



## Video Applications that Put Video to Work for Every Organization

“Genzyme utilizes Starbak technology to better communicate with our geographically dispersed employees. Without Starbak, this would not be possible.”

James DiMarino, Manager, IT Teleconferencing Technologies and IT Training

In companies large and small, video is changing how people communicate and how work gets done — across the table, across the campus, or across the globe.

The Starbak V3 System makes the creation and distribution of video so simple you'll quickly discover that the applications are limitless.

Whatever your role in the organization, your ability to get work done depends on your ability to communicate effectively. The Starbak V3 Video Portal and Integrated Network provide everything an organization needs to add the power of video to its communications. The streamlined portal and simplified workflows make it easy for even non-technical users to record video messages, create video webcasts with synchronized Powerpoint, or record and stream video messages. When people have the ability to communicate with video, the result is transforming — for your organization and your company.

Here is just a sample of video applications that Starbak customers have discovered:

### MANUFACTURING

- Provide video-based training to factory workers on procedures, processes, safety, OSHA, and materials handling.
- Communicate with supply chain to explain complex visual concepts regarding quality control, non-conformances, and assembly instructions.

### SALES & MARKETING

- Provide video-based training for new product releases, roadmaps, features, and upgrades.
- Communicate to the field new sales promotions, selling strategies, and product enhancements.
- Record customer feedback from focus groups to improve product features, design, and packaging.
- Distribute videos of media-based advertising campaigns to product teams and executives for review and approval; communicate creative concepts to partner firms, designers, and marketers.

### HUMAN RESOURCES

- Provide video-based training programs to employees designed to reduce personal and legal liabilities (sexual harassment, ethics, diversity, and workplace violence).

- Provide continuing education to employees for professional accreditation to reduce time out of the office, while ensuring a highly trained workforce.
- Offer video-based leadership curriculum for professional development of key employees.
- Provide health & wellness education to improve health of the workforce, while reducing medical absences and insurance cost (stress management, weight management, heart disease, and diabetes).

### EXECUTIVE MANAGEMENT, CORPORATE COMMUNICATIONS, PUBLIC RELATIONS

- Stream live broadcasts by CEO and other executives to employees to be accessed by a single campus, or the entire company around the globe.
- Provide 24/7 company news and information to employees at the desktop and on plasma screens located in hallways, cafeterias, and lobbies.
- Provide desktop access to network television programming such as news, business, and financial markets.
- Allow for company-wide emergency notifications informing employees of threats to health and safety and directing appropriate action.



> Sometimes, it makes sense for organizations to create their own videos on topics for which they are the experts. For many other topics, there exists a universe of video programs professionally produced and specifically designed to effectively train employees in the workplace. Starbak makes it easy for customers to purchase and download these professionally produced videos online through their Starbak Video Portal. Once downloaded, the Starbak System ensures that every employee has access to these programs over the corporate network, where bandwidth is plentiful, while preserving wide area bandwidth for mission-critical applications.

Starbak has partnered with some of the leading producers of video training programs, and made these programs available for its customers directly through their Starbak System.

## Here are just a few of the corporate video training programs offered by Starbak:

- |                       |                        |
|-----------------------|------------------------|
| Accountability        | Leadership             |
| Business Etiquette    | Listening Skills       |
| Change Management     | Management/Supervision |
| Communication Skills  | Manufacturing          |
| Customer Service      | Meeting Management     |
| Dealing with Conflict | Stress Management      |
| Diversity             | Team Building          |
| Ethics                | Verbal Communication   |
| Fairness              |                        |
| Harassment            |                        |

For more information on Starbak video sales, contact your Starbak sales representative, or email us at [info@starbak.com](mailto:info@starbak.com).

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Your Video-at-Work Network.

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