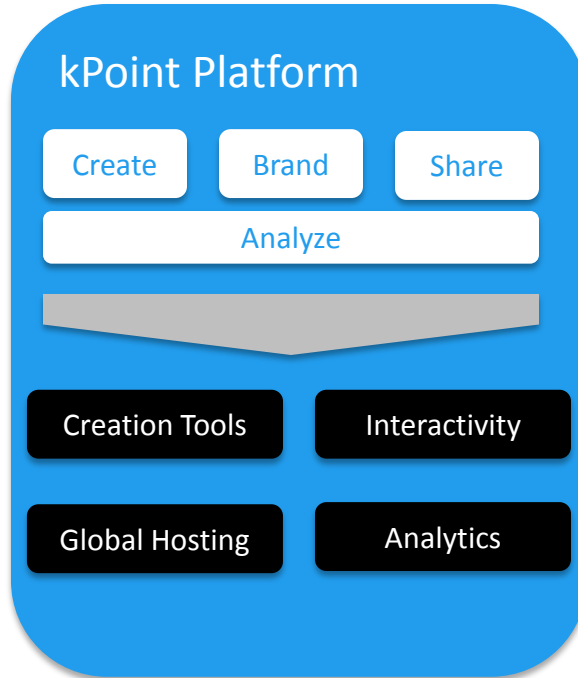
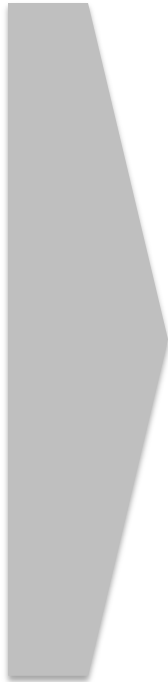
Sales

Marketing

Support

Knowledge Management

CxO Messages



Discover

Search

Interact

Integration



We would like to hear from you...



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For more information please visit,

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