



BATTLECARD

PRODUCT OVERVIEW

Onstream Webinars is an online communications platform that offers professional-grade functionality in a full-service, innovative and cost-effective webinar solution.

KEY BENEFITS

Easy-to-use » Intuitive interface makes starting and conducting a webinar easy.

Universal Access » Share your webcam, videos, documents or whiteboard from your desktop or mobile device.

High-quality Audio » Highly reliable crystal clear VoIP and audio conferencing.

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

Generate more Leads » Increase your visibility and reach with our Webinar & Marketo integrations.

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

TARGET BUYER

Webinar Need: Primarily used for training, thought leadership and lead generation.

50-1000 Employees: Meets the needs of small and mid-sized companies.

Buyer Profile: Predominantly Marketing Managers and above; Line of Business Executives, 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 up to 500 participants. For larger events, we recommend webcasting.
Increasing registrations and attendance	Publish your event to the internet for maximum SEO visibility and increase your reach with built-in Twitter promotion and social media discovery to find those with similar interests.
Limited user experience	Send customized invitations, confirmations and post event emails, create an event micro site or accept payments.
Remote viewers with global needs	Service breadth easily unites geographically dispersed attendees from every corner of the world.
Flexible Pricing	Subscription, per minute and per event pricing models allow for greater flexibility. Professional services are available for you at all times.
Recording Limitations	Record your session and edit as many times you like. Archive and capture registrations indefinitely, embed on your site or download an MP4.
Gaining the greatest overall solution value	Best overall value: Market-leading functionality, affordable for businesses of any size.

COMPETITIVE INFORMATION

COMPETITOR	STRENGTH	WEAKNESS	DIFFERENTIATION
	<p>Strong brand association of WebEx to web conferencing</p> <p>Robust channel ecosystem to bring services to market</p>	<p>Over-priced</p> <p>Poor audio quality</p> <p>Cumbersome integration</p> <p>Punitive contracts</p> <p>Download required</p>	<p>Better value</p> <p>Ease of Use/ Simplicity</p> <p>Easy to do business with</p> <p>High quality audio</p>
	<p>Strong SMB-oriented offering</p> <p>Large pool of established customers</p>	<p>Lack of high quality audio integration, specifically toll-free</p> <p>Limited customization</p> <p>Download required</p>	<p>High quality audio</p> <p>Ease of Use/Simplicity</p> <p>No downloads</p> <p>Integrated toll & toll free teleconferencing</p> <p>Customization</p>
	<p>Platform designed to address multiple use types</p> <p>Emphasis on training and on-demand presentations</p>	<p>Designed for training not lead generation webinars</p> <p>Pricing is high</p>	<p>Ease of use/simplicity</p> <p>Better value</p> <p>Single product for audio & web needs</p>
	<p>Designed for meetings and webinars with an extensive list of integrated add-ons</p>	<p>Complex scheduling</p> <p>Cannot share video clips or more than 4 webcams</p> <p>Audio quality issues</p>	<p>Greater customization</p> <p>Advanced security (ISO 27000/HIPAA)</p> <p>Customer support</p>

TESTIMONIALS & REVIEWS

<https://www.g2crowd.com/products/onstream-webinars/reviews>

<http://www.toptenreviews.com/business/internet/best-webinar-services/>

IMPORTANT LINKS

Free Trial: <http://try.onstreammedia.com/>

Demo: <http://onstreammedia.com/demo/>

Onstream Webinars Video: <https://www.youtube.com/watch?v=536FJRVh1CQ>

Onstream Webinars & Webinar Video <https://www.youtube.com/watch?v=LkQRSHXkeSI>

Sample Webinars: <https://join.onstreammedia.com/play/marketing/5712-8-easy-steps>

<https://join.onstreammedia.com/play/marketing/10027-winning-ideas-liz-alexander-on-demand?>

For the latest pricing please visit: <https://signup.onstreammedia.com/onlinesignup>

DISCOVERY QUESTIONS

1. Does your company use webinars, online meetings, teleconferencing and streaming? For lead generation? For training?
2. What are your goals for these webinars?
3. Do you use registration functionality? Would you like to increase registrations and engagement?
4. Does your current provider offer professional services and support?
5. How often do you conduct webinars?
6. How many participants do you expect on average?
7. Do you currently repurpose your recordings? Please explain.
8. Which features are important to you? Which are optional, but “nice to have” features?
9. Do you conduct internal or external events? Or both?
10. Would you prefer if participants listened to the webinar on their computer, phone, or both?
11. Do you have international attendees?
12. Do you need professional support from your webinar 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 conferencing, 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 webinars, we offer per-event and professional services options to enhance your experience. 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. Our pricing is flexible and is offered on a subscription, per minute or per event basis. We can also scale to accommodate large scale events with thousands of attendees via our webcasting service.

2. I only want do-it-yourself Webinars.

RESPONSE: You can turn on integrated features individually at any time without disruption.

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

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

4. My audio, web and UC vendor contracts have different expiration dates and one of my contracts doesn't 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. We also offer pay-as-you-go service, so that you can lock in a great rate now and pay once you are up and running.

ADDITIONAL RESOURCES

Onstream Webinars Sales Sheet: http://cdn2.hubspot.net/hubfs/98866/Datasheets/ONSM_Webinars_Sales.pdf

Onstream Webinars Presentation: http://cdn2.hubspot.net/hubfs/98866/Datasheets/Onstream_Webinars_Presentation.pptx

Comparison Matrix: <http://cdn2.hubspot.net/hubfs/98866/Dan/Comparison.pdf>

On-demand demo: <https://join.onstreammedia.com/play/ahaley/9367-online-demo-2->

Support Site: http://support.onstreammedia.com/onsm_webinars_getting_started.html

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