

## Techtorial

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### ✓ Concept

Technical audiences such as system engineers, integrators, and IT administrators want very specific “how to” information. For example, they want to know how to configure or set permissions for new hardware, or how to upgrade from version 1.x to version 2.x with minimal downtime. Too often, they find themselves sifting through websites or whitepapers to find the specific answers they need. The results are a frustrated end-user, an under-educated SE, or a product that isn’t utilized to its full extent.

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### ✓ Description

Techtorials provide end-users a structured, interactive learning experience. These demos capture the live, on-screen action of your software and combine it with professional audio that clearly explains every step of the process. We work with your product managers to create a detailed outline, which is delivered by a host and a product expert. The host asks questions from the audience’s perspective, and the software expert answers those questions verbally while demonstrating the answer.

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### ✓ Customer Benefits

Techtorials provide a number of benefits:

- Accurate depiction of product features and benefits
- Visual presentation provides clear, step-by-step overview
- Interactive, interview-driven format holds audience attention
- Player functionality (play, pause, stop, forward, reverse) lets viewers actually perform tasks as they watch and listen

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### ✓ Process

SNP handles all aspects of Techtorial creation, including:

- Interview software expert to determine content direction
- Develop content flow and scripting
- Create questions for the host to ask the expert during recording
- Record both audio and visual components of the demo
- Edit demo content for clarity
- Index and archive the file in a format of the customer’s choice

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### ✓ Why SNP?

SNP's history includes more than a decade of creating interactive communication for high-tech companies. With our extensive background in corporate training and broadcasting, we know how to find the truth behind the story, strategy, and communication effort.

SNP Communications creates and implements communication strategies, messaging, and training for leaders of Fortune 500 companies.