



BATTLECARD

PRODUCT OVERVIEW

Visual Webcaster allows you to easily produce, schedule and invite attendees, and deliver interactive, live and on-demand webcasts to hundreds, thousands or ten thousand participants.

KEY BENEFITS

Easy-to-use » Simple one click access for participants via their desktop or mobile device

Scalable » Automatically delivers the best resolution and bit rate to an unlimited global audience

High-quality Audio & Video » Stream audio and video with slides and interactivity in very high quality, live or on-demand

Comprehensive Branding » Customize every aspect of your webcast for a truly unique experience

High Efficiency » Present to thousands on the Internet or within the corporate WAN

End to End Service » A team of support engineers to assist with creating, training and supporting your webcast from start to finish

TARGET BUYER



Webcasting Need: Primarily used for training, thought leadership, investor relations, town halls, conferences and lead generation.

Meets the needs of mid-sized and enterprise companies

Buyer Profile: Predominantly Marketing Managers and above; Line of Business Executives, IR & PR Professionals

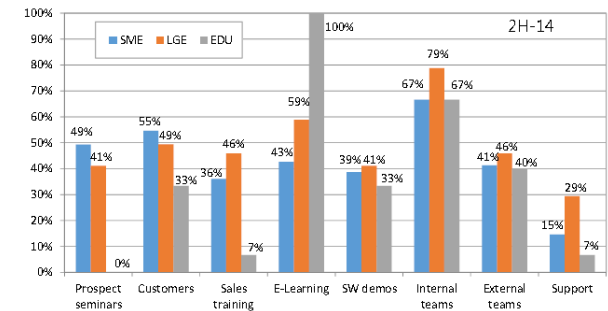
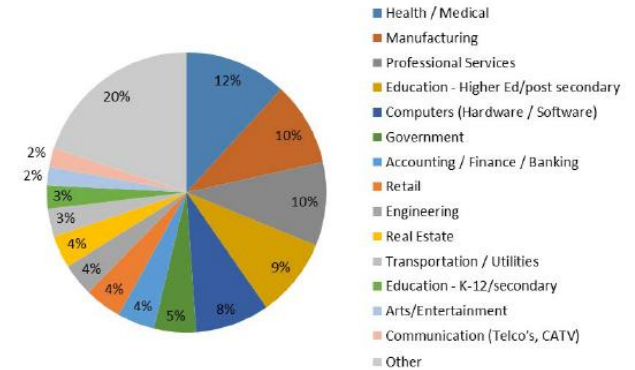
KEY BUYER PAIN POINTS	PRODUCT BENEFITS
Complex User interface and access to key features	Intuitive user interface Most important features are available at your fingertips No downloads required
Scale	Service can scale to accommodate an unlimited audience
Immediate feedback & tracking	Unlike other streaming services, capture registration data and immediate feedback from audience via polls, Q&A and surveys and download reports for further analysis
Limited user experience	Send customized invitations, confirmations and post event emails, create an event micro site or accept payments
Remote viewers with global needs	Easily unites geographically dispersed attendees from every corner of the world
Multiple broadcasting sources	Broadcast acquisition sources include: Conference bridge, VCU, satellite, Fiber or studio
Recording limitations	Record, archive and capture registrations indefinitely
Encoding and CDN limitations	Leverage your own encoder or CDN if you prefer

COMPETITIVE INFORMATION

COMPETITOR	STRENGTH	WEAKNESS	DIFFERENTIATION
	Established market presence	Very expensive No automated service	Better value Committed to service Single provider-for audio & web needs Greater customization
	Solid OEM base (eg. Webex resells Convey)	Recently acquired by PGI Highly bureaucratic Inflexible on pricing and terms	Advanced security (ISO 27000/HIPAA) CDN and encoding flexibility Cutting edge
	Establish presence in Virtual environments	Limited feature sets Not scalable	enterprise streaming capabilities Content management workflows HTML5 support
	Broad product line and huge sales force	Expensive and unreliable Many hidden fees	Customized streaming solutions HD audio quality via proprietary bridging

MARKET STATISTICS/TRENDS

	2016	2017	2018
On-Premises	\$ 675.7	\$ 820.8	\$ 938.0
Hosted Solutions	\$ 314.6	\$ 456.0	\$ 643.7
Services Revenue	\$ 265.9	\$ 243.2	\$ 257.5



IMPORTANT LINKS

VisualWebcaster Video
<https://youtu.be/JqTHzfQSGi0>

Sample Webcasts:
<https://www.webcaster4.com/Webcast/Page/10/7387>
<http://www.webcaster4.com/Webcast/Page/10/2441>
<http://www.webcaster4.com/Webcast/Page/10/2442>
<https://www.webcaster4.com/Webcast/Page/10/7687>



DISCOVERY QUESTIONS

1. What vendors are you using for webinars, online meetings, teleconferencing and streaming?
2. Would you like to increase registrations and engagement?
3. Is your existing service providing professional services and support?
4. How often do you conduct webinars? Expected attendance?
5. What type of events will you be conducting? Audio / video with slides, audio / video only? For what purpose?
6. Do you currently repurpose your recordings? Please explain.
7. Which features are important to you?
8. How many attendees are inside your organization? How many outside? Do you have international attendees?
9. Do you need professional support from your webcasting vendor?

OBJECTIONS

1. What's different about Onstream?

RESPONSE: Our service is very intuitive and requires no downloads. It can also be paired with our high quality audio and video streaming, which is highly reliable and globally available. Plus, we do not have any hidden fees and we back our service with our 100% service guarantee. If you conduct webcasts, professional services are included with the service. Our integrations with Webinar and Marketo allow you to increase your registrations and attendance while providing a highly customizable experience. We are committed to the service we deliver and will go above and beyond to ensure your satisfaction.

2. I'm concerned about having to train everyone.

RESPONSE: Onstream will help you to train your presenters and conduct dry runs.

3. My webcasting vendor contract does not expire for another 9 months.

RESPONSE: We have a number of customers today who were in similar circumstances with different contract end dates. Our team will work directly with you to pull together a pricing and implementation plan that will work for your unique situation. The service is sold on a pay-as-you-go basis and there are no annual commitments.

ADDITIONAL RESOURCES

Onstream Webcasting Sales Sheet: http://cdn2.hubspot.net/hubfs/98866/Datasheets/ONSM/Visual_Webcaster4_small.pdf

Audio Webcasting Sales Sheet: http://cdn2.hubspot.net/hubfs/98866/Datasheets/ONSM/Audio_Webcasting.pdf

Video Webcasting Sales Sheet: http://cdn2.hubspot.net/hubfs/98866/Datasheets/ONSM/Video_Webcasting.pdf

Continuing Education Sales Sheet: http://cdn2.hubspot.net/hubfs/98866/Datasheets/ONSM/Continuing_Education_CE.pdf

iEncode Sales Sheet: http://cdn2.hubspot.net/hubfs/98866/Datasheets/ONSM/VisualWebcaster_with_iEncode.pdf

Wirecast Sales Sheet: <http://cdn2.hubspot.net/hubfs/98866/Datasheets/ONSM/Wirecast.pdf>

Onstream Sales Training Presentation: http://cdn2.hubspot.net/hubfs/98866/Onstream_Webcasting_Presentation_Final.pdf