

Snagit® and Camtasia®: Why They Are Better Together

Having the right tools makes all the difference.

Snagit and Camtasia are visual communication tools that speed time to market and increase customer satisfaction. Snagit is the go-to tool for everyday productivity and communication, while Camtasia is used for video-specific tasks like training, presentations, and demos.

Snagit can be useful for anyone who works with a computer. Having both Snagit and Camtasia is invaluable for managers and people in roles like Technical Communication, Training, and Marketing.



Communicate Effectively

Visuals help employees pay attention, understand better, and remember longer



Boost Productivity

Visual communication recovers 33 minutes from the average employee's work week¹



Deliver Results

Ordinary employees deliver extraordinary and compelling content

“ A business with 100 employees spends an average downtime of 17 hours a week clarifying communications, translating to an annual cost of \$528,443.”

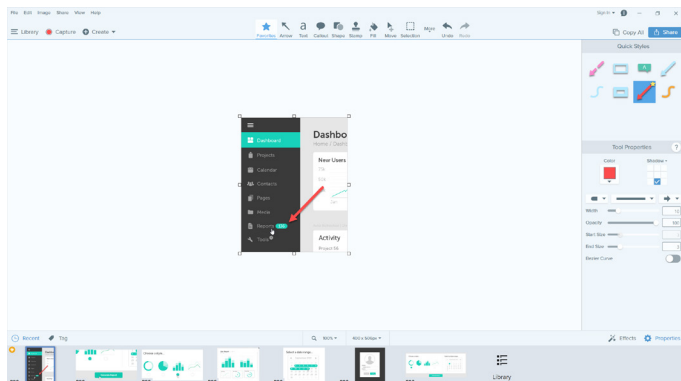
-Siemens²

¹TechSmith commissioned a large research study in 2017-2018 read the full report: www.techsmith.com/visual-communication-research

²Cost of Poor Internal Communications – Business Case for Effective Internal Communications, 2014 Siemens Enterprise Communications

Companies buy Snagit to...

- Work with and enhance existing investments (email, SharePoint, O365)
- Reduce misunderstanding and email churn
- Make all departments more productive (Snagit and Camtasia work the same on Windows and Mac)
- Ensure an enterprise-friendly deployment, easy licensing model, and receive superior training and support from a trusted company

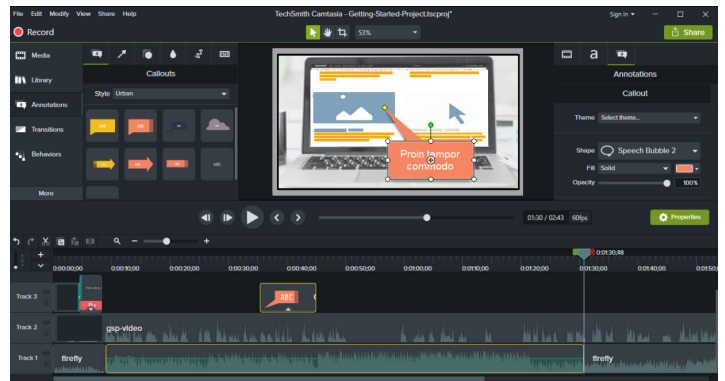


Snagit Image Editor

Snagit is the only screen capture software with built-in image editing and screen recording. It's quick, easy, and feature-rich.

Companies buy Camtasia to...

- Reduce expensive face-to-face training—internally and externally
- Turn important one-time events into on-demand videos
- Reduce or eliminate 3rd party video contracting
- Increase the amount of professional videos to train, educate, and engage the marketplace



Camtasia Video Editor

Work with video recorded from the screen or captured live and enhance with music, callouts, zoom-and-pan, click effects, animations, and much more.

Get familiar with our enterprise value proposition and try the return on investment calculator at www.techsmith.com/business
