

How a Communication Platform Optimized its Video Management with Panopto



The company is a proprietary business communication platform offering features such as chat rooms, private groups, and direct messaging. It has over 3,000 employees and has 10 million + daily active users. Amongst its biggest clients are companies such as IBM, Airbnb, Robinhood, and Lyft.

As a fast-growing company, it needed a user-friendly, modern video content management system and new video platform to support its team and customer base.

Situation

Over the past 3 years, the company's revenue has grown by 110%, 82%, and 57% respectively. With growth projected to continue, it had a burgeoning workforce and customer base with greater video and streaming needs than it could support with its current systems. It was also seeking a better way to secure, store, and manage its Zoom recordings.

Solution

The company determined that Panopto was the optimal solution for its video content management, streaming, and organizational needs. Panopto partnered with its team to integrate with their OKTA SSO and Zoom solutions for company wide use. Panopto also worked with the team to transition its live events and captioning to Panopto's platform. Now both solutions work together to allow users to record and share videos significantly faster than was previously possible. Teams are equipped to rapidly share information through videos, recording demonstrations, tutorials, and explanations which can all be found and shared with a simple typing command. Today, over 2,750 company team members actively use Panopto to record and view videos.

Outcome



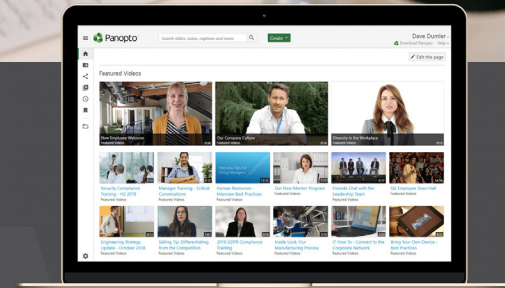
10,000+ hours of video viewed



\$12.8+ million annual productivity gain



7x faster video sharing and recording



About the Customer

The messaging platform has 10+ million daily users and 3,000+ employees. As a holistic communication platform, it emphasizes video recording and streaming to increase collaboration.

About Panopto

Panopto was recognized as a Gartner Leader in video content management every year since 2014. The product is used by 22 of the top 25 Universities and serves more than 10 million end users.