



**TRANSFORMING VIDEO SURVEILLANCE  
INTO ACTIONABLE INTELLIGENCE**



# BriefCam Sales Certification Class

## Training Syllabus



## Course Content

Session Title	Duration (Minutes)
<p><b>Who We Are &amp; BriefCam Features</b></p> <p>A high-level introduction to BriefCam and BriefCam's three solutions: REVIEW, RESEARCH, and RESPOND, will be presented. In addition, why a platform approach is the optimized approach when compared with point, VMS, and on-camera analytics platforms will also be discussed. The importance of emphasizing crossing silos for increased ROIs will also be discussed (forensics, security, retail, consumer behavior, and more).</p>	15
<p><b>Products and Basic Price List</b></p> <p>This section introduces BriefCam's product line including Protect, Insights, RapidReview, Investigator, and Investigator4Teams. The basic price list will also be presented.</p>	15
<p><b>Use Cases for Different Verticals</b></p> <p>Trainees will be presented with the two most relevant uses cases for their industry and will see the added value of each of the three solutions to these use cases. The importance of empashizing the RESEARCH capabilities and operational/business value for the use cases will also be disucssed.</p>	20
<p><b>Customer Care Programs</b></p> <p>This section introduces the Customer Care program including what BriefCam provides, what the Partner's responsibilities include and the difference between the Standard and Premium customer care programs.</p>	10
<p><b>Hardware Overview</b></p> <p>Trainees will learn about the hardware that customers will need in order to work with BriefCam including an introduction to the hardware appliances. The various deployment sizes (small/medium/large) will also be reviewed as well as the hardware calculator.</p>	5
<p><b>POVs, POCs, and Demos</b></p> <p>This section will explain when to offer POVs, POCs, and demos, how to request these items and to set expectations of what will be included in these items. The "POV and Demo Scenarios" document and the Site Survey will be reviewed as well.</p>	10
<p><b>BriefCam's Deal Registration Program</b></p> <p>Trainees will gain knowledge about the benefits of the deal registration program to both the Partner (additional discount) and BriefCam (visibility and the opportunity to lend support).</p>	5

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<b>Competitive Differentiators</b> Trainees will become familiar with BriefCam's competing differentiators. These include BriefCam's unique "triple threat methodology" (searchable, quantifiable and actionable), all combined in one product. In addition, the importance of emphasizing VIDEO SYNOPSIS®, video agnostic, and the value of RESEARCH/BI will also be covered, which enables BriefCam to be sold to Enterprise environments.	10
<b>Available Resources</b> Trainees will learn how to navigate and make the best use of BriefCam's website and the Partner Portal.	10
<b>Q&amp;A Session</b> The last 20 minutes of the training is dedicated to a question and answer session.	20

**BriefCam**

**[www.BriefCam.com](http://www.BriefCam.com)**

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