

# PRODUCT OVERVIEW

## Podcast

3Sixty Insights podcasts deliver research results and industry commentary in dynamic audio presentations that highlight key insights for audiences uninterested in reading reports. Podcasts incorporate interviews and analyst commentary to summarize research findings and connect the perspectives of executive, financial, information technology, and line of business perspectives. A 3Sixty Insights presentation educates participants to bridge organizational gaps in understanding the enterprise value of technology. Customers may license existing podcasts from the 3Sixty Insights library. Packages also offer the ability to work with 3Sixty Insights analyst and production teams to develop tailored content drawing from 3Sixty Insights research, end-user experiences, and market insights to provide context and guidance regarding your solution. Podcasts are available as standalone content offerings or package add-ons.

### A STANDARD PODCAST INCLUDES:

- Analysis-curated research
- 20 – 30mins of content
- Production and development of audio file

### Benefits include:

- Presentation that engages customers and prospects in the medium of their choice
- Context and commentary rooted in end-user experience and success
- Insight that bridges the perspectives of executive, financial, IT, and line of business stakeholders
- Unbiased, third-party validation of value propositions and user challenges
- Ability to use podcast assets in customer campaigns
- 3Sixty Insights promotion within website, community, and social networks

To learn more contact: [Sales@3SixtyInsights.com](mailto:Sales@3SixtyInsights.com)