

G Treasury

Financial Management Product Videos

THE SITUATION:

G Treasury, a pioneer in automated treasury management systems, offers tools that help customers better manage and report on enterprise treasury transactions and account balances, often by integrating data from third-party financial institutions. In order to market these products and services, G Treasury needed to show customers how easy it is to set up these integrations and reports, taming complex data flows via easy step-by-step processes provided by G Treasury.

OUR SOLUTION:

Guided video walk-throughs of complex application interfaces are a Zeller Marketing & Design specialty. When it comes to video capture, rapid production, cutting-edge visuals and skillful editing, experience counts. We bring a lot of experience storyboarding, editing and producing engaging product demos and walk-through videos.

THE RESULT:

We have recently turned around a number of successful product demo video projects for G Treasury, with more scheduled.

