



Thomson Reuters Markets Division

Number one provider of up-to-the-minute business intelligence engages audiences with compelling, on-demand eLearning using Adobe® Connect™

Thomson Reuters Markets Division
www.thomsonreuters.com

Industry
Financial services

Challenges

- Improve access to training
- Provide compelling client training that reflects corporate vision
- Deliver blended training model combining face-to-face and virtual training

Solution

- Adobe Connect for eLearning

Thomson Reuters is revolutionizing the costs and impact of eLearning by using Adobe Connect to deliver highly interactive, easy-to-access training sessions to clients worldwide.

Results

- Reduction in annual travel costs
- Achieved higher customer satisfaction scores through interactive training
- Increased reach to new potential customers and retention of existing subscribers
- Eliminated 25% failure-to-connect rate associated with previous legacy training system
- Reduced development costs
- Increased interactivity and use of web cams

Systems at a glance

- Adobe Connect
- Adobe Captivate
- Adobe After Effects

Envisioning a more informed marketplace

Thomson Reuters is the leading source of intelligent information in the business and financial services sector. Through its more than 50,000 people working in 93 countries, the organization delivers must-have insight to the financial, legal, tax and accounting, health and science, and media professionals worldwide. Thomson Reuters' up-to-the-minute data services help leaders make better decisions faster.

As a leader in the competitive financial services information industry, the company brings tremendous vision, ingenuity, and an ongoing commitment to using the best technology to deliver superior client service. When Thomson Corporation and Reuters Group PLC merged in 2007, the new entity set out to envision an improved future across all its divisions. One powerful way the vision took hold was to reinvent Thomson Reuters' in-house training organization.

"The biggest benefit of standardizing on Adobe Connect for eLearning is the sheer aesthetics it provides, helping us easily generate the kind of brand personality that accurately reflects the vision and goals of the company," says Joe Pokropski, global head of client training at Thomson Reuters Markets Division. "We are saving a lot on travel costs while engaging larger audiences with on-demand training experiences that are compelling, scalable, and that consistently push our message of enthusiasm and professionalism."

Previously, when the company used other web conferencing software for online training sessions, users experienced about a 25% connectivity failure rate while trying to download the requisite client-side software. Most e-modules lasted nearly an hour, consisted primarily of watching static pages on screen, and were limited by the number of web cams that could be used in any one session.

Overall, eLearning experiences were perceived as bland. They were difficult to access, lacked personality, and included very few interactive elements. The blend of online training and face-to-face contact was out of balance, with way too many trainers traveling all over the world. About 800 trainers were on the move nearly full time in an expensive effort to reach clients.

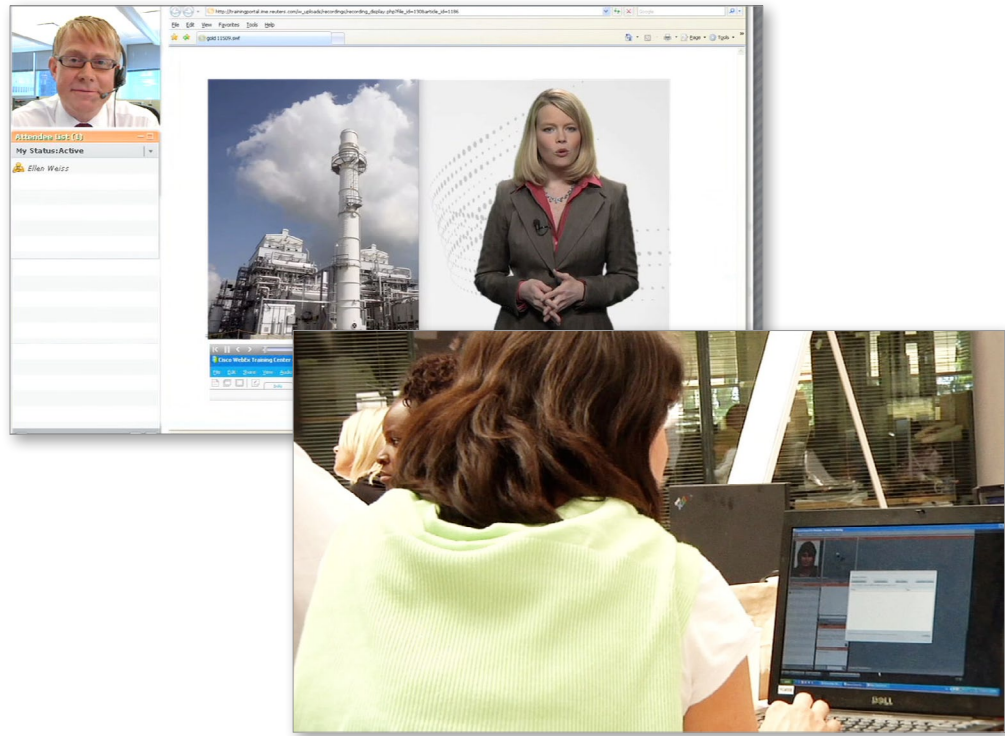
To improve training, Thomson Reuters Markets needed a cost-effective, high-performance solution that would enable them to offer clients everywhere compelling eLearning services. A key goal was to gain a strategic advantage over competitors by providing better customer service with the best client training out there.

Dynamic, reliable, à la carte options

"A main goal of good customer training is to convince potential financial and business customers to purchase new products and to continue to demonstrate to current Thomson Reuters customers the value they receive," says John Menne, global head of Thomson Reuters' new Knowledge Network. "Adobe Connect enables us to do just that."

The organization delivers half a million training sessions annually with Adobe Connect at no cost to customers. Because Adobe Connect is built on the Adobe Flash® Platform and leverages the free and ubiquitous Adobe Flash Player, users can easily access rich training content without requiring additional software downloads or plug-ins. In the first year of adopting Adobe Connect, all sessions have been successfully delivered with virtually no log-in problems reported from users.

Thomson Reuters Markets delivers nearly a million minutes of training per month. Using Adobe Connect, customers are more engaged than ever in shorter, personalized, and highly-interactive eLearning and e-training programs.



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Joe Pokropski
Global head of client training,
Thomson Reuters Markets

"Adobe Connect is unique in its ability to combine reliable, easy access with rich, dynamic content," says Pokropski. "Everyone who sees the Adobe Connect experience wants to use it. It enables us to show more of our products and services than anything we've ever done before. Our training products have changed from basic to the most compelling, engaging experiences in the field."

Thomson Reuters' dynamic eLearning modules target stockbrokers, investment bankers, global commerce experts, and just about anyone working in the financial services arena. The sessions are fully customizable to meet the unique needs of any audience, helping reinforce Thomson Reuters' image as a leader in high-quality information services. Generally, customers have a limited amount of time to listen and learn, let alone stay engaged with presentations. Adobe Connect has enabled Thomson Reuters Markets to move to a model that offers more effective and targeted self-paced training programs that capture the attention of high-powered audiences and keeps them engaged.

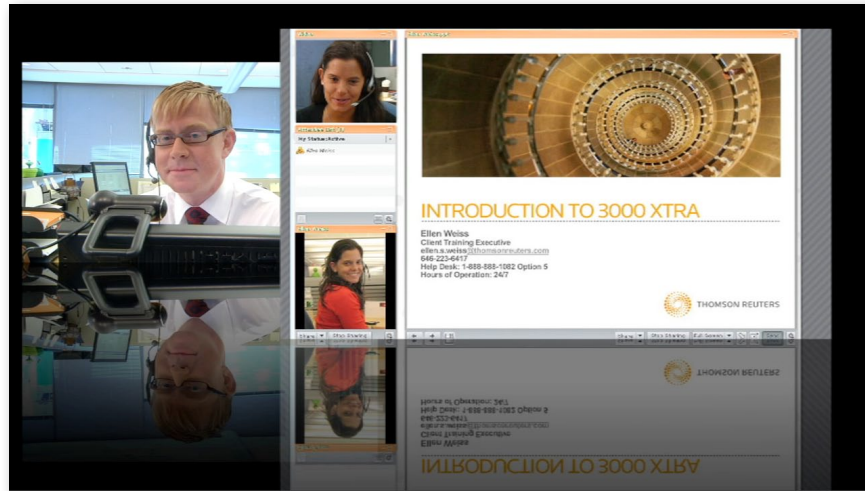
One way this is accomplished is by producing more compact modules in television-like formats that last about 20 minutes. Video clips are interspersed with live pop-in appearances by industry experts. Quizzing and polling components add educational interactivity to help users retain knowledge and want to meet challenges. Often, content follows along with breaking news storylines, keeping the sessions fresh and letting customers know that Thomson Reuters stays on the leading edge of the industry.

Greater reach, more impact

Andrea Hodgkiss, global head of adoption, notes that because Adobe Connect allows an unlimited number of participants using web cams, training sessions have now taken on distinct personalities, which bring the much sought-after human element to the Thomson Reuters corporate identity. "When we present, we smile," she says. Not only do presenters introduce themselves live, many participants also light up their web cams and say hello. "It's actually fun when our customer community virtually checks in with each other in the same room."

Users have responded positively to the smooth, elegant look and feel that training sessions now have. One of the most popular and effective features is the ability to launch a self-paced learning exercise mid-session. It's a great way for one presenter to keep participants interactively engaged in the material at hand.

Like all on-demand content, personality matters. More and more participants are lighting up their web cams during Thomson Reuters Markets Adobe Connect training sessions, providing the much sought after human element enterprise seeks.



"We can touch more people, more often and at a lower cost. Once our training managers and customers participate in Adobe Connect virtual training experiences, they come away with entirely new perspectives on the richness and ease of eLearning today."

John Menne
Global head of the Knowledge Network, Thomson Reuters Markets

Now, Thomson Reuters subject matter experts, content producers, and trainers mix it up in terms of on-demand session length, format, and style. Because Adobe Connect makes it easy to customize sessions, they are much more interesting. Formats range from one-on-one sessions to one-to-one-hundred blasts to quick, 15 minute lunch-and-learn presentations, during which guest speakers often drop in to weigh in on timely topics.

Content developers, who work closely with industry experts, use Adobe Captivate® as a mainstay for creating scripts, lesson plans, participant guides, and all types of training-related documentation for Thomson Reuters Knowledge Network and Knowledge Live outlets. Instructional developers also use Adobe After Effects® software when producing video-based training programs.

With Adobe Captivate, eLearning specialists at Thomson Reuters can capture product demos and overviews. Audio can be integrated easily into sessions to provide context and give viewers more examples of a product's real-world use. The ease of using Adobe Captivate has accelerated creating updated content about new Thomson Reuters services and has helped reduce the time to develop training content by more than 50%.

Menne summarizes the transformational effect Adobe solutions have had on the Thomson Reuters training organization and how it has improved corporate outreach programs. "We can touch more people, more often, and at a lower cost," he says. "Once our training managers and customers participate in Adobe Connect virtual training experiences, they come away with entirely new perspectives on the richness and ease of eLearning today."

For more information
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