

Why You Need Robust Screen Capture and Editing Tools

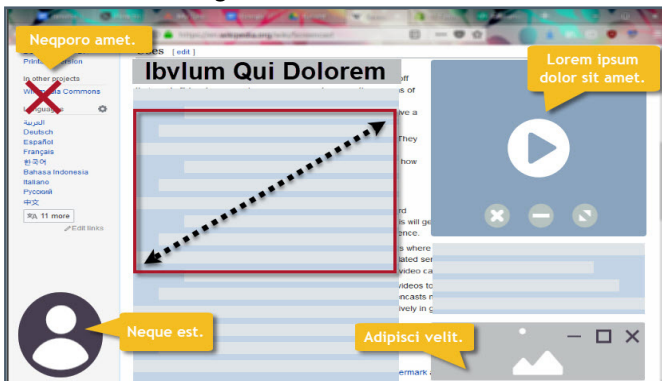
The appeal of free or built-in tools is understandable. Of course, there is a reason those tools are free. Simply put, they don't offer the robust features businesses and employees need to be productive and do their jobs.

The truth is you need more than just screen capture, and Snagit offers so much more. Powerful editing features help eliminate confusion and increase the speed of communication within an organization. Flexible licensing models make it affordable with near immediate ROI.

"We tried annotating screen captures with free operating system tools, but the results always looked choppy and unprofessional. We needed a tool that was quick, but provided a clean look."

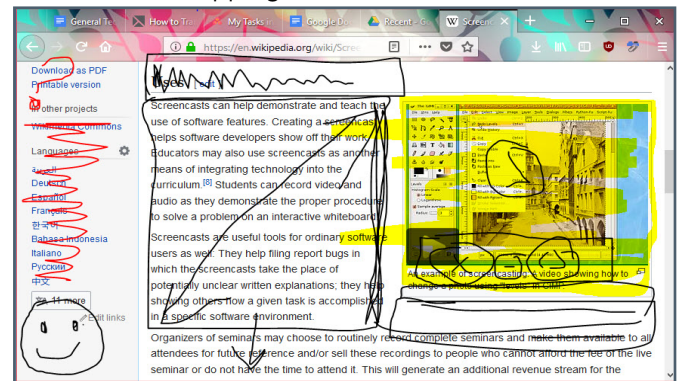
– Vanessa Dinn
IT Project Manager,
DFCU Financial

Created with Snagit



Use Snagit and look infinitely more professional

Created with Snipping Tool



Is this good enough?

Try our ROI calculator and see how Snagit and Camtasia might impact your bottom line.

www.techsmith.com/business

What You Get with Snagit (Highlights)	What You Get with the Free Tools*
End-User Features	
Complete Creation Capabilities <ul style="list-style-type: none"> Combine images in sleek templates to create technical and informational guides Record narration and drawings over a series of screenshots or images to demonstrate a process and share information 	Complete Creation Capabilities <ul style="list-style-type: none"> N/A
Basic and Advanced Capture <ul style="list-style-type: none"> Scrolling and Panoramic Capture (capture what's beyond your screen) Video/webcam capture (mic and system audio) Text capture (OCR extract text) User-defined capture workflows 	Capture <ul style="list-style-type: none"> Built-in, basic screen image capture Delayed Capture (Win 10)
Branding & Standards <ul style="list-style-type: none"> Custom themes and styles Watermarking 	Branding & Standards <ul style="list-style-type: none"> N/A
Privacy & Security <ul style="list-style-type: none"> Blur and redact Replace text and "digital whiteout" 	Privacy & Security <ul style="list-style-type: none"> Scribble out
Saving & Sharing <ul style="list-style-type: none"> Web and enterprise outputs for fast sharing Recent Capture Tray and Library FTP, multiple file formats, <i>more...</i> 	Saving & Sharing <ul style="list-style-type: none"> Output to email Copy image
Image Editing <ul style="list-style-type: none"> Background transparency, auto-fill Callouts, arrows, text, shapes, etc... <i>Way too many to list...</i> 	Image Editing <ul style="list-style-type: none"> Freehand annotations
IT and Management Considerations	
<ul style="list-style-type: none"> Works the same on Windows and Mac Incredibly easy to use—and powerful APP-V Support, additional VM options Easy-to-use MST customization tool 	<ul style="list-style-type: none"> Preloaded (Windows only)
Training and Support	
<ul style="list-style-type: none"> Free written and video tutorials Best practices for using visuals in the workplace Priority support User community 	<ul style="list-style-type: none"> N/A

* Similar tables can be created for Snip & Sketch, Snipping Tool, Grab, and other software "alternatives"



Saves Time

Using visual communications, businesses could see productivity gains of...

6 minutes, **43** seconds per **day**
33 minutes, **36** seconds per **week**
28 hours per **year**

Snagit Offers a Huge Return on Investment

Employees who receive information, training and general communication via visuals (images and videos) better understand, retain and engage with important content.

TechSmith commissioned an independent research study¹ that looks at the impact of visual communication.

Businesses that use visual communication are more productive and efficient.

- In an eight-hour day, organizations that communicate using videos and screenshots vs. plain-text email could save six minutes and 43 seconds per employee.
- Businesses could recover up to \$1,700 in productivity per year for every employee who consumes content as part of their job.

People Really Like Snagit...A Lot

If you ask 100 people, on a scale of 1-10 how likely they are to recommend Snagit to a friend or colleague, 79 say 9 or a 10. An NPS, or Net Promoter Score, of 79 puts Snagit in the 100th percentile in the software sector where a good score is 24. TurboTax has a 52, Adobe Creative Suite comes in at around 28.

You're in Good Company

Virtually every Fortune 500 company already has Snagit. Many have, or are in the process of moving their volume purchases over to a site-wide plan. Top industries for Snagit include Finance & Banking, Insurance, Technology, Software, Government, and Healthcare.

"Snagit continues its reign as the screen-capture utility of choice thanks to its versatility and powerful features. It costs more than the competition, but it's worth it."

-PCMag UK

Ask the Following Questions When Considering Screen Capture Tools

Hint: The answer to all of these questions is "Yes" when it comes to Snagit.

- Does this work on Mac *and* Windows?
- Does it meet the needs of ALL departments?
- Does it record video with voiceover?
- Will this software enhance my existing investments like Office 365, SharePoint, Slack, etc?
- Is this software going to be around in two years?
- Is their support outstanding?
- Do I trust that this software is secure?
- Is it intuitive and am I going to see widespread adoption?
- Does this tool provide value in creating and consuming more visual communication within and outside my company?

¹<https://www.techsmith.com/visual-communication-research.html>