

Web TV for Internal Communication and e-Learning

Improve Organizational Readiness with Quadia Web TV

Effective communications is a key to success for organizations of all sizes. The ability to quickly disseminate and share strategic information aligns resources, saves time, reduces costs, and allows knowledge transfer across the entire organization, regardless of location.

Web TV is a powerful method to efficiently deliver quality communication and education. The virtual intimacy and proximity created through the reach of the Internet combined with the impact of video, helps office based and remote employees stay connected to your strategic mission, purpose and strategy.

Quadia offers a suite of streaming audio and video tools to deliver live and on-demand video and presentations for high quality, 'anytime, anywhere' communication to employees, partners and customers.

Tangible Benefits	Intangible Benefits
Reduction in travel and out-of-the-office time	Positive impact on culture and employee morale
Reduced learning and communication expenses	Consistent and timely communication
Increased employee productivity	Improved employee service and satisfaction
Better customer service delivered by up-to-date employees	Continuous corporate alignment

High Impact, Cost Effective Communication — Anytime, Anywhere

In today's highly competitive and dynamic global economy, organizations realize that both audio and visual components of communications are no longer luxuries, but strategic tools for clearly conveying priorities and motivating employees in a timely, cost-effective manner. Yet, traditional videotape and dvd distribution minimises the relevance of content. By the time a video is scripted, shot, produced, shipped, and played, the content is often already outdated and irrelevant.

Equipped with a Web TV solution, marketing, sales, communications, and staff development managers can quickly and easily create and share information with anyone in the organization. Subject matter experts can build rich live and on-demand Web TV programs that include PowerPoint presentations, (Flash) animations, supporting text, web pages, response & contact forms, examinations and chat to improve time-to-competency, sales force readiness, employee performance and education.

Web TV delivery provides the added flexibility of anytime, anywhere viewing to accommodate the hectic schedules of 21st century employees.

Applications of QUADIA Web TV Solution

Live and on-demand content can be used in a variety of organizational activities and applications:

Executive communications: The company's executives are able to speak to employees directly and quickly to update them on the latest results, new strategic initiatives and corporate programs.

Employee regulatory and compliance training: Appropriate video and audio training can be created and statistics collected via online exams or compulsory modules to ensure that employees access and complete regulatory compliance training.

Sales force readiness: Effective and efficient training of geographically separated sales forces on new products, advanced sales processes and sales skills. Quadia Web TV delivers an easily deployed e-learning solution including participant registration and examination. This cuts training-related travel costs, reduces training time, increases product knowledge retention, and decreases product launch times.

Product announcements and training: For organizations such as high-tech, financial services, pharmaceutical, and other companies with a large product portfolio and extensive sales and service teams, providing product announcement, updated information and ensuring that everyone has access to this information is daunting. Quadia Web TV addresses many of the challenges confronted by traditional communication methods by reducing and even removing the need for product 'road shows'. High-impact content is created and quickly deployed in an organized and accessible format. Frequent updates can be offered easily and delivered to employees faster and less expensively than traditional methods.

“Cisco Systems saves about \$ 133 million a year in training costs by using both video and web-based training.”

Michael Mitchell, Director Internet Learning Solutions – Cisco Systems

Benefits of Quadia Web TV Solution

Quadia's Web TV solution provides tangible benefits to an organization, including:

More effective communications: By using Web TV viewers see and hear directly from company executives and subject matter experts, ensuring that messages and information is delivered correctly. The combination of audio, video, supporting text and graphics ensures that different learning styles are addressed.

Improved decision making and faster time to market: Information about business strategies and executive messages, new product information, compliance procedures, and other critical organizational communications are quickly created and deployed to target audiences via Quadia Web TV.

Reduced travel and event costs: The creation and viewing of appropriate streaming audio and video content reduces travel costs for alternative communication and training events, such as company meetings and instructor-led classroom programs.

Employee productivity: The ease of creation and deployment of streaming audio and video content provides additional learning opportunities for employees, leading to greater employee productivity.