



## **Cox Communications Selects SnapComms Employee Messaging Software for Targeted Internal Communications**

*SnapComms™ corporate screensavers, desktop news feeds and on-screen alerts will help deliver important information to more than 20,000 Cox Communications employees. This technology provides a new, fresh approach to internal communications.*

Goleta, CA and Auckland, New Zealand ([PRWEB](#)) October 1, 2009 -- SnapComms (<http://www.snapcomms.com>) announced today that it recently signed a contract with Cox Communications, the third-largest cable television company in the United States, for the delivery of internal messaging and corporate screensaver software.

Rella Stone, Senior Manager, Information Security at Cox Communications, answered a few questions regarding the project:

Q: What business issue does the internal communications software address?

A: We have flexible work options at Cox as well as a large mobile workforce. We were looking for a cost-effective way to reach everyone, both globally and for targeted messaging.

Q: What are you planning to use the communications tools for?

A: Our initial use will be for security awareness messaging.

Q: What do you think the benefits will be?

A: We want to see increased visibility of security awareness messaging for all employees, more visibility for urgent messages, and a much better ability to target messages to specific groups based upon business need.

Q: Why did you choose this particular communications software?

A: The main selling point for us was the flexibility of content administration and targeted messaging. We prefer to be a corporate office that partners and collaborates with our field locations.

The software solution includes several tools which display messages directly on PC screens:

[The interactive screensaver tool](#) displays targeted visual messages to employees in place of a standard screensaver. The tool accommodates video, flash, image, html and text content. Each message can contain multiple embedded hyperlinks directing staff to further information on the network or internet.

[The desktop news feed tool](#) displays important internal communications and updates to staff via an on-screen scrolling crawl bar. This ticker tool can broadcast existing RSS feeds, and senders can hyperlink headlines to an intranet page or other resource.

[The visually-branded pop-up alert tool](#) makes sure employees know immediately about any critical developments or news. Video, text, or other types of content can be delivered.



The solution uses existing Active Directory groups for targeting purposes, eliminating the need for new distribution lists to be maintained. Senders sign into the private [Content Manager](#) to create and send messages, as well as monitor delivery and employee responses. The ability to fine-tune each administrator's author and access rights make it possible for more than internal group to use the messaging tools for their own distinct employee groups and communication purposes.

The SnapComms internal communications software was [created in 2002 by an intranet manager](#), looking for better ways to communicate to employees. Since then it has developed into a full suite of tools intended to solve challenges faced by internal communicators in medium and large organizations.

#### About SnapComms:

Australasia-headquartered SnapComms provides software tools to help improve internal broadcast messaging and to ensure key information reaches the right audience at the right time. The technology includes interactive screensavers, scrolling newsfeeds, desktop alerts, user generated e-mags, pop-up staff quizzes and surveys, employee blogs, discussion forums and helpdesks. Offering both hosted and non-hosted solutions to government and private entities, SnapComms currently has customers in the U.K., USA, Canada, South Africa, the Middle East, Australasia, the Caribbean and South America. SnapComms' U.S. office operates out of Goleta, California under the name [Cut Through Communications](#).

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### **Contact Information**

**Paula Cassin**

SnapComms (in USA)

<http://www.snapcomms.com>

805.758.3392

**Sara Perry**

SnapComms (in Australasia)

<http://www.snapcomms.com>

+64.21.247.7627

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