



# **MARKET RESEARCH**

# CONTENT

**01**

COMPETITIVE ANALYSIS

**02**

INDUSRTY TRENDS

# COMPETITIVE ANALYSIS

## GUIDDE

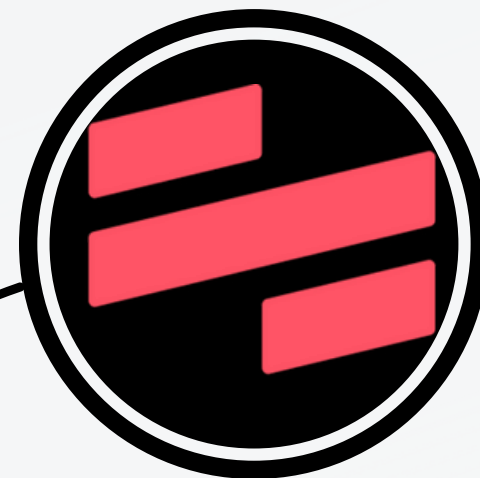
A video platform designed for software enablement that enables you to capture, organize and share videos at the point of need – embedded inside your app, accessible via a dedicated web app or available directly from your browser on any app.

## SCRIBBE

Scribe helps you automatically capture and share the best ways of working.

## TANGO

A global live-streaming platform for content creation, discovery & communication



# COMPARISON



- Captures screenshots and adds text and annotations to create step-by-step guides
- Custom branding
- Blur sensitive information
- SSO (Okta, Microsoft Entra ID, 1Login)
- Automatic storyline
- Transcript and audio text to speech generation
- Unified video and documentation catering to the viewer preference
- Natural-sounding voices in different languages and accents
- Text to voice generation
- Video privacy controls
- Video tracking links
- Video analytics
- Background music

# COMPARISON

- Captures screenshots and adds text and annotations to create step-by-step guides
  - Custom branding
  - Blur sensitive information
  - SSO (Okta, Microsoft Entra ID, 1Login)
  - Automatic storyline
- no other specific feature compared to Guidde



# Scribe



# COMPARISON



- Custom branding
- Blur sensitive information
- general capabilities



# INDUSTRY TRENDS

- In the domain of video platforms designed for software enablement, several industry trends are shaping the landscape. Here are some notable trends:

- **1. Increased Demand for Remote Learning Solutions:**

The rise of remote work and distributed teams has led to a surge in demand for remote learning solutions. Video platforms like Guidde that enable users to capture, organize, and share instructional content are increasingly sought after by organizations looking to upskill their workforce remotely.

- **2. Focus on User Experience and Accessibility:**

There is a growing emphasis on enhancing the user experience and accessibility of video platforms. This includes features such as intuitive interfaces, mobile responsiveness, captioning, and audio descriptions to ensure that content is accessible to users with diverse needs and preferences.

- **3. Integration with Collaboration Tools:**

Integration with popular collaboration tools such as Slack, Microsoft Teams, and Zoom is becoming essential for video platforms. Seamless integration allows users to access and share instructional videos directly within their existing workflows, enhancing productivity and collaboration among teams.

- **4. AI-Powered Content Personalization:**

Artificial intelligence (AI) and machine learning (ML) are being leveraged to personalize the learning experience on video platforms. AI algorithms analyze user behavior and preferences to recommend relevant content, create personalized learning paths, and optimize content delivery for individual users.

- **5. Analytics and Data-driven Insights:**

There is a growing focus on analytics and data-driven insights to measure the effectiveness of instructional content and enhance learning outcomes. Video platforms are integrating analytics tools to track user engagement, content performance, and learning progress, enabling organizations to make data-driven decisions to optimize their training programs.

- **6. Security and Compliance Measures:**

With the increasing importance of data security and privacy, video platforms are implementing robust security measures to protect sensitive content and user data. This includes encryption, access controls, audit logs, and compliance with industry regulations such as GDPR and CCPA.

- **7.\*Microlearning and Bite-sized Content:**

- Microlearning, which involves delivering short, focused bursts of instructional content, is gaining popularity on video platforms. Organizations are embracing microlearning as an effective way to deliver just-in-time training that fits into employees' busy schedules and enhances knowledge retention.

-



**THANK'S FOR  
WATCHING**

