

SIEMENS PLM SOFTWARE

QUICK FACTS



In May 2013, more than 800 people gathered in Madrid, Spain, guests of Siemens PLM Software. The event: an internal conference designed to share expert knowledge and deliver hands-on technical training.

For two and a half days, employees attended intensive sessions focused on building skills, sharing best practices, and increasing technical understanding of the company's industry-leading product lifecycle management software.

And starting just one week later, hundreds of people who weren't in Madrid attended the sessions as well.

While hosting 800 people is no small feat, that's just a fraction of Siemens' worldwide staff. Realizing that many of the employees that weren't able to join the conference could benefit from the kind of knowledge shared there, event planners came up with a strategy for recording and sharing the entire conference.

SIEMENS

Siemens AG® is a global powerhouse in electronics and electrical engineering, operating in the fields of industry, energy and healthcare as well as providing infrastructure solutions, primarily for cities and metropolitan areas. For over 165 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality.

Siemens PLM Software®, a business unit of the Siemens Industry Automation Division®, is a leading global provider of product lifecycle management (PLM) software and services. Headquartered in Plano, Texas, Siemens PLM Software helps thousands of companies make great products by optimizing their lifecycle processes, from planning and development through manufacturing and support, to deliver open solutions that help them turn more ideas into successful products.

Over three days and 8 rooms, the team recorded and captured 35 speakers in more than 30 sessions. And they did it using only standard webcams, USB microphones, the presenters' own laptops . . . and Panopto.

Just to be safe, the team brought in their own camcorders as a back-up measure. Then they waited for the result. None of the camcorder videos were ever used; the webcams worked. Here, we tell you how.

THE CHALLENGE

HOW TO MAKE CAPTURING EVENT VIDEO BOTH FAST AND COST-EFFECTIVE

While planning their employee conference in Madrid, Siemens faced a common challenge: how to preserve their valuable presentations in a manner that would be both timely and cost-effective.

Past experience proved this would be no small problem. The traditional event recording process presented a number of problems, chiefly:

- **Expensive personnel and equipment.** Event planners had to budget for professional AV consultants and videographers as well as numerous microphones, camcorders and other expensive hardware.
- **Complex, labor-intensive execution.** Even the professional AV consultants sometimes struggled with capturing multiple concurrent sessions—and while adhering to tight schedules. Equipment set up was time-consuming, as was the process of uploading and editing the videos after they were recorded.
- **Slow delivery of final product.** Once captured, videos still had to undergo multiple rounds of lengthy post-production editing before they could be seen or shared.

Due to these persistent problems, Siemens' conference planners forecast that recreating their conference digitally would take **200 hours of work**, and wouldn't be ready for **30 to 45 days** after the event.

So the team decided to try something different this time. They used Panopto instead.

THE SOLUTION

PANOPTO HELPS SIEMENS OVERCOME ALL THREE OF ITS EVENT VIDEO CHALLENGES

It wasn't a difficult decision. The Siemens PLM Software Learning & Development team had already been using a small Panopto implementation to help enable the company's video-based training and onboarding.

With the endorsement of the Learning & Development team, Siemens looked to see what else Panopto could do. And that's when they began to see how Panopto could help them overcome all three of their event video challenges.

Panopto can be installed quickly and easily on any laptop. The software automatically recognizes video and audio recording devices from USB webcams to HDMI video cameras, so anyone can use it anywhere—with just about any device and with minimal setup.

Panopto can record multiple video streams with just one click, then automatically takes care of syncing, encoding, and uploading the video to a secure, searchable video library. Presenters just click “record”, present, click “stop”—and Panopto does the rest.

With Panopto, the conference hosts would be able to serve as their own AV team, recording both the speakers and their accompanying presentation materials themselves. Immediately following the sessions, Panopto would automatically upload everything to Siemens’ video content management system (VCMS). The videos could then be edited using Panopto’s web-based video editor.

After that, it would just be a matter of telling the rest of their employees they were there.

“Panopto was the only means to record and capture this large of an event on a timely basis, with minimum Learning & Development project hours.”

—Thomas P. Doyle, Director of Curriculum Development, Siemens PLM Software

THE PROCESS

PREPARING CONFERENCE HOSTS AND PRESENTERS IN THREE EASY STEPS

Siemens and Panopto partnered to create a three-step, “ready-set-go” plan for implementation.

Ready | Pre-Event Setup

Since none of the 35 presenters were familiar with Panopto, Siemens and Panopto worked together to get everyone ready. Presenters were given a short video instructing them how to download Panopto and connect to the Siemens video library. Presenter preparation was intentionally kept brief to encourage adoption and allow speakers to focus on their sessions.

While Siemens planned on recording with webcams the Learning & Development team already had, an audio solution for 8 rooms was needed. Siemens and Panopto jointly identified and tested USB microphones, and Siemens purchased 10 Blue Yeti® USB microphones for the event.

Set | Presentation Days

Recording a conference designed for 800 attendees presents more than a few challenges. For Siemens, those challenges came down to how to best capture two very different environments: large plenary sessions in the main hall, and smaller, scattered concurrent breakout sessions.

For the main sessions, Siemens opted to capture the “big-picture” view. Video and audio were recorded with a single stage webcam. Speakers’ PowerPoint® slides were added and synchronized in post-production editing with Panopto.

For the breakout sessions, the challenge was set-up time. Each room had to be wired with the Yeti microphone (and the back-up camcorders). Presenters were recorded using their own laptops, each requiring about 3-5 minutes to set up—with only 10 minutes available between sessions.

Despite the lack of experience with Panopto, Siemens successfully recorded all but two rooms in the first round of sessions and from then on saw every session captured in full. Set-up speed improved in each cycle, falling to 2-3 minutes per room by the end of the conference.

Go | Post-Presentation

After the presenters recorded their own sessions, all that was left was to upload the videos to Siemens’ Panopto video library. Although Panopto typically does this automatically, wifi at the conference location was inconsistent and event organizers opted to record most sessions offline.

With a quick reminder email, Siemens saw most presenters upload their recorded sessions right away. No Panopto recordings were lost, and Siemens experienced 100% file transfer success.

Within a week of the conference’s close, the Siemens PLM team had reviewed, edited and shared all of the uploaded sessions.

The plan had worked.

Siemens recorded a complete 3-day conference, with individual presentations from 35 speakers across more than 30 sessions, and made the whole thing available to their worldwide workforce in one week’s time.

And they did it with just a handful of standard webcams, their presenters’ own laptops, and Panopto.

THE RESULTS

A COMPLETE LIBRARY OF 30+ SEARCHABLE EVENT VIDEOS READY IN JUST ONE WEEK

For Siemens PLM, the results were ideal.

First and foremost, they'd created a library of **more than 30 original, high-quality videos**, all with notes, slides, and indexed content, and all captured perfectly.

And they were **timely**. The Siemens team had successfully recorded, uploaded, edited, and organized all of the videos **within a week** of the conference's close. Employees unable to attend in person saw it all just a week later—instead of a month and a half after the fact.

And they were **searchable!** In the weeks that followed, Siemens found that Panopto even made it easy to search inside the event videos. Employees who hadn't attended could quickly find not only the sessions that interested them, but the exact moments within the sessions that spoke to their interest. Those who had attended meanwhile were able to find and rewatch their favorite moments.

Best of all was the **savings**. The old process—which would have required 200 hours of contract work by technical specialists, not to mention almost a dozen thousand-dollar HD camcorders and supporting equipment—was typically a significant part of Siemens' budget for each event.

Panopto eliminated the need for all of that—all while producing better quality videos and with no new hardware, no technical consultants, and no specialized training.

BRINGING EVERYTHING INTO ONE VIEW

"Panopto was the only means to record and capture this large of an event on a timely basis with minimum Learning & Development project hours expended," wrote Thomas P. Doyle, Director of Curriculum Development at Siemens PLM Software.

Indeed, the Siemens Madrid conference was a success—and so were the successive Madrid conferences held again and again online. Shortly after the videos were made available they had been viewed more than 500 times by more than 200 Siemens employees—and counting.

What started out as a tool for the Learning & Development team spread to the Events team and throughout the company, and today Siemens PLM Software is scaling up Panopto enterprise video deployment.