NYSE Euronext

Quick Facts

- 1 year
- 100 hrs. new recordings
- 750 new users

NYSE Technologies adopted Panopto in late 2010 to help improve internal communication and education. In just over a year, Panopto has become a go-to platform for video at NYSE Technologies. A small group of early adopters has grown to include 750 users and is expanding every day. NYSE Technologies currently uses Panopto to:

- Record product demonstrations for internal audiences
- Develop online training
- Onboard new hires
- Record monthly and quarterly reports from the Chief Officers
- Record WebEx meetings
- Integrate its global workforce

The Problem

Project Managers Overwhelmed by Demand for Demonstrations

Michael Wanderer, Vice President of NYSE Technologies, was faced with a dilemma in late 2010. As the commercial technology division of NYSE Euronext, NYSE Technologies builds complex software products for the financial services industry. These products can be difficult to understand at a technical level, and Wanderer’s technology experts were becoming...
overwhelmed with requests for one-off demonstrations from both clients and NYSE Euronext personnel. “Our problem was that we had a limited number of experts,” remarks Wanderer. “I had to either scale up in the number of experts or find a technology partner that could leverage their expertise for us.” NYSE Euronext had experimented with different means of recording product demonstrations, but the process was costly and inefficient. “We were struggling to attach documents to video,” Wanderer notes. “We wasted a lot of time trying to combine various kinds of content. It just wasn’t effective. We needed a more integrated experience.” Wanderer enabled a small team lead by NYSE Technologies’ Business Analyst Erin O’Connor to develop a solution.

THE SOLUTION
MANAGERS USE PANOPTO TO RECORD MULTIMEDIA DEMONSTRATIONS FOR ON-DEMAND VIEWING

O’Connor’s team began experimenting with Panopto in late 2010. She soon started working with company product managers to create overview recordings of each of NYSE Technologies 30+ different transaction, data, and infrastructure products. Each video was to be under 30 minutes and provide a general overview of the product’s business model, including use cases, user profiles, competitors, and a brief demonstration of the product. Some managers combined video, audio, and screen capture for their recordings, while others elected to use PowerPoint slides, screen capture, and simple voice-over to narrate the session. Regardless of the inputs, Panopto integrated them all automatically with no post-production required. Product managers simply walked into a room with a camera, presented their material as usual, and then walked out. A high-quality, synchronized recording of all their inputs was available online within minutes.

According to Stanley Young, CEO of NYSE Technologies, “Experts who were bombarded with requests for demos are now over the moon with the ability to do it just once. Panopto takes the learning experience to a more intimate level, which sounds strange since you’re actually eliminating some live interaction, but you are also allowing people to learn at their own pace and focus only on the content relevant to them.” The use of Panopto for product overviews and demonstrations has had an important effect beyond simply saving time and money. “Previously it could take someone three to four months to really get immersed in a product,” says Young. “Our process is more efficient now, and that’s where we see the greatest benefit. Using Panopto makes us more effective internally which, in turn, enables us to communicate more effectively with our customers.”

DEVELOPING NEW USE CASES FOR PANOPTO AT NYSE EURONEXT

NYSE Technologies’ early experience recording product overviews and demonstrations with Panopto was promising. Both Wanderer and O’Connor found Panopto a breeze to implement and scale. “Panopto was incredibly easy to get up and running,” recalls Wanderer. “You can literally teach someone to use the
technology in minutes. In a half hour you can learn to make a compelling video. It’s really that easy.”

As a completely software-based platform, Panopto can be scaled to any sized organization literally overnight. Authorized viewers access content through a standard web browser, and recorders need only download a 3MB file to begin creating content. Panopto also works automatically with virtually any A/V setup, from a built-in laptop webcam or smartphone camera, to top-of-the-line equipment in a professionally designed recording studio.

This ease-of-use and scalability, along with the rapid growth of Panopto’s popularity within the NYSE Technologies, has led Wanderer and his team to expand the scope of their Panopto use to include a number of new projects.

“Who came up with the idea to use video training? I’m reviewing numerous videos on Panopto and I am simply fascinated how much information is available. I’m absorbing so much and I’m so thankful for this resource.”

— Unsolicited message from a long-serving NYSE employee

PROFESSIONAL TRAINING FOR NYSE EURONEXT SECURITY GUARDS

O’Connor is beginning to field requests to use Panopto from different departments within the company. Recently, the Security Department in the New York offices of NYSE Euronext used Panopto to record a series of training videos for the ongoing education of their personnel.

The ability to offer training on-demand was attractive to the managers of the Security Department because it could potentially solve a fundamental problem in their training program. The department had always had a hard time broadly administering instructor-led training because of the way shifts are necessarily organized for a service that is offered 24 hour a day, 7 days a week, 365 days a year. O’Connor thought this use case would be an excellent test of Panopto’s reach.

The first training installment was on Emergency Preparedness. “The Security team wasn’t sure how easy it would be to get everyone to log on and participate,” O’Connor admits. “But they did, and it was easy. They have a real need for continuing education in that department, and Panopto has made it incredibly convenient for them.”

The Security Department can now administer up-to-date training at will, without wasting resources on repetitive live instruction and complicated scheduling. They can also track their employees’ progress through courses using Panopto Analytics.
ONBOARDING NEW HIRES

Onboarding newly hired employees at a technical services company like NYSE Technologies is a knowledge-driven endeavor. New recruits need to absorb company procedures, basic product knowledge, and business strategy as quickly and efficiently as possible.

But as O’Connor points out, “It can be very hard to get an hour with the product manager to get an overview of their product. It’s much easier to log onto Panopto, watch a 20 minute video, and then formulate some informed questions for a 10-15 minute meeting. It ends up saving everyone time and makes the entire process more productive.”

There are obvious benefits to having access to 30+ searchable, well-prepared product recordings on-demand. But such videos do more than just distill product information for a new hire. They also convey a great deal about the culture of the company and the people who run it. New recruits see the faces and hear the voices of key employees. They’re introduced to their styles and personalities. By combining video, audio, PowerPoint, screen capture, and more, Panopto helps make the onboarding process a more immersive experience.

REPORTS FROM THE CHIEF OFFICERS

CEO Stanley Young personally uses Panopto as well. He records a CEO message for his division’s monthly online newsletter, and he webcasts a quarterly report with NYSE Technologies’ CFO, Ben Chnelich.

The monthly newsletter is a mixture of commentary about the events of the past month and the ongoing business ahead. Young embeds a Panopto link in each email newsletter with a 4-5 minute video of him discussing the newsletter content or any other issues he’d like to bring to the attention of his employees. As O’Connor points out, the video address is not only a more personalized and effective way for Young to engage the workforce, but it also served as an excellent way to introduce Panopto broadly to the employees of NYSE Technologies.

The Chief Officers’ quarterly webcast usually includes a third presenter and generally runs an hour long. By recording the webcast with Panopto, people can watch the program anywhere at their leisure.

“For employees in Asia-Pac, using Panopto to record the quarterly report has been huge,” says O’Connor. “Information Security is rigorous at NYSE Euronext. Prior to our adopting Panopto, distributing an hour long video file was unbelievably difficult. We had to upload files to an FTP client and then coordinate secure access across multiple intranets, which nearly always presented a host of problems. It was a real disincentive to collaborate.”

With Panopto, users in any NYSE Euronext office around the world can login from their laptops or mobile phones and watch recordings instantly, the moment they are uploaded. And Panopto’s adaptive streaming technology ensures a smooth playback experience, regardless of the viewer’s network conditions. “It’s instant. It’s Web-ready. It’s simply perfect for our counterparts around the world,” contends O’Connor.
RECORDING WEBEx MEETINGS

O’Connor also recently made her first Panopto recording of a WebEx meeting. It was a vendor demonstration for a group of NYSE Technologies staff, but a few key people were unable to attend and specifically requested a Panopto recording. “I was really pleased with how easy it was to record a WebEx broadcast, and I was impressed by the quality of the recording,” O’Connor said. “So were the colleagues who made the request.” By recording WebEx and GoToMeeting web conferences with Panopto, NYSE Euronext employees get a searchable recording of the proceedings, captured in high definition. The Panopto recording is automatically uploaded to the NYSE Euronext library for on-demand viewing.

INTEGRATING A GLOBAL WORKFORCE

NYSE Euronext has offices in New York, London, Belfast, and is rapidly establishing a strong presence in Asia. But like all large global companies, collaborating across borders, cultures, and international time zones is a constant challenge. “It can be quite difficult to get a Product Manager in New York in touch with, say, a support employee in our Asia office,” O’Connor points out. “But with Panopto, they can create or watch recordings during their own business hours, effectively eliminating the time and location differences.”

A perfect test of this capability came with NYSE Euronext’s acquisition of a company called Metabit. With offices in Tokyo, Hong Kong, and Australia, this Australasian company is literally on the other side of the world from New York. Metabit makes market access products, and like any company that is folded into a larger, more complex organization, its employees had a lot of ground to cover.

Metabit products will be sold in Asia in conjunction with the rest of the NYSE Technologies portfolio. The purchase of Metabit will also advance NYSE Technologies’ larger strategy of building a global liquidity network. In order to effectively offer this expanded collection of products and services to its community of 140 trading firms in Asia, Metabit employees required a crash course in NYSE Technologies’ product lines and business strategy.

Erin O’Connor and the NYSE Technologies product managers had the perfect resource in the 30+ product overviews and demonstrations they had just created. Those recordings have become an indispensable learning tool for the employees at Metabit. They can review recordings at any time and can search for specific content within individual sessions or across the entire NYSE Euronext library.

“Integration can be tough,” O’Connor admits. “There’s a lot to absorb and learn after you’ve been acquired, and in this case, we really don’t work any of the same hours. There’s no overlap there. Panopto has been an essential tool in the integration process. The folks at Metabit are our most avid users at the moment.”
THE FUTURE
EXPANDING USE THROUGHOUT THE COMPANY

Stanley Young, Michael Wanderer, and Erin O’Connor all agree that Panopto has had an impressive first year at NYSE Euronext. Beyond the distribution of the monthly newsletter, O’Connor’s team never really promoted Panopto within the company. Its adoption has been rapid and completely organic. And O’Connor sees the unmistakable signs of an even wider expansion of Panopto within NYSE Euronext in the future. She currently has 750 registered Panopto users on her rolls, but notes that there are only 500 employees in the NYSE Technologies division. Some 250 NYSE Euronext employees from other divisions, other offices, and other countries are learning about Panopto and demanding access.

NYSE Technologies now uses Panopto for capturing webcasts, delivering online training, creating product demonstrations, and corporate communication. And with 100 hours of newly recorded searchable content, they are well on their way to creating a powerful corporate video library.

“This began as a relatively small effort and has just taken on a life of its own,” reflects O’Connor. “I get emails literally every day from people whose names I don’t recognize from other areas of the business asking for Panopto accounts. At the end of the day, nobody wants to read through long emails or dense policy. They prefer to have it said to them wherever possible. And because our recordings are all searchable, we’re giving them exactly the information they need. It’s proving to be incredibly effective.”