

### Think the Snipping Tool is Good Enough?

Since the snipping tool comes preloaded on Windows, it's understandable to think it could replace Snagit®.

We often hear from organizations who try to move to the built-in tool to cut cost, but soon come back to Snagit when they realize a decrease in the quality of work and productivity from their employees.

Snagit is much more than just a screen print tool. Snagit eliminates confusion, increasing the speed of communication within an organization. With our volume discount program, it's more affordable than you think, and you'll see ROI with the first few uses.

### TECHSMITH CUSTOMERS LOVE SNAGIT

"Part of our IT strategy is to first try to use the tools included in our operating system. We tried annotating screen captures with the free operating system tool, but the results always looked choppy and unprofessional. We needed a tool that was quick, but provided a clean look."

–Vanessa Dinn, IT Project Manager, DFCU Financial

"We're able to quickly—and in near real-time—communicate with one another and convey ideas, designs, and information back and forth."

–Matt Lamb, Project Manager, Webcor Builders

"When I need to communicate, I use email. When I need to communicate exactly, I use Snagit."

–Mike Vitale, Microsoft

### NEW FEATURES



Scrolling Capture



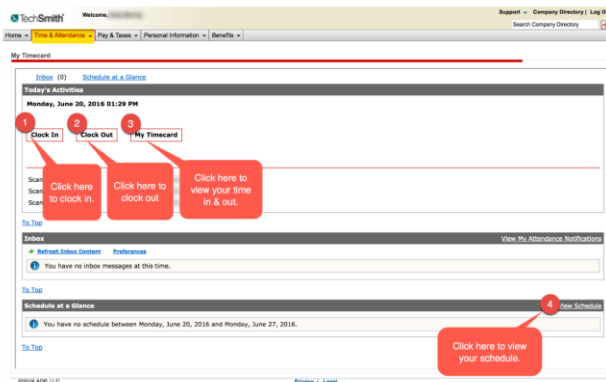
Panoramic Capture



Grab Text

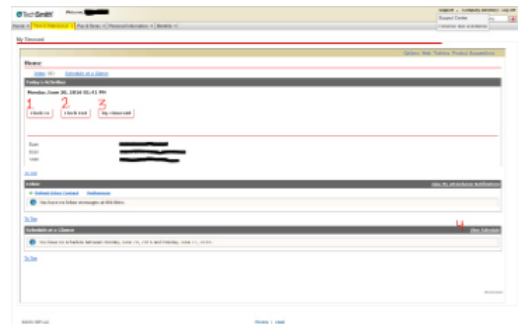
### Snagit

Elapsed time: 1:11



### Snipping Tool

Elapsed time: 2:05



### “We can’t justify the cost.”

How much time do your employees spend going back and forth, and waiting on clarification?

Customers turn to Snagit when they are:

- Struggling to keep up with long, confusing emails
- Overwhelmed trying to schedule meetings just to get everyone on the same page
- Frustrated that they are constantly interrupted to answer the same questions over and over again
- Concerned with costly errors due to poor retention and utilization of their training material
- Disappointed in the quality of their presentations

### “Only a few of our employees need Snagit.”

When we hear this from customers, it’s typically because they use Snagit for one or two specific workflows. Snagit can benefit every area of the organization.

#### Problem Resolutions

- Eliminate “What did you mean by...?” emails and meetings, reduce time spent waiting for clarification
- Eliminate repeat training sessions and frequent interruptions for FAQ’s
- Communicate clearly and effectively

#### Use Cases

- Employee on-boarding
- Capture knowledge from retiring workforce
- Formal and informal training and documentation
- On-demand training and updates

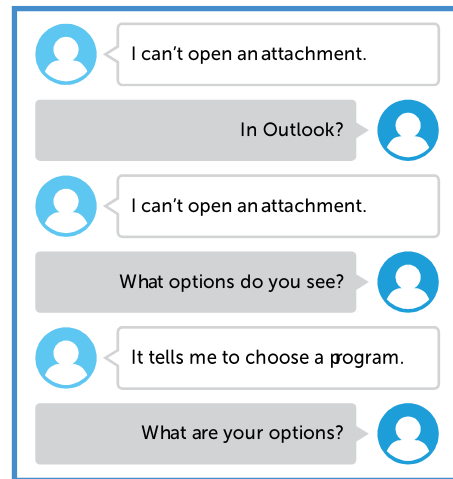
#### Need more inspiration?

Visit [bit.ly/morewithsnagit](http://bit.ly/morewithsnagit)

### Snagit Use Case

The Help Desk is just one example where you can use Snagit. Cut ticket resolution times in half with images and video, and save time and money.

#### From hapless Help Desk (Without Snagit)



#### To heroic Help Desk (With Snagit)

