

# Multimedia Corporate Communications in Practice

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**President & CEO**



**Eloquent**

# Purpose and Agenda

## ➔ Purpose

- Introduce you to a new set of tools for deploying expert knowledge

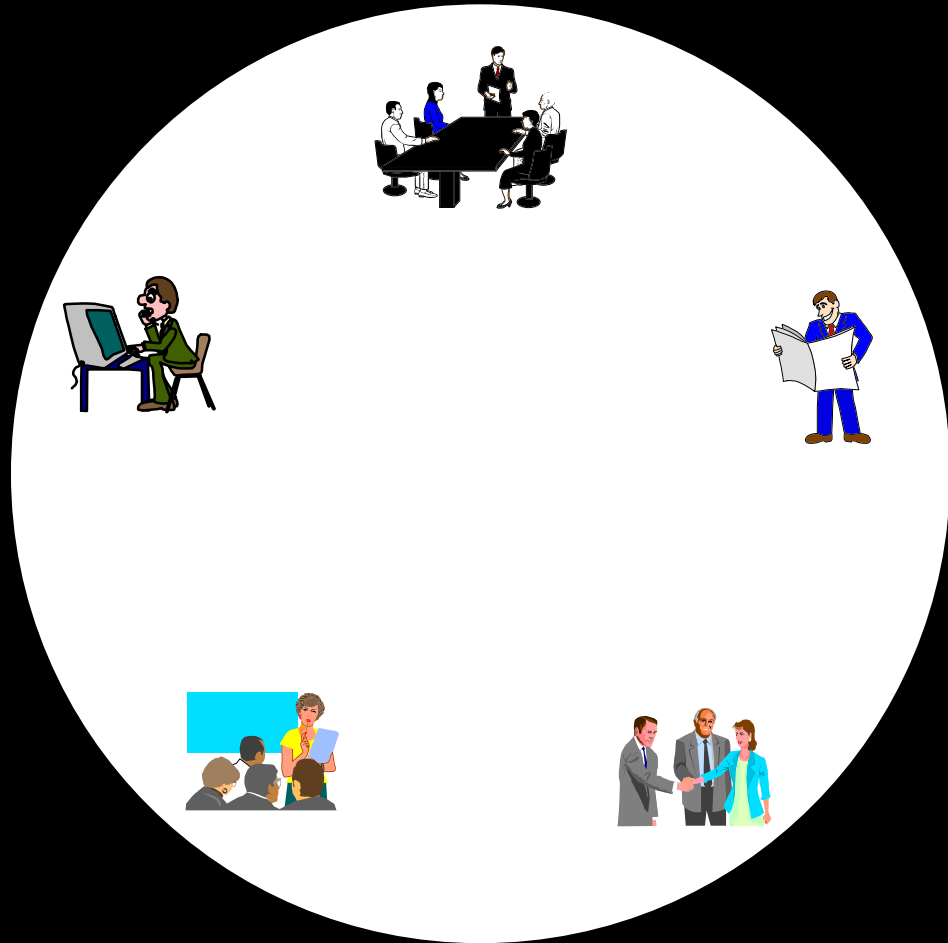
## ➔ Agenda

- Introduction
- Demonstration
- Examples
- Conclusion



# Megatrends

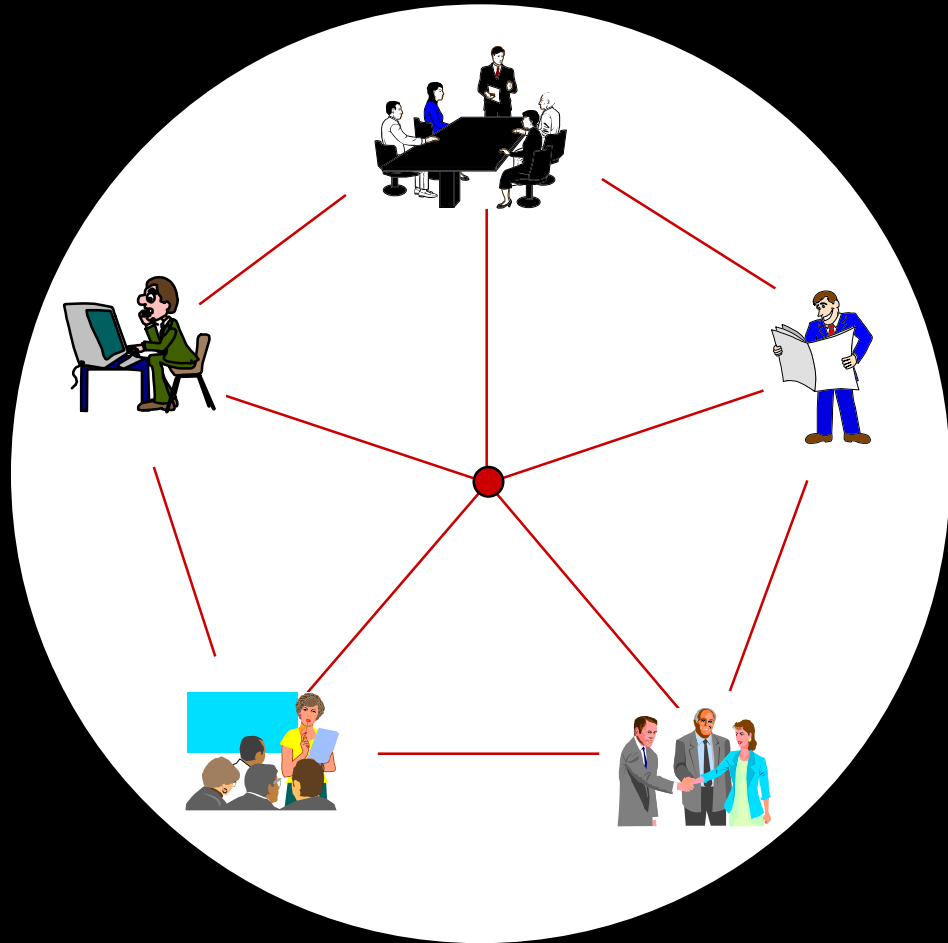
## ➡ Knowledge Workers



# Megatrends

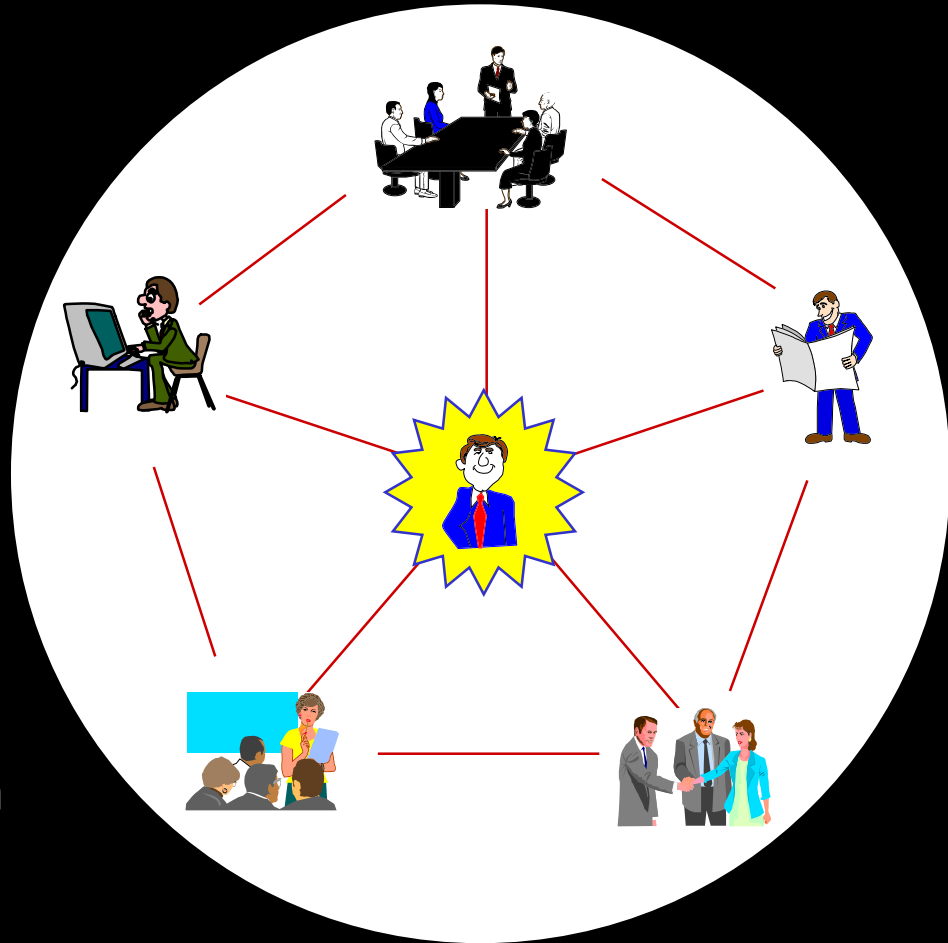
➡ Knowledge Workers

➡ Data Networks



# Megatrends

- ➔ Knowledge Workers
- ➔ Data Networks
- ➔ Mass Specialization



# Megatrend Consequences

## ➡ For Organizations

- More new products and strategic realignments
- Rapidly deploy new knowledge to employees

## ➡ For Knowledge Workers:

- Exploit (cope with) more knowledge

## ➡ For Supporters of Knowledge Workers:

- Effectively and efficiently deploy knowledge
- Exploit data networks



# Knowledge Deployment Systems

*Knowledge Source*

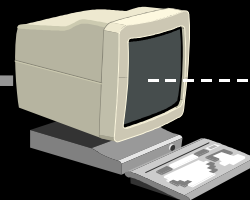


*Knowledge Workers*



*Knowledge Server*

*Network*



*Web Browser*



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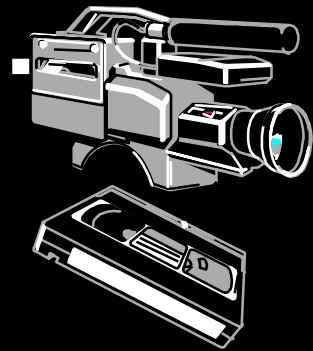


# Demonstration

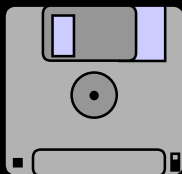


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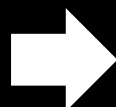
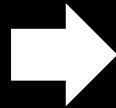
# Producing Presenter! Content




Video



Slides

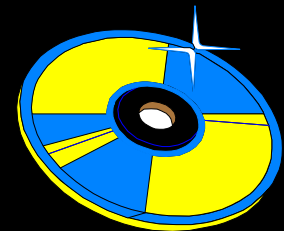
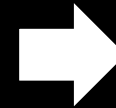


- ✓ *Digitize*
- ✓ *Edit*
- ✓ *Compress*
- ✓ *Transcribe*



The screenshot shows a software window with a video player on the left displaying a man's face, and a slide on the right with the title "Beyond the Chain" and a line graph. Below the slide is a text area with a paragraph of text.

- ✓ *Synchronize*
- ✓ *Index*
- ✓ *Link*
- ✓ *Burn CD*



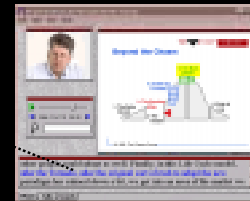
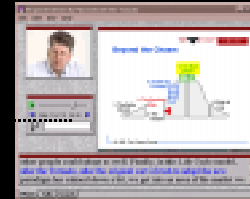
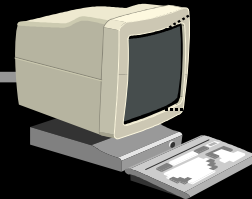
CD



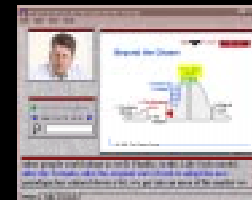
# Deploying Presenter! Content

**Presenter!  
Server**

LAN



**Presenter!  
CDs**

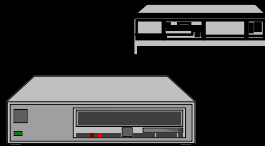


# Example 1: Cisco

## Problem

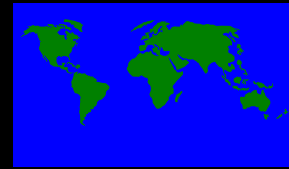
Launch Products

- Quick
- Inexpensive
- Effective
- Easy



Product information:  
features, installation, tips, ..

15,000 VARs



## Solution



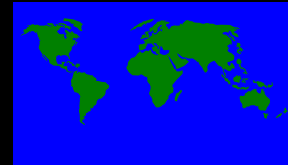
Product  
Manager

Eloquent  
Event Fab

15,000 CDs



15,000 VARs



## Result

- Time: 4 weeks
- Quality: Direct from product managers
- Cost: \$7 per VAR (vs. \$50 for live training)
- Effort: Minimal; complete outsourcing to Eloquent



# Example 2: IBM

## ➔ eBusiness Launch

- Key strategic initiative

## ➔ Audience

- Employees and partners

## ➔ Content

- Purpose, objectives, key elements
- Links to Website for changing information
- Links via email for follow-up questions



# Example 3: FileNet

## ➡ New Product Launch

## ➡ Audience

- Direct sales force

## ➡ Results

- Live roadshow: \$500,000
- Eloquent event: \$50,000
- “Extremely happy with results”



# Vendors

## **Tools:**

- Microsoft NetShow
- Real Networks
- Digital Lava

## **Services:**

- Pacific Media (CA)
- New Media (MA)
- Dolphin Multimedia (CA)

## **Solutions:**

- Eloquent



# Pitfalls to Avoid

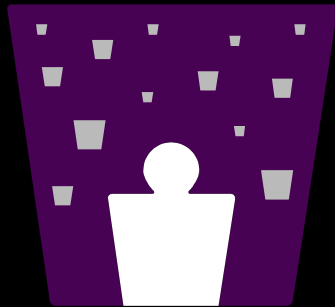
- ➡ **Match Solution to Problem**
  - Knowledge Deployment is not CBT
- ➡ **Content Production is a Pain**
  - If it is not a strategic core competence, outsource it
- ➡ **High Production Value is Expensive**
  - Expensive lighting doesn't add salience
  - Actors are less credible than SMEs



# Summary and Conclusions

- ➡ **Mass Specialization is changing the relationship between buyers and sellers**
- ➡ **Knowledge Workers as “customers” of corporate trainers need immediate personalized knowledge services**
- ➡ **Knowledge Deployment Systems empower trainers to deliver mass-specialized knowledge to Knowledge Workers throughout the enterprise**





# Eloquent

## Enterprise Knowledge Deployment Solutions

[www.eloquent.com](http://www.eloquent.com)  
1-888-ELOQUENT



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