

# E\*TRADE Australia

Leading online brokerage uses Adobe® Acrobat® Connect™ Professional to rapidly train network of brokers and their customers

## E\*TRADE Australia

[www.etrade.com.au](http://www.etrade.com.au)

### Industry

Financial Services

### Challenges

- Improve the learning experience of customers and mitigate distance barriers with web-based training
- Provide a solution that is easy to use for both training staff, brokers, and customers
- Rapidly deliver multimedia, engaging training content across operating systems and platforms

### Solution

- eLearning  
Australia's leading online brokerage firm deploys web-based training to better engage brokers and their customers with the firm's services.

### Results

- Instituted dynamic, live, interactive learning experience for customers
- Established collaborative environment where trainers can quickly interact among multiple customers across numerous locations
- Adopted intuitive, easy-to-use environment for trainers to create and conduct live eLearning sessions
- Deployed rich source of material for customers to access for self-paced learning.

### Systems At A Glance

- Adobe Acrobat Connect Professional
- Adobe Captivate
- Adobe Presenter

## Building innovative brand recognition

As one of the country's leading online brokerages, E\*TRADE Australia is one of Australia's first brokers to offer online direct investing. The company offers both retail and wholesale customers an award-winning suite of products and services and is the only online broker to offer customers access to information from eight independent research houses. Online services include share trading, managed funds, Contracts For Difference (CFDs), options, cash, and share investment lending.

Recognized by Money magazine as the "best feature-packed online broker" 2004-2007, E\*TRADE took the top prize at the Australian Financial Review (AFR) Smart Investor blue ribbon awards as the winner of the "fully-featured online broker" recognition in 2007. To retain its award-winning reputation, and to operate in line with its philosophy of "Be E\*traordinary," E\*TRADE Australia continually seeks ways to improve its services. In particular, the firm strives to enhance the experiences of its online brokerage and share-trading customers. The organization's progressive attitude led E\*TRADE to seek a rapid eLearning solution to strengthen its training initiatives.

## Adding rapid eLearning to its training toolkit

Because E\*TRADE needed to rapidly deliver on-demand, engaging, and live content to brokers and geographically diverse customer base, the firm required a ubiquitous technology with broad reach. The team turned to Adobe Acrobat Connect Professional because, "We wanted a single, reliable service provider with a full suite of products that fulfilled our needs, would be compatible with our systems, and would easily integrate with our IT infrastructure," says Abi Srikhanta, training officer, E\*TRADE Australia. "After researching other products on the market it was clear that Adobe provides the most comprehensive and easy to use eLearning technology available."

E\*TRADE now trains multiple professional traders across different geographical locations in one day. Benefiting from an almost immediate response via E\*TRADE's training toolkit, traders can continually update their skills and provide optimum value to their clients. The custom solution is comprised of components built with Adobe Connect Professional, Adobe Captivate™, and Adobe Presenter on a hosted subscription basis. E\*TRADE utilises a secure, flexible web communication system that enables solutions for training, marketing, web conferencing, and online collaboration.

## Rewards of rapid deployment

E\*TRADE found significant benefits in using Adobe Presenter for authoring narrated, self-paced training courses and on-demand multimedia presentations in Microsoft PowerPoint. The firm also used Adobe Connect Training for creating and managing eLearning courses and curriculum, and Adobe Captivate—a flexible eLearning tool that allows anyone to rapidly create engaging simulations, software demonstrations, scenario-based training, and quizzes without programming or multimedia skills.

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Abi Srikhanta,  
Training officer,  
E\*TRADE Australia

**For More Information**

[www.adobe.com/products/acrobatconnectpro/](http://www.adobe.com/products/acrobatconnectpro/)

“The key to our rapid eLearning approach is the Adobe Flash® platform. With availability on nearly 98% of all Internet-connected desktops, Flash based eLearning tools ensure compatibility and easy access for all learners across a wide range of devices, ensuring seamless content delivery across platforms. Now and in the future, Adobe tools are the best choice,” says Srikhanta.

The annual subscription software option gives E\*TRADE all the benefits of timely, in-house development for rapid changes and delivery, as well as inclusive upgrades and dedicated hosting and support. “Adobe technology provides E\*TRADE with a single, comprehensive solution without any technical barriers. From the training delivery side, the tools are easy-to-use and do not require specialty programming skills,” adds Srikhanta.

Given the tools’ ease of use and intuitive interfaces, e-tutorials can be developed in-house, rather than by an outside programmer, making online training flexible and cost efficient. “With eLearning, E\*TRADE provides tools that our customers can utilise to educate themselves. Delivered via the E\*TRADE website, the training modules are self-directed and provide convenient, on-demand knowledge. This delivery method is well suited to individual needs and time availability,” says Srikhanta.

Since implementation, E\*TRADE has experienced time and cost efficiencies in training development and delivery, and has retained greater control over content. The ability to resolve client problems online—the customer-preferred channel for communication—has resulted in increased and more effective use of E\*TRADE’s products and services.

“Online trading is about giving our customer the power to make informed investment decisions. E\*TRADE is exceeding its expectations thanks to the adoption of innovative Adobe technology,” adds Srikhanta.



**Adobe**

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