

How Inventx made it easier for subject-matter experts to turn what they know into training



Over a few years, Inventx grew from roughly 200 to more than 500 employees across multiple locations. Its existing approach to employee learning couldn't keep pace. With just two people on the Learning and Development team, the company needed a better way to turn internal expertise into useful, scalable learning content.

With Panopto's **AI Video Studio**, Elai, subject-matter experts didn't need extensive training, production experience, or time in front of a camera. They could create and update video content on their own.

The company

Inventx is a Swiss IT and digitalization provider serving customers across the banking and insurance sectors. The company supports highly regulated organizations, with services and infrastructure designed to keep customer data within Switzerland.

Its workforce spans a wide range of roles. Some employees bring deep technical expertise, while others come from banking or business backgrounds and develop new technical skills on the job. That makes learning and development particularly important. Responsibility for it sits with just two people, and L&D is only part of their remit. They also support areas including organizational and leadership development.

At a glance

Customer

Inventx

Location

Switzerland

Industry

IT and digitalization services for banking and insurance

Employees

500+

Panopto customer since

2023

Use cases

Employee onboarding, information security training, product and cloud education, HR, finance, leadership development

The challenge: A two-person team facing a growing company

In 2022, the company had around 200 employees. Today, Inventx has grown to more than 500 employees across four locations. As the company expanded, the informal ways employees once shared knowledge became harder to maintain.

According to **Martina Dzinic, Learning & Development Specialist**, training often consisted of recorded meetings employees could watch later. A new hire might sit through a recording from six months earlier, while other knowledge still passed person to person in one-on-one conversations.

Building something more intentional came with its own set of obstacles.

Inventx had an existing e-learning environment, but building more polished learning content often meant working directly with HTML. On top of that, adding video meant recording it separately before uploading it into a course.

"It really is a pain, and you need so much time when you want to create an engaging piece of content, and as we've doubled in size, we needed an approach that would scale," Dzinic said.

Inventx already had the expertise it needed across the business. The challenge was how much work it took to turn that expertise into learning content other employees could actually use.

Finding a faster way to create training

Inventx began looking for an easier way to create videos and e-learning content and ultimately chose Elai, Panopto's AI Video Studio. Ease of use was a deciding factor, and it quickly became one of the platform's biggest advantages.

At first, Dzinic offered one-on-one sessions to help employees get started. Over time, she found that level of hands-on support was often unnecessary. That made a meaningful difference for a two-person L&D team.

"After going through a few sessions, I realized that I can just give subject-matter experts the login for Elai and they could get started creating content themselves, working directly in the platform. It saved a lot of time and helped empower our experts to create their own materials instead of routing every request through L&D," she said.

The relationship with the Elai team also influenced the decision.

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"We evaluated other AI video platforms, but the process was slow and salesy, and it felt like Panopto understood our needs. We've been able to reach out for help, discuss workflows, and stay informed about new capabilities as the platform evolves."

Martina Dzinic

Learning & Development Specialist,
Inventx

Turning existing knowledge into video

The difference became especially clear when one of Inventx's product experts needed to turn six or seven existing presentations into learning content.

Rebuilding those decks inside the company's e-learning environment would have taken significant time and added work for both the subject-matter expert and the already stretched L&D team. With Elai, the expert used the material he already had on hand and turned it into a series of videos.

That workflow also removes another common barrier to video creation: getting people on camera. Previously, employees who wanted to add a video had to record themselves first, then upload the file. With Elai, they can create presenter-led video without a camera, a recording setup, or concerns about production quality.

Dzinic said this has been especially valuable for subject-matter experts who are less comfortable recording themselves.

"Instead of rebuilding that material inside our e-learning system, which would have taken a long time and depended on the availability of our small L&D team, he was able to turn them into a series of videos with Elai. He just chose the avatar, the language, the voice, and so on—it was easy."

Martina Dzinic

Learning & Development Specialist,
Inventx

From a single use case to a company-wide habit

What began as an L&D tool is now used across several parts of Inventx. The information security team has created training with Elai, as have IT service management teams. HR uses the platform extensively, including for recurring topics such as annual performance-management campaigns. Finance has used Elai for onboarding and leadership education, including content that helps new managers understand budgeting and financial responsibilities.

One of the largest use cases is education around Inventx's own cloud offering. The team responsible for the cloud built a library of roughly nine to 15 videos covering the topic. The team can then assign content based on how much an employee needs to know. Someone joining HR might watch the first few videos to understand the basics. An employee joining the cloud team can work through the full series and go into considerably more depth.

The same core expertise can now support multiple audiences without requiring the subject-matter expert to explain it again each time.

Elai has also made it easier to keep content current. When a topic changes, teams can update the content instead of rebuilding an entire training experience or distributing a new version across multiple platforms.

"It's easy to keep updated," Dzinic said. "When a topic changes, we can update the content without having to recreate an entire experience or distribute a new version across multiple platforms. That's helped us make sure employees have the latest training and information available."

What changed for Inventx

Inventx found a way to scale training without growing its L&D team or asking subject-matter experts to become video producers. Employees across the business can turn what they know into content on their own, using the presentations and material they've already built.

That means fewer one-on-one explanations repeated for each hire and less reliance on outdated recordings. Instead, employees across Inventx can create content that gets reused, updated, and shared with the people who need it.

As Inventx keeps growing, its L&D team doesn't have to scale at the same rate to keep knowledge moving.

Learn how **Panopto's AI Video Studio**, powered by Elai, can help your organization turn expertise into engaging video learning at scale.

"We've had a lot of positive feedback on the Elai videos. Employees like that they can watch or listen rather than working through a traditional click-and-read e-learning, and our content creators really appreciate that they don't have to record themselves. It's made it much easier for more people across the company to create learning content."

Martina Dzinic

Learning & Development Specialist,
Inventx

Ready to see Panopto in action?

See how Panopto helps teams capture knowledge, standardize training, and build a video library that scales across the organization.



Get a demo

