



**The user enablement platform**

## PROBLEM

# Our brains are built to process complex information via visuals – not text!

### Memorable

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We retrieve **95%** of information displayed in videos (text: 10%)

### Fast

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**1 video** is worth **1.8 million words** for our brains

### Engaging

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We are **3x more likely** to watch a tutorial than read a manual

Sources: InSivia 2023, Forrester 2008, Google/Ipsos 2017

## PROBLEM

# Still, process and products description look a lot like this

### Links

#### To insert a link on a page:


1. Select some text, or position your cursor where you want to insert the link.
2. Choose **Link** on the toolbar. You can also use keyboard shortcuts - **Ctrl+K** on Windows and **command+K** on Mac.
3. Select a page, blog post, or enter an external URL (see [Links and Anchors](#) for how to link to particular types of content).
4. Enter or modify the link text. This is the text that will appear on the page. If this field is left blank, the page name or URL will be used as the link text.
5. Press Enter.

You can also paste a URL directly onto your page. Confluence automatically creates the link, and if the URL is from a page on the current site, the page name will be set as the link text.

### Images, videos, and gifs

If a photo is worth a thousand words, how many words is a gif worth?

Add an image or gif onto a Confluence page by selecting the **Files & images** button on the toolbar. Either upload your image or gif into Confluence, or display an image from another web page using its URL. You can drag images to resize.

 Drag files, like images, multimedia, Office files and PDFs, from your computer and drop them directly into the editor. The contents of the file will be embedded into the page or blog post.



Hard to read



Hard to remember



Not at all engaging

## SOLUTION

# What if there was a short video tutorial for every workflow in your company?



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Create tutorials in your browser instantly with just a few clicks.



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AI helps to create, translate and summarize content.

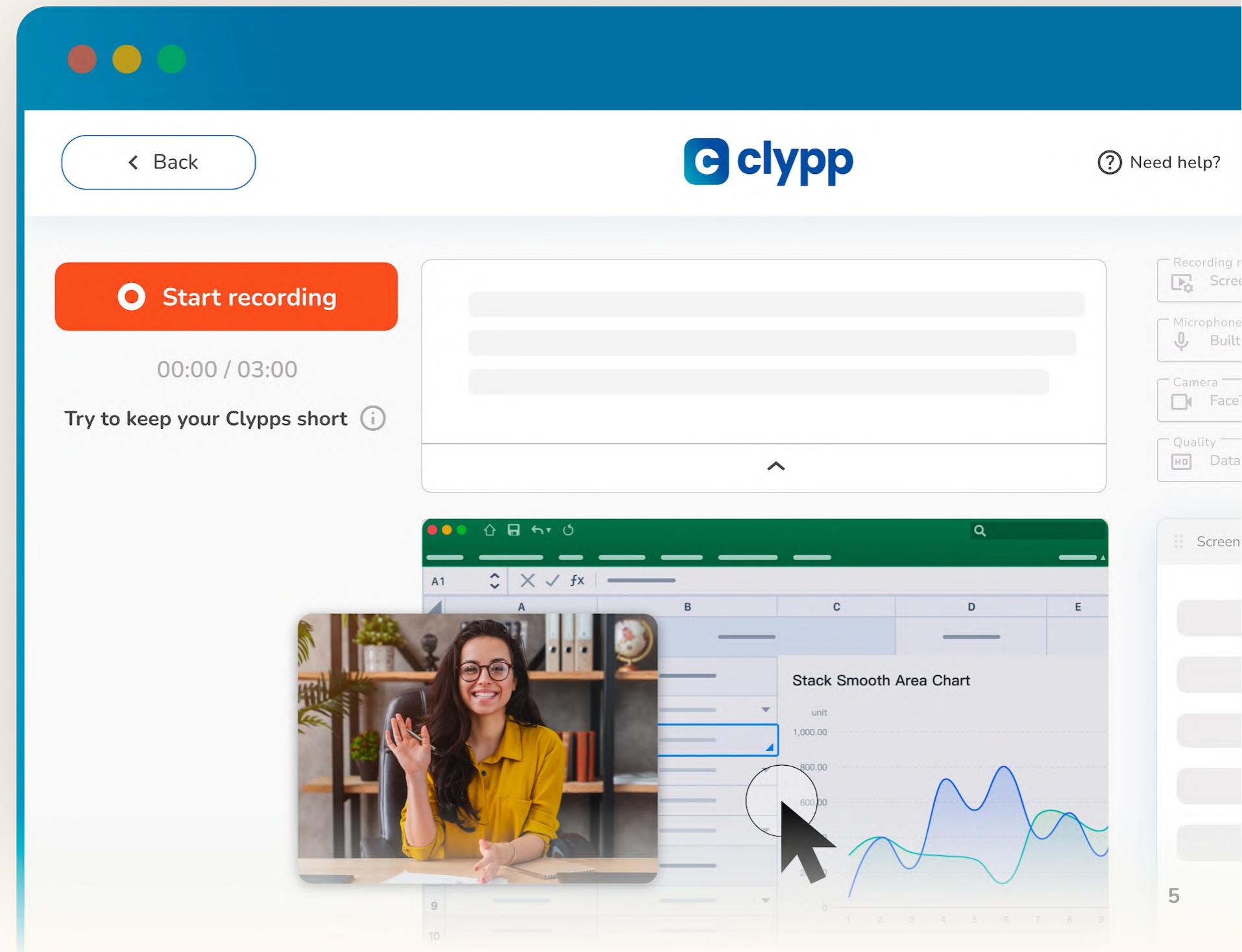


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Integrated in existing workflows. No behavior change needed.

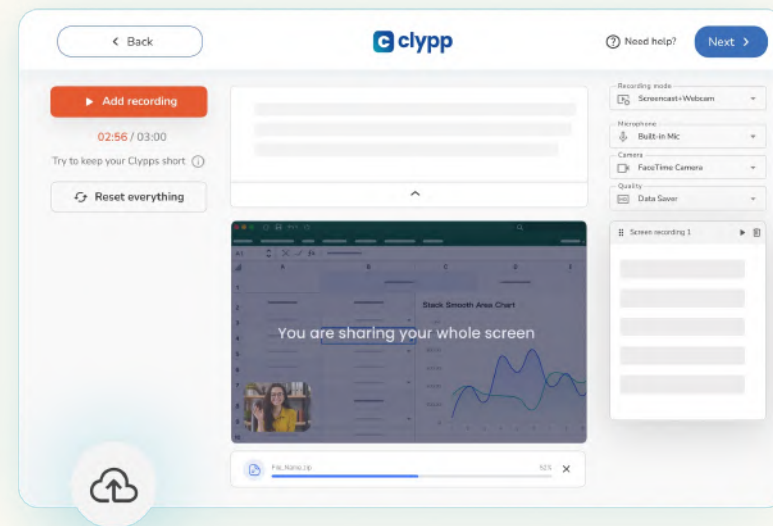
Clypp is the central platform to **create & share visual process tutorials** to **improve workforce efficiency.**

Try Pitch



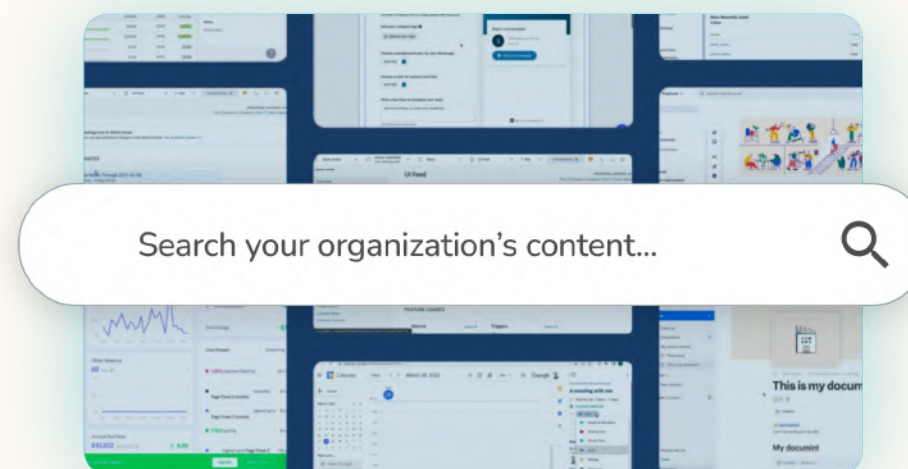
## HOW IT WORKS

# Clypp is the place where employees create and find tutorials for their daily work



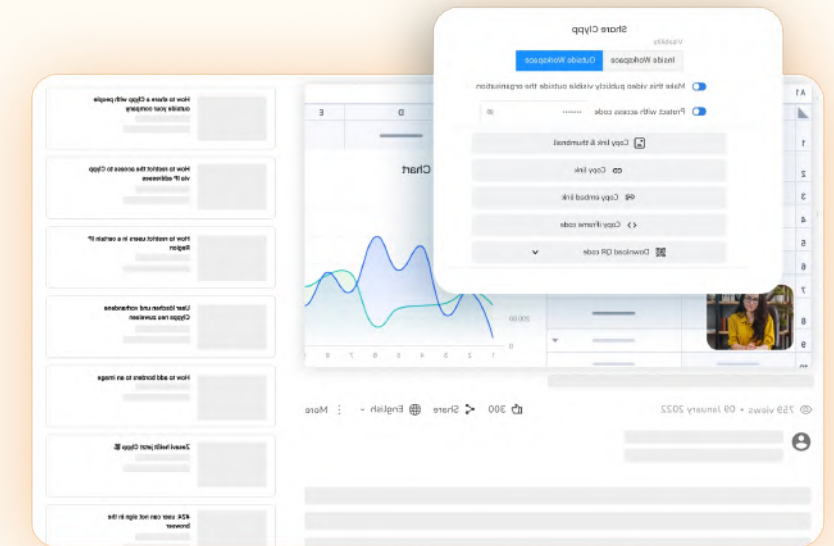
### CREATE

Go through the workflow and record a tutorial as a visual step-by-step guide.



### FIND

Find all how-to-guides on the Clypp platform or integrated in your daily digital tools.



### ANALYZE

Understand popular topics, most used tools and who holds critical know-how in your firm.

# Let AI do the job for you

## **Generate**

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Clypp generates the tutorial script for you.

## **Summarize**

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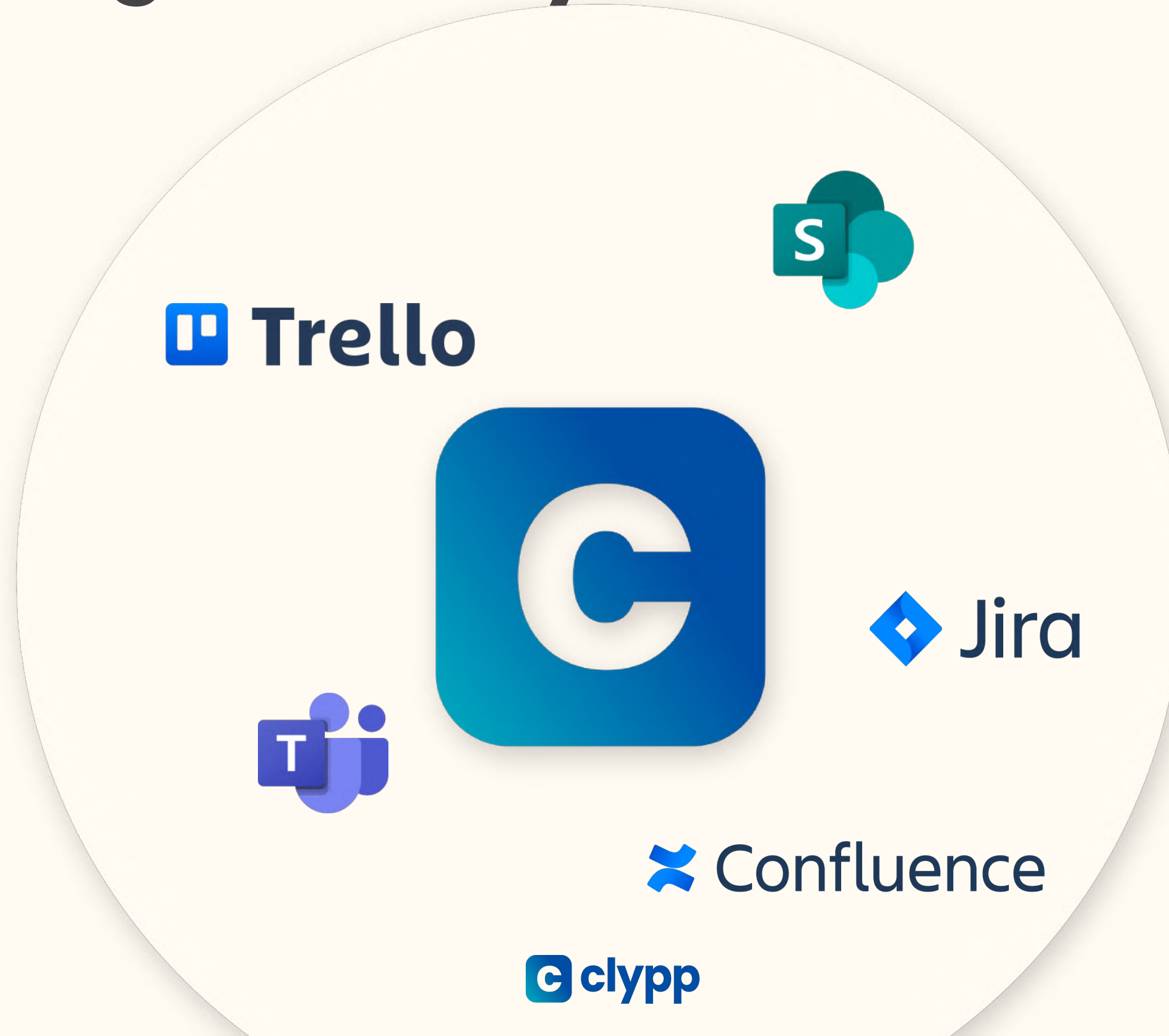
Clypp automatically adds a description including screenshots.

## **Translate**

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Clypp translates your tutorials into every language.

# Find Clypps right where you need them





INSTANT BENEFITS

# Digitize knowledge 3,5x faster

CUSTOMER



EFFICIENCY INCREASE

**350%**

DOCUMENTATION TIME **W/O CLYPP**

**8.760 min**

DOCUMENTATION TIME **W/ CLYPP**

**2.485 min**



**Hayato Nago**  
Senior Manager Business  
Development

*"I really love Clypp.  
If I didn't have Clypp I wouldn't  
be able to do my tasks."*

## INSTANT BENEFITS

# Enable everyone to do their jobs faster

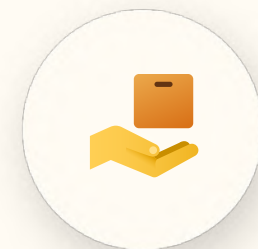
### LESS IT TICKETS

through self-help content



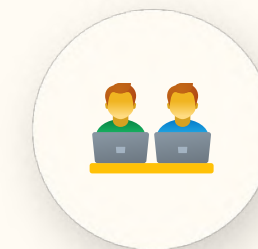
### ENGAGE ALL LEARNER TYPES

with both video and text



### DON'T WAIT FOR ANSWERS

from busy colleagues



### FAST ONBOARDING

by recording standard procedures



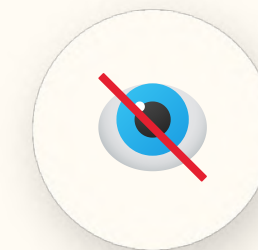
### FAST TOOL ADOPTION

with bite-sized trainings



### IDENTIFY BLIND SPOTS

through advanced analytics



OUR CUSTOMERS

# Companies secure valuable know-how with Clypp



# Stop typing, start clypping.

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Try Pitch

