



Saxo Bank trains customers at webinars

Adobe Connect Professional was chosen when Saxo Bank wanted to train many customers at the same time in the bank's products and services.

Company

Saxo Bank A/S
www.saxobank.com

INDUSTRY

Financial sector

CHALLENGE

- Need of a better tool to train customers in the bank's products and services
- Save employee resources on presentations by enabling several customers to learn about the same products at the same time. Furthermore, the material can be re-used
- Minimizing IT support to the participants in eLearning courses

SOLUTION

- Adobe Presenter
- Adobe Captivate
- Adobe Connect Training
- Adobe Acrobat Pro Meeting

RESULT

- Greatly improved customer training
- Better use of employee time
- Adobe Presenter enables the conversion of PowerPoint presentations to webinars and courses
- Flash as webinar format requires no new software installation by users. Everybody has FlashPlayer and can join with a single click – without IT support

PARTNERING WITH

- Authorized Connect Partner John K. Olesen of Zaqsolutions has been the consultant on the assignment and has supplied the Adobe Connect solution

www.zaqsolutions.dk



About Saxo Bank

Saxo Bank A/S is a global investment bank specializing in online investments in the international capital markets. The bank offers private and professional investors trading in stock, currency, CFDs, futures, options and other derivatives as well as portfolio management via the online trading platform SaxoTrader. Saxo Bank also adapts and brands the bank's online trading platform to other financial institutions and brokers.

Saxo Bank trains customers

Saxo Bank has always taken pride in a thorough introduction of new and existing customers to its products and services. The bank staff spends much time helping customers to a good start with SaxoTrader and the numerous

Saxo services concentrated here. Previously, a bank employee went through selected features in the advanced investment product with each individual customer over the telephone. Since 2007, however, a presentation solution from Adobe has made it easier for employees to perform these product and service intros to customers.

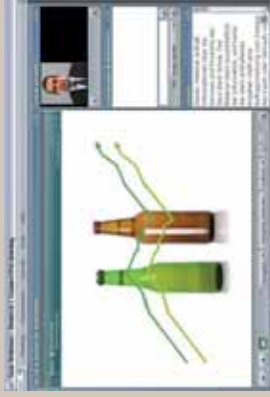
Webinar
It is a live performance when Saxo Bank conducts its webinars in 15 different languages. In this way they meet their customers at electronic eye level.



"The more our customers are familiar with our services, the more they dare use our products for investment."

Solveig Manthey, Global Product Manager for Education, Saxo Bank A/S.

"The more our customers are familiar with our services, the more they dare use our products for investment. At the same time it is important that we extend customer involvement with Saxo Bank making sure that they are constantly informed about new investment opportunities through our products. For this reason, we take our time to explain how the customers can use SaxoTrader, and as a new feature we can offer live presentations. Whereas we used to spend 20 minutes on each customer, we can now use the web solution and explain our services to 50 customers at the same time. It is both extremely resource-saving and flexible since we can re-use the presentations," says Solveig Manthey, Global Product Manager for Education, Saxo Bank A/S.



Adobe Connect is the solution

Saxo Bank calls its customer training programs "webinars". Some 80 employees have been trained to make these live presentations to customers, and the presentations are conducted in many different languages. Up to 1,000 customers per month learn about the Saxo Bank products through webinars, which are made particularly attractive.

"Our customers risk a lot of money when they choose us. In order that they should feel as assured as possible, it is vital that our presentations are extremely professional. We found an Adobe Connect solution since we consider it the most elegant and well thought out solution," says Solveig Manthey.

Saxo Bank uses Adobe Presenter, PowerPoint and, naturally, the SaxoTrader trading platform to create the content for the webinars. Adobe Presenter is a media-rich editing tool for eLearning, enabling anyone to quickly create high quality professional presentations from Microsoft PowerPoint. If you can use PowerPoint, you can also create a webinar. Saxo Bank re-uses a broad range of webinars and has different standard presentations that can be adapted to the needs of the individual presenter.

Adobe Connect integrated with Microsoft Share Point

The live transmission of the webinar takes place in Adobe Connect Professional. Saxo Bank uses a Microsoft Share Point 2007 server that is integrated with Adobe Connect. This enables Connect webinars to be activated directly from the Share Point portal.

"We implement the webinars on a Connect server hosted by Adobe. It is a great solution for us, and during the entire implementation process we had assistance from the dealer Zagsolutions as well as Adobe. We can see that our customers have also been satisfied with the webinars they attended via Adobe Connect," Solveig Manthey explains.

The participants in Saxo Bank's webinars can hear the presenter's voice – just like at a personal presentation – and the webinar is interactive allowing the participants to ask questions. "It is a completely live performance, and in this way we give our customers a good idea of how SaxoTrader works and how they can use the platform," says Solveig Manthey.

Webinars with email and a click

Saxo Bank also submits invitations to webinars via email, and since Adobe Connect runs in the Flash format in the customer's net browser, the customers simply need to click on the submitted link in order for the webinar to

start. This means there is no need for installing any additional software. In addition, the flash format only requires minimal bandwidth, and customers do not experience any waiting time or need for support.

"Finally, our webinars can also be used for brief exercises that end with a few questions to make sure that the receiver has understood the content," says Solveig Manthey.

Saxo Bank offers its services to other investment banks. As a result, several foreign banks have begun to use Adobe Connect to train their customers.

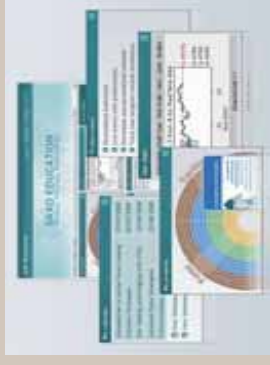
"With Adobe Connect Saxo Bank has once again demonstrated that it wants to be the leading innovative electronic investment bank on the world market. Today Saxo Bank is offering what all other electronic banks will offer in five years."

John K. Olesen, Consultant, Zagsolutions



Saxoeducation.com

Adobe Connect is integrated with Microsoft Share Point Server 2007 on www.saxoeducation.com, offering customers the black belt in investment.



“We can see that our customers have also been satisfied with the webinars they attended via Adobe Connect.”

Solveig Manthey, Global Product Manager for Education, Saxo Bank A/S



HR uses Adobe Connect for eLearning

The HR department of Saxo Bank has become inspired by the success of the Education department with webinars. As a result, Saxo Bank has established an Adobe Connect Professional server system within its own data center. By introducing Adobe Connect internally, all 1,300 employees in the many offices around the globe can benefit from the same efficient learning process that is used for customers. In future, eLearning will be part of internal training on equal terms with the conventional programs – including the training of new employees in business models and introduction courses for the company’s various departments.

With Adobe Connect it will also be possible to monitor who is taking which internal courses at Saxo Bank.

“Whereas we used to spend 20 minutes on each customer, we can now use the web solution and explain our services to 50 customers at the same time. It is both extremely resource-saving and flexible since we can re-use the presentations.”

Solveig Manthey, Global Product Manager for Education, Saxo Bank A/S.



Adobe Systems Incorporated – 345 Park Avenue, San Jose, CA 95110-2704 USA – www.adobe.com

Adobe, the Adobe logo, Premiere Pro, Audition, After Effects, Encore, and Adobe Video Collection are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners. © 2006 Adobe Systems Incorporated. All rights reserved.