

# Engaging the multi- generational workforce through video

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# Breaking down assumptions

- There is a millennial in all of us
- Generations share more values than they differ
- Everyone wants to learn
- Everyone wants feedback





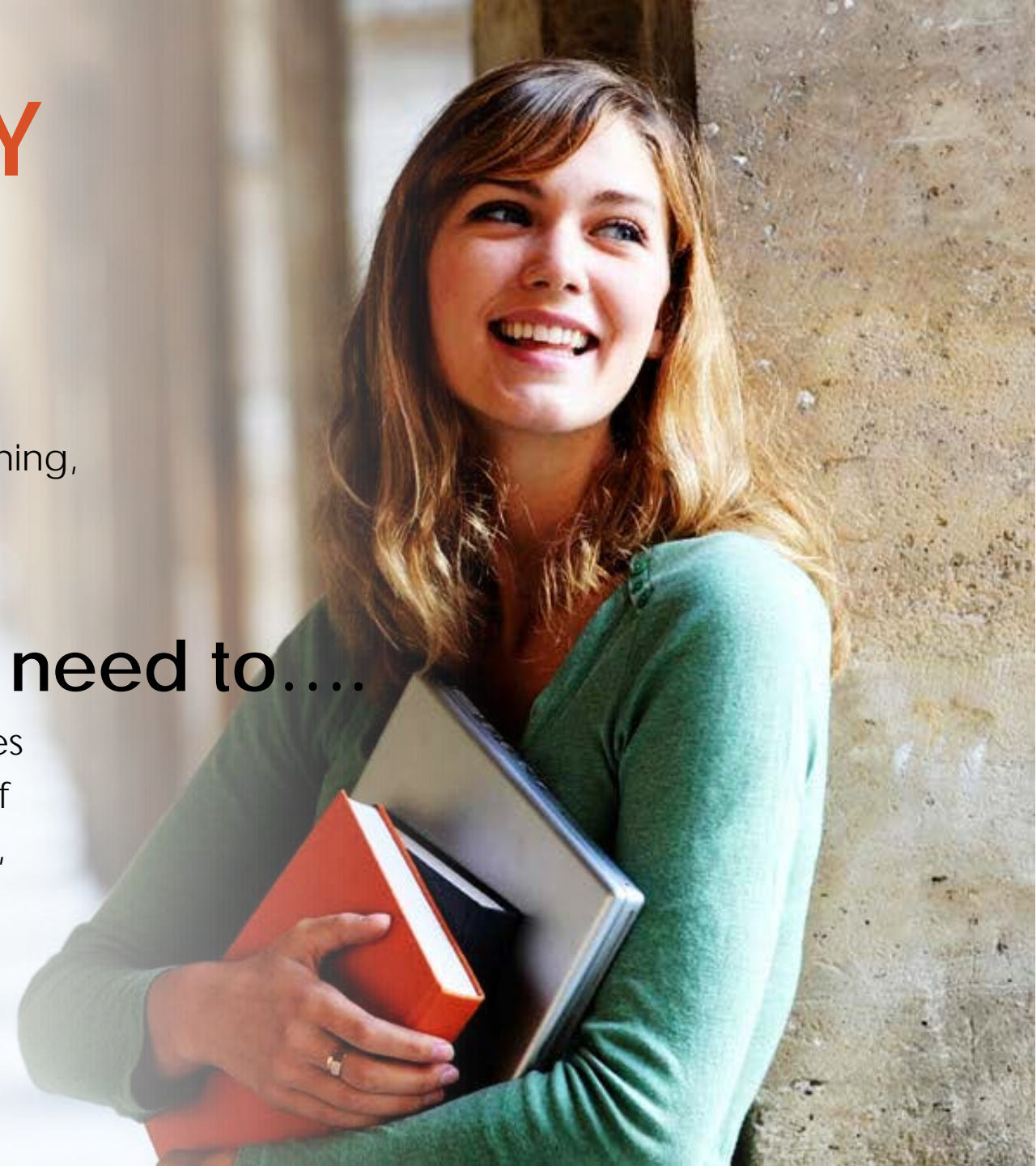
# THE MODERN DAY Learner

## characterised as....

impatient, easily distracted, with a thirst for learning,  
but at the same time overwhelmed and often  
overworked

## As a result organisations need to....

focus on micro and digital credentials, as it gives  
organisations the ability to increase the value of  
their learning and reduce time to competence,  
resulting in more engaged learners and better  
productivity.



# Learning at work

Video is a part of everyday life.

How is it applied at work?

- Micro learning – need to know now
- Macro learning – need to develop a skill
- Continuous learning – learn and get back to work
- Active learning – involve the learner

75%

of employees  
interact with  
video more than  
3x per day

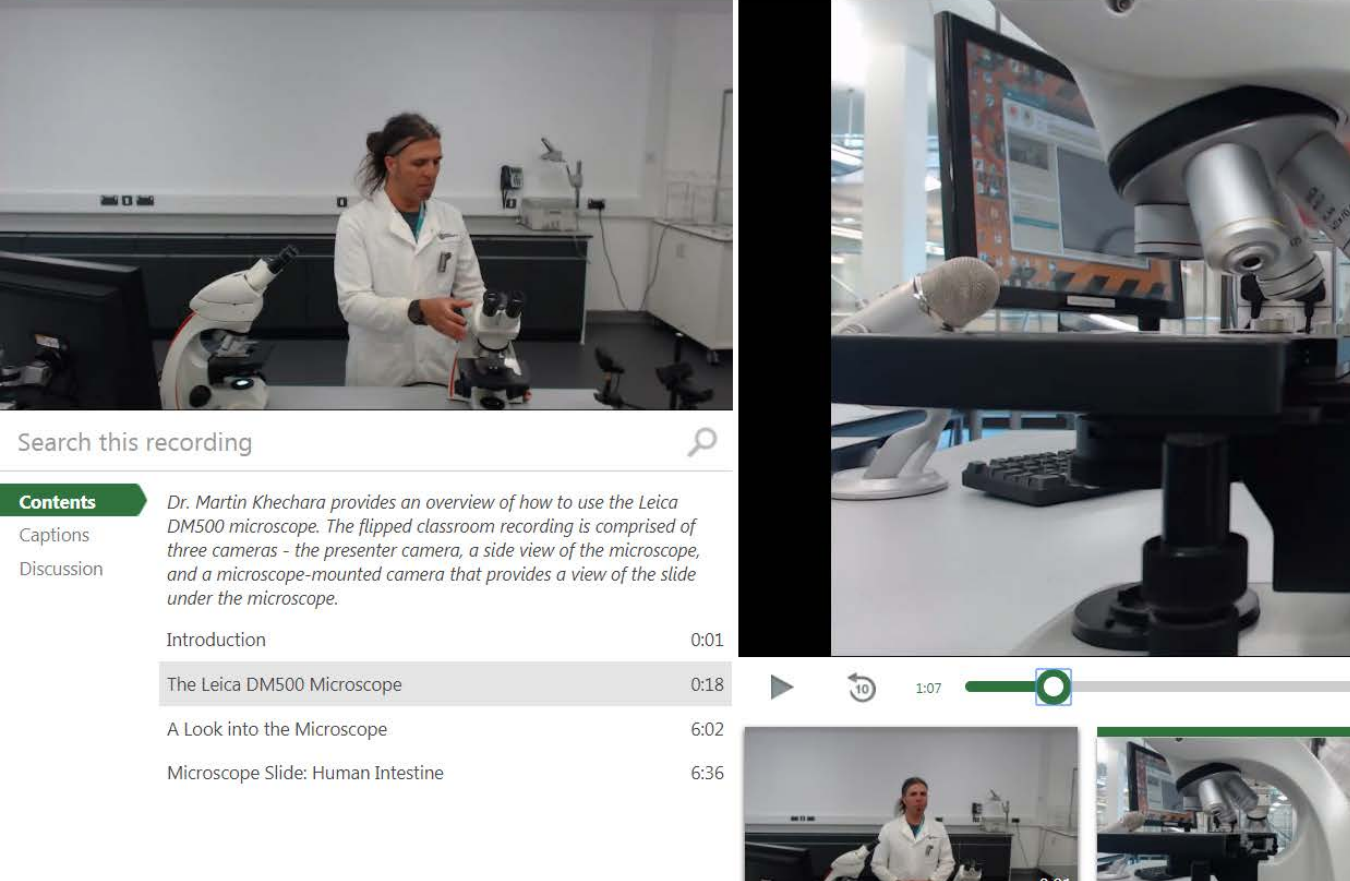
# Knowledge retention and transfer

Companies lose up to 30% of tribal knowledge each year

Create knowledge transfer videos fit for purpose:

- **Observation** – “watch”
- **Demonstration** – “show”
- **Content expertise** – “share”

Panopto® Showcase Videos > Flipped Laboratory - How to Use the Leica Microscope



Search this recording

**Contents**

Captions

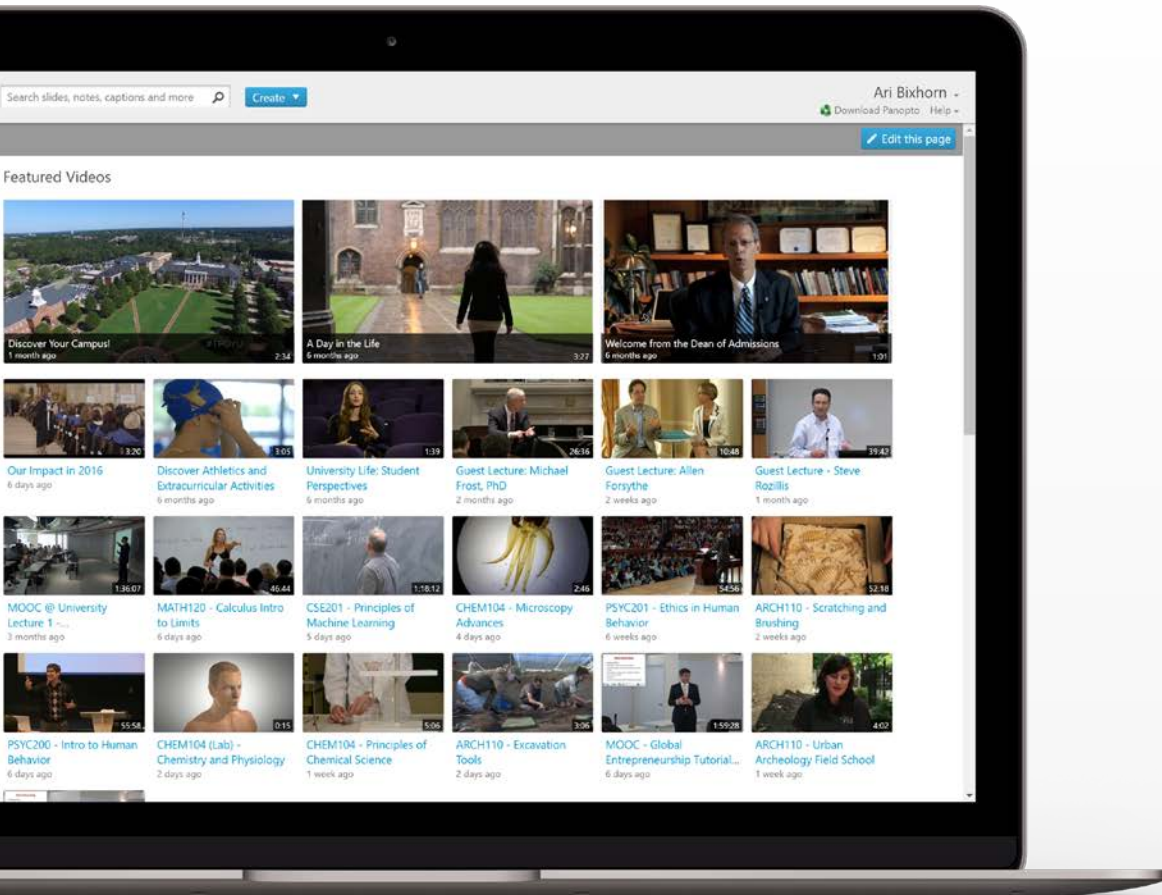
Discussion

Dr. Martin Khechara provides an overview of how to use the Leica DM500 microscope. The flipped classroom recording is comprised of three cameras - the presenter camera, a side view of the microscope, and a microscope-mounted camera that provides a view of the slide under the microscope.

Introduction	0:01
The Leica DM500 Microscope	0:18
A Look into the Microscope	6:02
Microscope Slide: Human Intestine	6:36

1:07



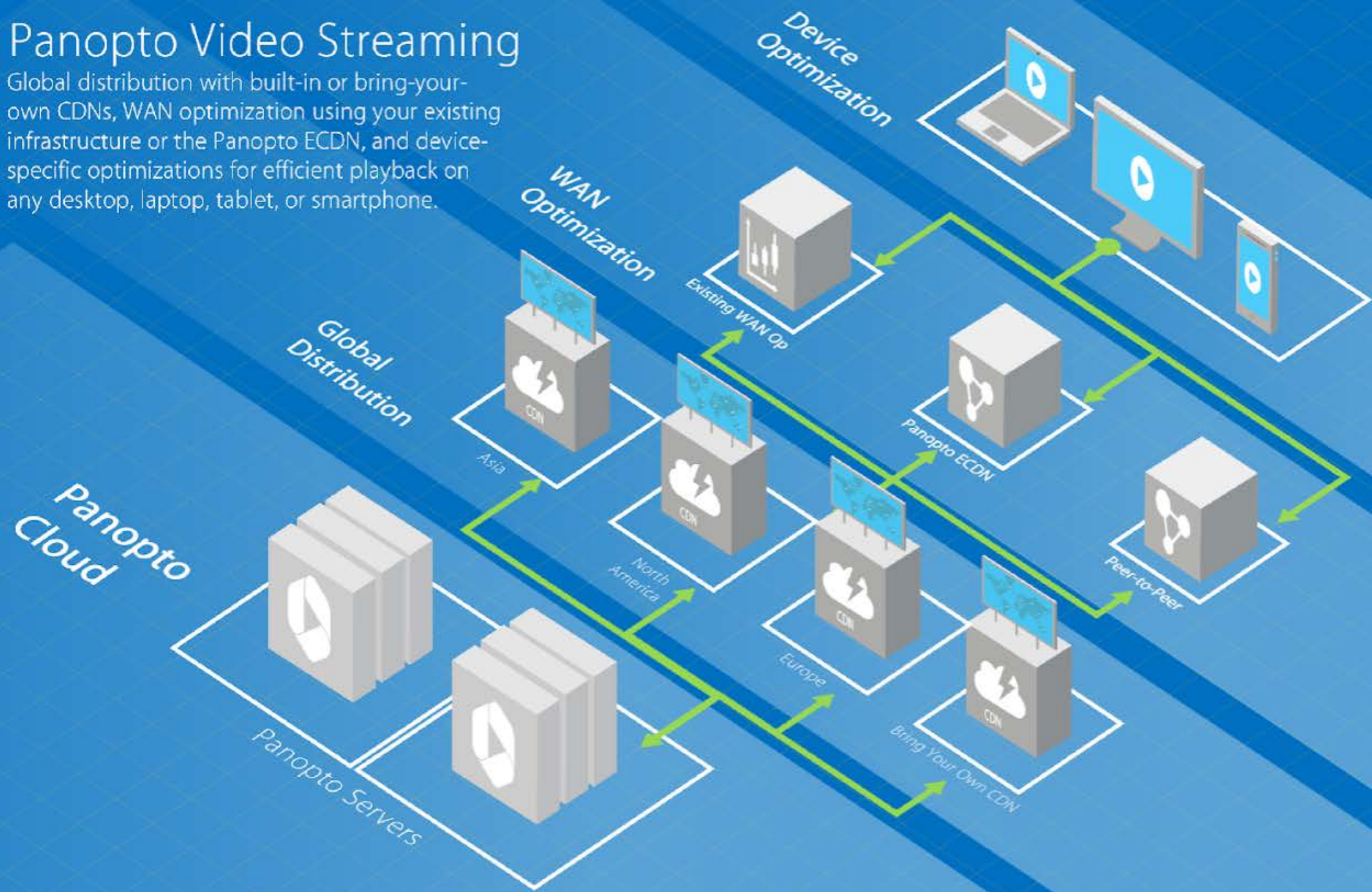


How much do you spend on training  
**creation** and **delivery** each year?

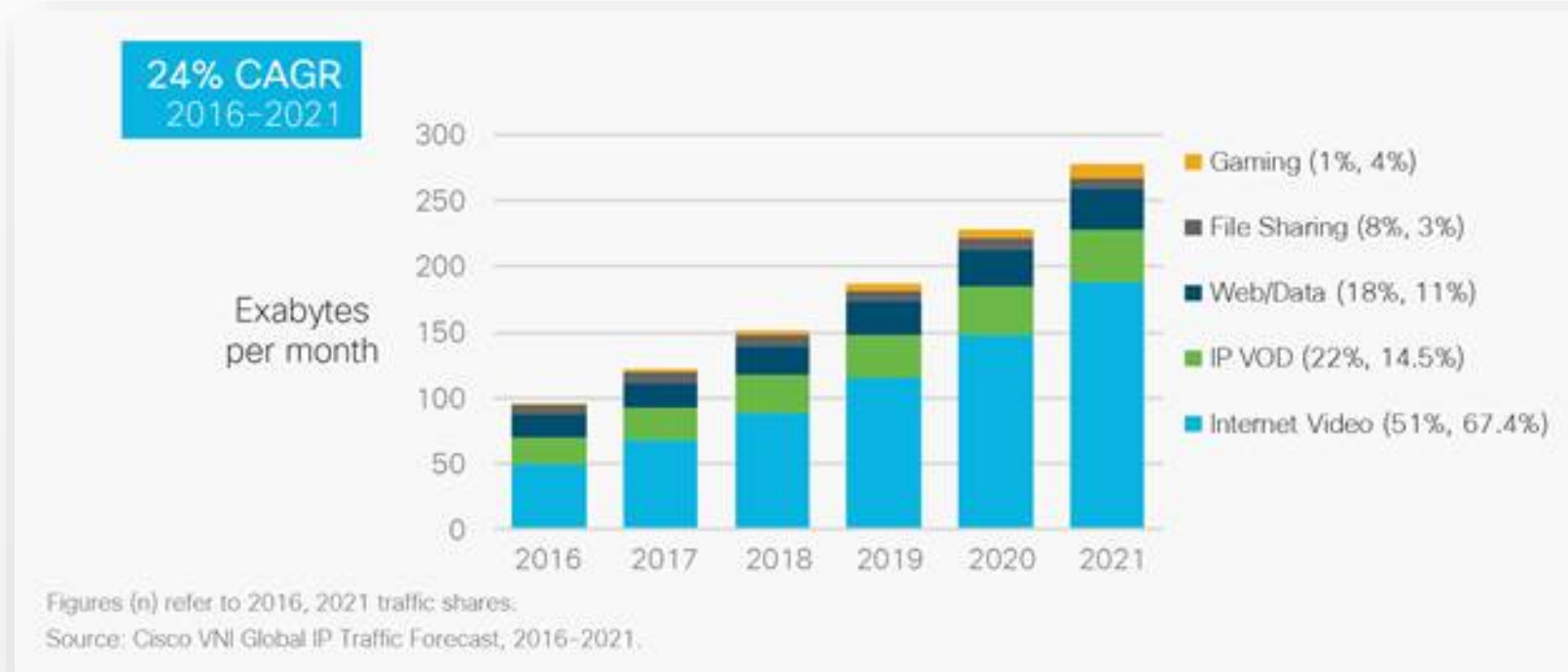
Imagine **one solution** that costs you the  
price of one cup of coffee **per employee**  
**per month!**

# Panopto Video Streaming

Global distribution with built-in or bring-your-own CDNs, WAN optimization using your existing infrastructure or the Panopto ECDN, and device-specific optimizations for efficient playback on any desktop, laptop, tablet, or smartphone.



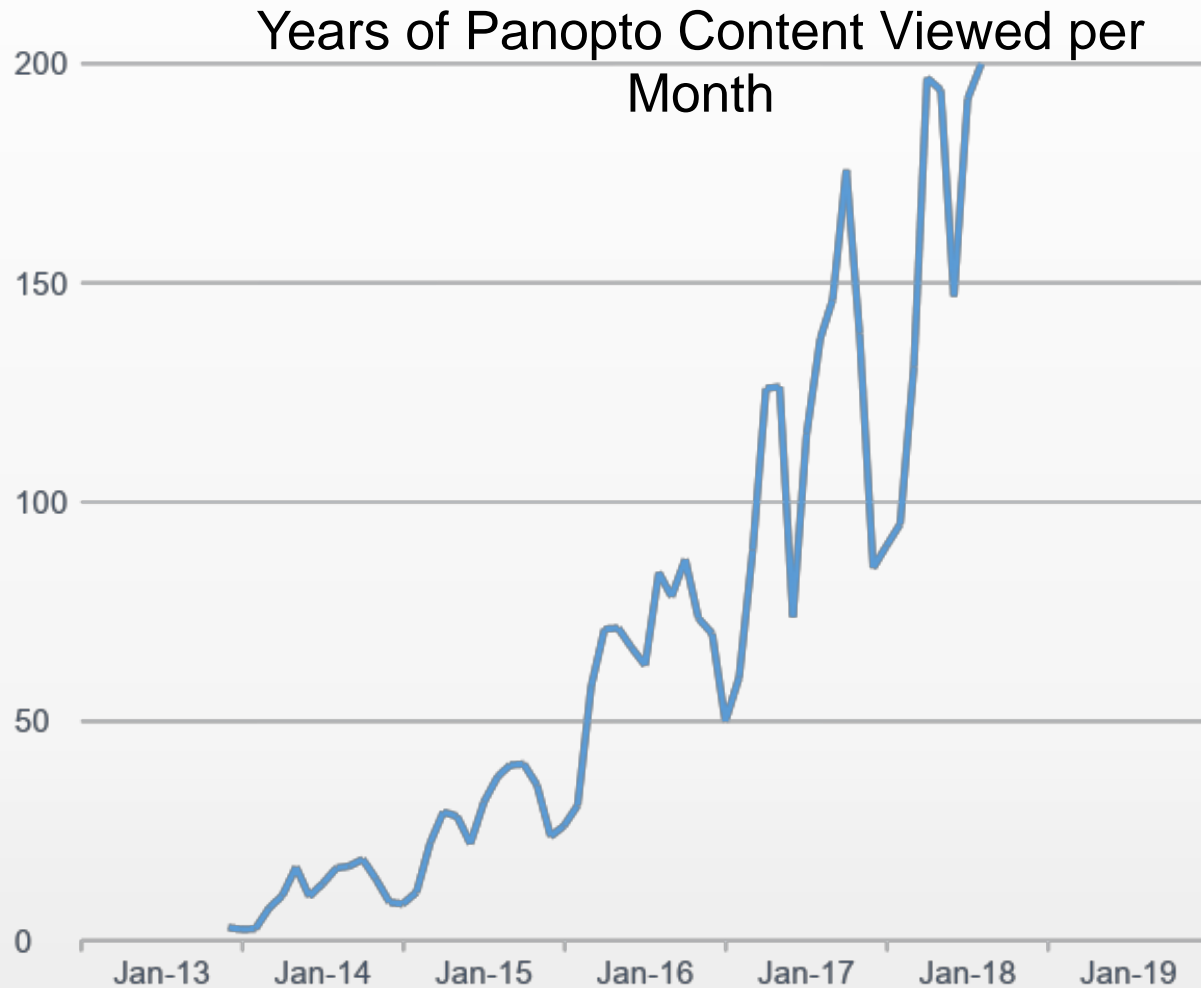
# Video will represent 82% of all IP traffic in 2021\*



\* 2014: 36%  
2016: 73%



# Proven Scale in the Cloud



209 years of video streamed February 2018

95,000 live webcasts since January 2017

6,900% increase in video streamed since June 2013

500 years of content in Panopto Cloud

# Secure, Network-Friendly, Low-Maintenance Solution for IT Organizations



- Integration with AD/SAML
- Encryption in transit and at rest
- Role-based access and authorization
- Multi-tenant cloud: two security levels
- Built in-house for security testing

# Secure, Network-Friendly, Low-Maintenance Solution for IT Organizations



Network-Friendly

- Adaptive bitrate streaming
- Integrates with existing web caches
- Firewall-friendly HLS streaming
- Partnerships with Kollektive, Hlve
- Open source WANop included



# Secure, Network-Friendly, Low-Maintenance Solution for IT Organizations



- Deploy in minutes for cloud customers
- Deploy in hours for on-prem customers
- An integrated solution out of the box
- End users learn product in minutes
- Integration with existing IT assets

Have a question? Come visit us on  
the PanelTV stand.



Thank You!