



# case study

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## Lynda.com

In today's tough economic times, every dollar counts and every dollar that is saved helps to stretch the budget even further. At Docsoft, we strive to help companies, universities and government agencies meet their technology needs while saving money and increasing operating revenue.

Lynda.com is a web-based training site that specializes in computer software instruction. Before Docsoft products were put in place at Lynda.com, full time staff members were dedicated to manually transcribe and time sync all of the company's training video files for closed captioning. This resulted in 50-70 hours per week spend on processing files.

With the purchase and installation of the Docsoft:AV appliance, Lynda.com is now saving \$70 per file as the AV appliance automatically time syncs files and processes them for closed captioning. The Docsoft:AV appliance is a powerful software and hardware solution designed to audio mine (capture) the spoken content in digital audio and video files. This appliance can be used to automatically generate text transcripts and closed captioning formats and can be configured to output virtually any text based format.

With the incorporation of Docsoft:AV to their already successful business model for providing online training and instruction on a wide variety of topics, Docsoft has helped Lynda.com reduce their monthly operating cost.