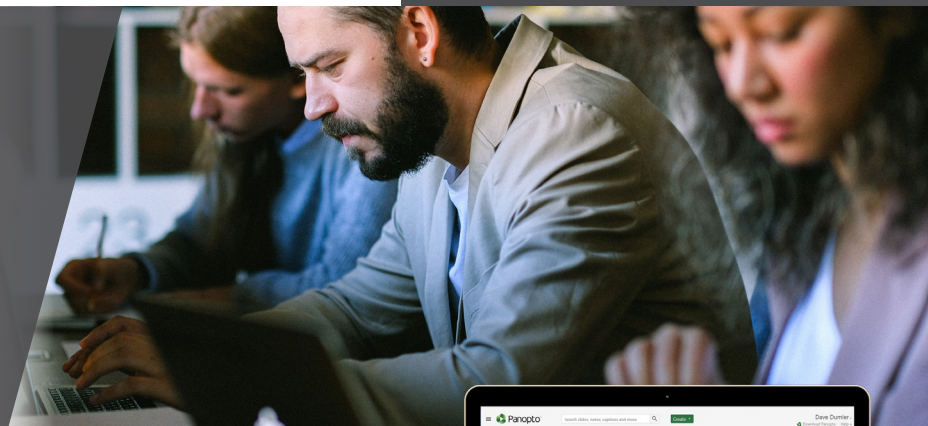


How a Tech Platform Revitalized its Global Sales Event with Panopto



As a large technology platform that employs over 200,000 people in over 200 countries, the company specializes in Internet-related services and products, including advertising technologies, a search engine, cloud computing, software, and hardware.

Throughout the year, the company hosts a variety of educational events that cater to audiences ranging from students to executives. Due to pandemic-related restrictions, it needed a solution that would allow it to host events virtually.

Situation

The company has found much success in planning and leading summits, conferences, and live chats. With travel restrictions continuing through the end of 2020 and into the foreseeable future, the company needed to find a viable way to host large-scale events in a completely virtual setting.

It had scheduled a week-long sales event set to take place in mid-January 2021 which would require a secure video solution in order to run successfully.

Solution

After purchasing Panopto in December 2020, the company worked closely with the Panopto team to quickly brand their Panopto portal in advance of their global sales event. Panopto assisted the company's team in integrating with its internal SSO provider, ensuring seamless and secure access to their videos. Finally, Panopto equipped the company with its live webcasting capabilities, guaranteeing that viewers would have a stable streaming experience.

The live sales event ran for a week in January 2021, during which over 13,000 employees logged into Panopto, watching 53,000 hours of video. Panopto created 5,645 live sessions during the event and achieved 0 service interruptions. Due to the success of the event, the company is now working to expand its partnership with Panopto. This virtual event also created an estimated \$39.1 million + in travel savings.

Outcome



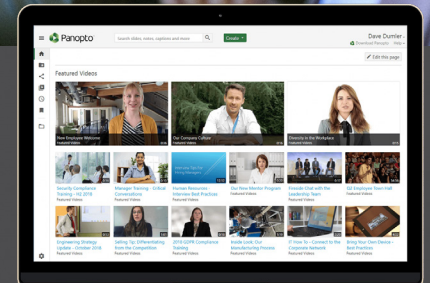
100% uptime during the 5 day event



\$1+ million in productivity gain over 5 days



\$39 million in travel savings



About the Customer

The company operates several internet platforms. As a multinational company, it puts on a variety of global summits and events and requires powerful streaming and recording technologies to host them in a virtual setting.

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.