The Virtual Communications Platform
WHO IS ON24

ON24 is leading the transformation of virtual communications with cloud-based webcasting and virtual environments that drive outstanding results for companies of every size and in every category. Our industry-leading platform helps organizations communicate with employees, clients, prospects and partners with measurable and greater impact. ON24 is used enterprise-wide for applications such as demand generation, partner enablement, virtual talent development, product launches, company town hall meetings and user conferences.

WEBCASTING

With over 6 million users every year, ON24’s Webcasting Platform 10 is the industry-leading webcast solution. The ON24 webcasting platform couples the most engaging, interactive and customizable user experience with powerful real-time analytics and reporting. ON24 webcasts live in the cloud, which means that your participants never have to download anything and your content can be accessed from anywhere, by anyone, on any device. ON24 webcasting is available with end-to-end webcast management or easy-to-use self-service options:

- Media-rich presentations with high-quality audio and video
- A visually appealing user interface with a user-customizable console
- Enhanced customization capabilities for maximum branding
- Simplified access with no downloads or plug-ins required

INTERACTIVE WEBCAST

UNMATCHED SCALABILITY

THE INDUSTRY’S LARGEST EVENTS RUN ON ON24

OVERVIEW

“ON24 has developed a winning combination—a user-friendly experience with a controllable, flexible environment that puts its new webcasting platform ahead of the curve.”

Ira Weinstein
Wainhouse Research

“"The feedback from attendees and partners participating in our online event was overwhelmingly positive, and we were thrilled with the technology and support provided by ON24.”

Steven Menges
Vice President of CA Technologies Mainframe Marketing
WEBCAST ELITE
The self-service ON24 Webcast Elite gives business users the ability to easily produce professional-quality, fully branded webcasts that deliver engaging and interactive audience experiences right from their computers. Step-by-step tools guide users through the process of creating high-impact webcasts that drive higher levels of attendee engagement and increased ROI.

Webcast Elite makes producing a webcast quick and easy with:

• Audience generation tools like customized registration pages, campaign tracking and integration with marketing automation platforms
• Intuitive presenter tools designed to give presenters greater control in delivering their webcasts
• Integration with social media and a wide range of application widgets to customize the webcast experience
• Comprehensive reporting and analytics tools to measure webcast performance
• One-click publishing to an on-demand webcast channel

ELITE PRESENTATIONS
Elite Presentations allows you to:

• Create on-demand presentations with ON24’s industry-leading Platform 10 functionality
• Record your presentation one slide at a time with an easy-to-use interface
• Immediately publish for viewing on any device
• Customize and brand the audience viewing console and registration page
• Analyze content metrics and understand viewer behavior in real time

VIRTUAL ENVIRONMENTS
ON24 virtual environments combine engaging interactive locations, social networking, live webcasts and web-based collaboration tools. The ON24 platform is highly customizable and can easily be tailored for a wide range of applications, including virtual learning, marketing programs and HR communications. Real-time reports allow you to measure user behavior, content popularity and social networking interactions.

All ON24 virtual environment solutions include:

• A fully customizable platform
• Powerful branding capabilities
• Proven scalability and reliability
• Powerful registration and reporting
• Professional networking and social media tools

Virtual environments are highly customizable, and you can choose from a wide range of functionalities like:

• Home plaza or lobby: A virtual host greets visitors, introduces the content within and describes various communication features
• Auditorium or virtual theater: The virtual location to view live and on-demand webcasts
• Exhibit hall featuring fully functional booths that allows visitors to download content, view webcasts and interact live with exhibitors
• Resource center or library: A downloadable collection of content, topic- and audience-specific articles, white papers, case studies and more
• Communication center: A virtual networking lounge where visitors can interact and exchange ideas with fellow visitors and peers using professional networking and social media tools
• Prize center: Incentivizes participants to earn points and prizes by visiting various locations

VIRTUAL EVENTS
ON24 virtual events take place live and combine all the above functionality with comprehensive real-time collaboration and interactivity tools to keep your audience engaged and allow them to interact with other participants. Virtual events are commonly used for applications such as user conferences, product launches, industry conferences, job fairs and global sales kick-offs. ON24’s virtual events platform allows you to communicate and interact with a worldwide audience in the most engaging way.

VIRTUAL BRIEFING CENTERS: IMMERSIVE ENVIRONMENT FOR TARGETED CONTENT
The ON24 Virtual Briefing Center (VBC) is an immersive digital environment that functions as a central online repository for audience-focused content. Engage targeted audiences with live and on-demand webcasts, content and other resources in an interactive and persistent virtual environment.

Powerful customization capabilities are key to the VBC’s appeal and success:

• Create a sophisticated, persistent virtual environment unique to your brand
• Maximize your ROI by making your content easily accessible in a 24/7 environment with live interactivity
• Create a customer community for the sharing of best practices and product information
“The ON24 platform has helped Fiserv drive customer engagement; it enables our team to efficiently distribute the practical information that our customers want and need.”

Dianne Morin
Fiserv Director of Marketing and Communications

YOUR VIRTUAL COMMUNICATIONS SOLUTION

VIDEO WHITE PAPERS: EMBRACING THE VISUAL MEDIUM

ON24 video white papers bring traditional white papers to life by transforming them into engaging and interactive videos. Make content easy to digest by reaching out to your audience in an innovative and highly educational format. ON24 video white papers can be accessed on any device, helping you offer your content in a mobile-friendly format. Comprehensive analytics provide you with data on who’s watched your content, when and for how long.

“ON24 has been a great partner, providing the critical infrastructure and services to make our online training initiatives a success.”

Michele Supronowicz
Sodexo Senior Director of Training and Talent Development

VIDEO WHITE PAPER

MARKETING SOLUTIONS

Demand Generation Webinars
Webinars are ranked as one of the most effective demand generation vehicles in the market today. They allow you to communicate live to a global audience without size limits. They provide interactive tools, which engage participants and let them discuss your content with others. Comprehensive reporting allows you to measure participant interest in your topic and your company, making it easy to score your leads.

User Conferences
Virtual user conferences extend the reach of a physical event to those who can’t be there but can also significantly increase attendance with the elimination of travel time and cost. Virtual user conferences provide a high level of interaction through forums, individual and group chat, live Q&A and surveys. Reporting and analytics allow you to measure ROI more effectively than ever before, as well as collect market intelligence that can be used for future marketing activities.

Product Launches
Virtual communications shorten time-to-market by enabling organizations to announce new products to a global audience quickly and affordably. Customers and prospects get a chance to interact with product experts in real time. The viewer experience and content can be made available in local languages.

ROI-DRIVEN COMMUNICATIONS
ON24’s keen understanding of its customers’ needs allows it to have a pulse on where the market is today and where it should be going, both traits of a company driving the market.”

Gartner

ROI-DRIVEN COMMUNICATIONS

VIRTUAL TALENT DEVELOPMENT

Training and Certification Webcasts and Presentations

ON24’s webcasting platform is used extensively for live and on-demand online training. ON24’s high-quality video, customization and interactivity functionalities allow you to tailor the learning experience to your specific requirements. The platform integrates testing and certification modules, providing a turnkey online training solution that is accessible from any device, without downloads.

A virtual learning environment or live event combines virtual training centers, live webcasting and social learning tools into a highly engaging learning experience. Compared to a traditional learning portal, the customizable 3D environment provides a more intuitive way to find content and training sessions.

A learning environment can be available on demand for self-study or can be a live event where an unlimited number of learners can view live training sessions and interact with and learn from other attendees.

Comprehensive reporting, analytics and testing modules allow you to measure learner activity.

CORPORATE COMMUNICATIONS

Town Hall Meetings

ON24 webcasting enables you to provide all of your employees with the ability to both watch and participate in the activities of a traditional town hall meeting from anywhere in the world. Virtual town hall meetings can be customized to include chat functionality for Q & A, surveys, polling and real-time collaboration tools to create a fully interactive town hall experience for the remote worker.

After the event is over, the ON24 virtual town hall can also be hosted as an on-demand event for employees who missed the live event or new employees who are hired later. ON24 also offers localization services that enable you to re-purpose key content in multiple languages.

Corporate Announcements

ON24 powers many of the world’s most mission-critical announcements, including mergers and acquisitions and management changes. A webcast or a virtual briefing center allows your key constituencies to take part in a live presentation from anywhere in the world and with any device.

A webcast can be localized and run in several different languages simultaneously. ON24 provides the most comprehensive production service offering available and can help you coordinate onsite production from all major cities in the world.

HR & TRAINING PROFESSIONALS

91% plan to increase virtual training use in 2013

82% PERCENTAGE WHO WANT TO OFFER MORE ENGAGING TRAINING MATERIALS
PARTNER WITH THE MARKET LEADER

THE NUMBER ONE SOLUTION
ON24 has proven its ability to innovate for over a decade. Listening to and partnering with our clients is key component of our growth strategy.

Our customer list includes over 1,000 organizations representing every industry category—with a focus on technology, financial services, insurance, life sciences and business services—in which communication is essential to business success.

The modern enterprise demands authentic and measurable business communications tools to succeed, and that’s what ON24 provides.

Contact ON24 today at solutions@on24.com

ABOUT ON24, INC.
ON24, the virtual communications platform for the global enterprise, provides interactive, impactful cloud-based solutions that drive outstanding results. ON24 offers a broad and innovative product portfolio, including webcasting, virtual events and virtual environments, accessible from any device and supported by robust reporting and analytics. Applications for the ON24 platform include demand generation, partner enablement, virtual talent development, product launches, company town hall meetings and user conferences. More than 800 organizations, including IBM, CA Technologies, Merck, Unilever, JPMorgan Chase, Deloitte, Credit Suisse, Ernst & Young, Amazon and SAP, rely on ON24.

ON24 is headquartered in San Francisco, with offices throughout the world. For more information, visit http://www.ON24.com.