

AUTOVOD



MarCom Content Creation and Delivery from Autovod & Ignite

The integration of Autovod's AV|OnDemand and Ignite Technologies' Content Delivery Solution provides a unique end-to-end solution for Marketing Communications, freeing you to focus on the *message* instead of the *medium*. The Autovod/Ignite solution automates the entire Content Creation, Management, and Delivery process. You can now rapidly and economically create and deliver content for product launches, sales force and channel support, marketing, promotions, financial disclosures, RFP responses, and many other uses – without worrying about how to deliver it or if your network can handle it.

The Challenge

As a MarCom professional, you constantly strive to deliver consistent messaging throughout your organization. However, creating compelling content and distributing the most current information to widely-dispersed audiences can be an expensive, time-consuming process. Version control is also difficult to manage and track, with continuous updates and revisions to product information and marketing collateral. How can you ensure that everyone is using the latest materials?

The Solution

Now you can easily manage a flexible and efficient end-to-end process for creating and distributing rich media content as well as access timely analytics on the ROI and effectiveness of your programs. Autovod's AV|OnDemand transforms rich-media content into fully-integrated, searchable, and browsable data. Autovod's advanced indexing and cross-referencing enables viewers to select between multiple browsing modes with rapid nonlinear access to audio, video, text, presentations, static or dynamic resources — all over the Internet, enabling you to bring together the very best components for getting across your message. Ignite's secure and scalable Content Delivery Solution ensures your message reaches your target audience. Deliver rich media content to anyone, anywhere, at any time — online, offline, and on demand! Ignite actively tracks viewership and interaction information, providing you with rich analytics and behavioral information on which to base future programs and campaigns.

Benefits

Multi-Level Security – Protect your content during targeting, delivery, receipt, and use with multiple security barriers to help prevent unauthorized viewing, duplication or altering of content. Content can even be automatically deleted from employees' laptops whenever their employment is terminated so your intellectual property doesn't fall into the hands of your competitors.

Global Reach – Communicate with anyone, anywhere, at any time – regardless of bandwidth constraints. Allow everyone in your target audience to receive the same content at the same time, with the same high-caliber viewing experience.

Complete Control – Manage and track all deliveries, obtain feedback, and generate extensive reports.

Multimedia Flexibility – Send the highest-quality content available – from video to PDF to PowerPoint. Deliver your communications without negatively impacting your network or employees' computers and enable recipients to view content at any time, anywhere – online or offline.

Precise Targeting - Pinpoint the delivery of content to whom and to where it's needed by performing criteria-based distributions.

Network Cost-Effectiveness - Leverage your existing network infrastructure with Ignite and Autovod. Keep costs to a minimum by eliminating need for travel, meeting facilities, audio conferences, and media fulfillment.

Content Creation Cost-Effectiveness – Autovod and Ignite dramatically reduce the cost for a user to implement and deliver rich media productions. The combined toolset and automated workflow processes empower Subject Matter Experts to communicate their message while emulating the best practices of Multimedia and Network specialists.

Content Delivery

A TOTAL ENTERPRISE SOLUTION



With the Autovod/Ignite solution, you can securely send HD-quality video, PDF files, presentations, and other communications:

- **To Anyone.** Improve employee viewing rates and retention by delivering engaging, interactive video communications as often as necessary, without network congestion. Improve partner or reseller positioning of your company and its products by delivering information and up-to-date product materials securely and directly to your partners' computers when and where they need it. Communicate with new customers and prospects in a way that differentiates your company from your competitors.
- **Anywhere.** Distribute digital content just as easily to a field office with a dial-up connection as to a headquarters office with high-speed excess bandwidth. All communications can be viewed both online and offline for maximum flexibility.
- **At Any Time.** You no longer need to rely on your company's IT department for distribution of large media files. You can use the Autovod/Ignite web-based administration module to target executive broadcasts, quarterly updates, and other communications to your entire workforce or to specific groups on a scheduled delivery date or on demand.

The Autovod/Ignite solution also gives you the ability to monitor the effectiveness of your communications with powerful tracking, monitoring, and reporting capabilities, so you can easily quantify the results of your MarCom efforts. You can create surveys to attach to your content to gather end-user feedback and generate reports showing company-wide statistics on the viewing rate of all communications.

Summary

The powerful combination of leading-edge technologies from Autovod and Ignite enables you to create efficiencies and experience significant cost savings by freeing you from the limitations of traditional content creation and delivery methods. With this integrated solution, you can create, deliver, track, and report on MarCom content at a fraction of the cost of traditional methods. You can also measure the effectiveness of your MarCom programs through the solution's extensive tracking, monitoring, and reporting capabilities.

For additional information about Autovod, visit www.autovod.com. For additional information about Ignite and to Experience Ignite for yourself, visit www.ignitetechnology.com