

WHAT IS SHERPA FOR CHANNEL ENABLEMENT?

Channel enablement professionals managing programs to drive growth and generate revenue are increasingly relying on the power of video. Sherpa empowers you to successfully support sales, educate and align messaging, promote products, and generate demand with live and on-demand video content. Drive your teams towards success with Sherpa.

WHO IS IT FOR?

Sherpa is an ideal solution for professionals who oversee and manage channel, sales, and partner relationships, and are responsible for ensuring that those channels are sound business investments that drive growth. With secure, high-quality video content through Sherpa, channel enablement professionals will be able to:

- Dynamically filter and moderate content so relevant videos are always in front of the right people without cumbersome, manual asset tagging
- Reliably stream high-fidelity video content to large audiences or small audiences alike, without compromising content security or quality
- Reveal insights about content consumption and viewers' engagement, and connect that data to channel performance and revenue growth
- Protect intellectual property with personally identifiable watermarks and intelligent security and compliance measures

KEY BENEFITS

Channel managers, with Sherpa, can create scalable, branded virtual event and streaming video programs that align with each channel, and are specifically tailored to each viewer's experience and the content they need. With Sherpa's intelligent video platform, channel enablement professionals can expect to see benefits such as:

- **Intelligent, dynamic moderation** — search and filter content intelligently based on the subject matter and intended audience using speech-to-text and image recognition
- **Next-level interactivity** — engage audiences with the highest-quality content possible and bi-directional video breakout rooms
- **A single, centralized platform** — deliver relevant content from siloed libraries to viewers in one connected experience
- **Deep, valuable insights** — track data around content and employee performance with native analytics dashboards

WHAT DO WE RECOMMEND?

Sherpa Base Camp is a go-to solution for enablement teams, and includes access to high-quality, secure, reliable live & on-demand streaming, deployed in the cloud, on-premises, or a hybrid approach depending on the organization's needs, as well as:

- 12 Live or Simulated Live events
- 1 TB asset storage
- Built-in compliance and engagement Checkpoints
- Intuitive, self-service branding features
- Integration with SAML/ADFS system(s) and other corporate security measures
- Native analytics dashboards to track content and channel performance

OTHER FEATURES/SERVICES

For more complex events or additional resources, there are many other options for channel enablement professionals, such as:

- **Sherpa Professional Services** for consultation, platform upgrades or configurations, video editing, and live event moderation/testing/production
- Hardware/software devices to manage content distribution across highly saturated networks or in areas with limited connectivity
- Bi-directional video breakout rooms, live Viewing Parties, and other audience engagement features in **Sherpa Campsite**

HOW DO WE GET STARTED?

Reach out to your Sherpa representative or email sales@sherpadigitalmedia.com to start a conversation about what your needs are.

We're here to help, not to sell.

If you have any questions, reach out and we'd be happy to answer them for you.

GET STARTED TODAY