

# vSearch *Sales*

## Searchable Video for the Enterprise

### Capture and Share Corporate Content

Altus365 **vSearchSales**<sup>™</sup> enables companies to easily capture and share expert knowledge throughout the extended enterprise to reduce costs, increase productivity, and shorten time to revenue. Altus365 **vSearchSales** combines digitally recorded video with synchronized slides and scrolling transcripts, enabling users to see and hear the content being presented. Every word spoken and every word in the slides and notes become searchable data. Using familiar search functionality, users can find just the knowledge they need—at the presentation, topic or sentence level, eliminating time lost looking for knowledge.

### Search for Exactly What you Need

By IDC's estimates, organizations spend 20% of their payroll looking for knowledge. And 50% of the time, they don't find what they are looking for. Altus365 **vSearchSales** is the first end-to-end solution that offers full text search and playback of

any spoken word, dramatically reducing the time users spend looking for knowledge. With **vSearchSales**, presentations become a valuable and reusable corporate asset. Users need only to search for the snippet of information they want and view on demand or download the audio, video, or PowerPoint presentation that meets their need.

### Mashup Presentations

PowerPoint slides with embedded transcripts eliminate the guesswork when presenting since the speaker's exact words are in the notes section for every slide. With **vSearchSales** Presentation Builder, users can assemble their own presentation from any slide in **vSearchSales**, share with all or export as a PowerPoint file. Exported presentations contain the transcript from the original transcript in the notes section.

- ▶ Maximize your most important field sales event
- ▶ Leverage your messaging year around
- ▶ Ensure consistent delivery and retention globally
- ▶ Find exactly the information you need, when you need it, where you need it, to move opportunities forward
- ▶ Get instant access to knowledge – All content On Demand 24/7-365 days a year
- ▶ Download sales content to your iPhone, Blackberry, or any mobile device

The screenshot shows the vSearch website interface. At the top, there's a navigation bar with 'AGENDA', 'SESSION CATALOG', 'BOOKMARKS', 'EXPO HALL', and 'SOCIAL'. Below this is a search bar and a table of sessions. The table has columns for 'DATE', 'TRACK', and 'SPEAKER'. The 'Sales' track is expanded, showing sub-tracks like 'Service (19)', 'Parts (4)', 'OEM (6)', 'Sales (35)', and 'SMG (7)'. The main content area displays several session cards, each with a title, a brief description, a date, and a number of comments. The sessions include 'Overcoming Customer Objections', 'Selling More Cars Starts in Your Head', 'The Pros and Cons of Selling Cars', 'The Questions to Ask When Selling', and 'What Car Sales Techniques Work'. Each card also features a small image of a car. At the bottom, there are logos for GM, BMW, Honda, and Mercedes-Benz, and a footer with navigation options like 'LEARNING PATH', 'HIGHEST RATED', 'TOP SESSIONS', and 'LOCAL CHATTER'.

The screenshot shows the vSearch website interface. At the top, there's a navigation bar with 'vSearch' logo, 'Event Info', 'My Account', and 'Log Out'. Below that is a search bar and a menu with 'AGENDA', 'SESSION CATALOG', 'BOOKMARKS', 'EXPO HALL', and 'SOCIAL'. The main content area features a video player for a presentation titled 'Overcoming Customer Objections presented on 2010-11-30 by Mark McCain'. The video player includes a progress bar, volume control, and a 'POP-OUT' button. To the right of the video player is a transcript of the video content. Below the video player, there are 'Suggested Videos' with thumbnails and titles like 'Influencing Change at the Dealership Level', 'Converting Hospitality Theory into Practice', 'Creating the Ultimate Dealer Experience', and 'A Word from Audi Customers'. At the bottom, there's a navigation bar with 'LEARNING PATH', 'HIGHEST RATED', 'TOP SESSIONS', and 'LOCAL CHATTER'.

- This rich media player displays the streaming audio and video synchronized with the PowerPoint slides or other images, provides a detailed table of contents for easy navigation, and synchronizes scrolling verbatim transcripts.

## Go Mobile

Whether your device is a computer or mobile device, Altus365 **vSearchSales** delivers the content you need. Watch any video on-demand, download courses as mp3 audio or mp4 video to any mobile device or use RSS to automatically receive updates as they are posted or updated.

## Reduce Costs

Training employees at in-person meetings is more expensive than most companies realize. Travel, materials, and facilities costs are just a few of the out-of-pocket expenses associated with training. Altus365 **vSearchSales** effectively reduces the need for in-person training by capturing subject matter experts delivering presentations and making their knowledge accessible to everyone through an online media portal. Replacing even a portion of the total training hours with **vSearchSales**, a company can save millions in the first year alone in direct costs related to travel, materials and management costs.

## Increase Productivity

Having a full spectrum of content-rich knowledge available as searchable data means that optimal, highly informed decisions and actions can be accomplished in a much more timely fashion – right in the moment on the front lines when they are needed most. This improves productivity because time-critical opportunities are not missed; correct decisions are made the first time; and front-line employees do not have to wade through information to find the specific answer that they need.

## Drive Sales Revenue

Sales force effectiveness and productivity are critical to any company's success. Large and complex product lines coupled with a dynamic and competitive market landscape are putting intense pressure on organizations to continually update their salesperson's knowledge to respond to the latest market events. Using Altus365, sales can quickly find what they need to be sell productively.

