WHAT’S A POWTOON?
Powtoon is an animation software used to create professional-looking videos and presentations. It simplifies the process of making complex ideas easy to grasp.

WHO USES POWTOON IN THE ENTERPRISE?
POWTOON is used by companies to drive higher engagement, increase sales, and inspire brand obsession. Here are some companies that use POWTOON:

- **C-Level, VPs and Directors**
  - How it’s used: Novel presentations, new product launches, interactive training
  - Benefits: Quick & cost-effective, vibrant colors, engagement

- **Marketing & Sales**
  - How it’s used: Inspired sales videos, product walkthroughs, internal communications
  - Benefits: Engaging, entertaining, quick to make

- **Operations & IT**
  - How it’s used: Customizable messages, internal communications, product videos
  - Benefits: Secured messages, quick to make, vibrant colors

- **Strategy & Planning**
  - How it’s used: White papers, presentations, interactive content
  - Benefits: Secure presentations, quick to make, vibrant colors

- **Human Resources**
  - How it’s used: Employee engagement, onboarding, interactive training
  - Benefits: Engaging, entertaining, quick to make

- **Training & Development**
  - How it’s used: Custom training,company culture videos, interactive content
  - Benefits: Secured messages, quick to make, vibrant colors

- **Manufacturing & Engineering**
  - How it’s used: Explainer videos, product demonstrations, product walkthroughs
  - Benefits: Secured messages, quick to make, vibrant colors

- **Internal Communications**
  - How it’s used: Training videos, interactive content, presentations
  - Benefits: Secured messages, quick to make, vibrant colors

Do you want to be three steps ahead like these innovative companies?

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