

# PRODUCT OVERVIEW

## Videos

3Sixty Insights videos deliver research results and industry commentary in short, dynamic presentations that highlight key research insights. Videos incorporate graphics, interviews, and analyst presentation 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 videos 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. Videos are available as standalone content offerings or package additions that provide an additional media channel to deliver licensed report content.

### **A STANDARD VIDEO PACKAGE INCLUDES:**

- **Analyst Presentation and preparation**
- **Five to ten minutes of content**
- **Production and development of video**
- **Promotion in 3Sixty Insights research community and social channels**

### **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 video assets in customer campaigns

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