



 **TechSmith®**  
**We're proud to use  
Snagit at Sigma!**



### **Snagit has become a necessity in my day to day work life**

Sigma is a fast paced sales environment, with a number of business areas including finance, technical, marketing and purchasing all supporting the commercial team on a daily basis. Each department uses different systems and software, but there's one program that unites us all - Snagit.

#### **When in doubt, Snagit.**

Snagit has been an integral resource during the implementation of our new CRM and back office systems at Sigma. Snagit was used in the very first stages of the project in 2015 to record findings and tasks to create simple how to guides for the project team to follow. These videos proved critical when new people were joining the project part way through. This meant managing the project was made easier, additional resources weren't required and the project was able to stay on track.



**“Snagit has become a necessity in my day to day work life, I don't know where I would be without it”**

- Lauren Blackler-Hinks,  
Marketing Executive, Sigma Software Distribution



Away from the project management use of Snagit, it is used on a daily basis by the Sigma marketing team. Sigma Marketing Executive, Lauren Blackler-Hinks says “I've been using Snagit since my first day at Sigma. I've used it to build internal training guides for colleagues, amended imagery using the Snagit Editor tool and I use it on a regular basis as validation to clear confusions when words aren't enough. I'll often be watching a webinar from one of our vendors and use Snagit to capture the useful information I will need for further campaign work. Snagit has become a necessity in my day to day work life, I don't know where I would be without it”

Snagit is also the go-to tool for presentation building for the Sigma marketing team. Being able to grab and crop examples of work to show our vendors has made short work of what used to be a lengthy reporting process. Furthermore, when making creative storyboards for new marketing activities, having Snagit allows us to brief each other on exactly what we mean rather than describing it and hoping we're all on the same page.

Snagit is simple. A quick click of a button and it's available to capture whatever is happening on a screen, giving us the ability to give clear and detailed examples, removing the potential for confusion.

### **Want to buy TechSmith Snagit for an end user?**

Speak to Sigma Software Distribution Business Development Specialist  
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