



CERTPOINT PERFORMANCE EDGE

Making fast, integrated e-Learning solutions do more with less

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We put your knowledge to work™

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Integration and Speed: Improving e-Learning Performance Seamlessly

If improving performance is essential to every organization, then why is it so difficult? Often it's a matter of measurement, measuring results that have a clear business impact. But sometimes it's something less specific. Is it more sales? Increased customer satisfaction? Higher levels of retention? All of the above? Or, is it something we have yet to define?

As an organization creates, builds, and performs, it naturally seeks more cost-effective ways to transfer greater knowledge to more employees and partners with greater speed and at a lower cost per person. But how?

Whether an organization possesses a partial or well developed Learning, Performance or Talent Management software, one fast solution to maximizing performance is to upgrade to a system already designed for speed and effectiveness, and then one step better – find it at the lowest cost of ownership. A system with built-in, full integration and speed is essential and is a good place to start looking.

But again, how? And where?

The key to developing performance improvement is to partner with a knowledge technology leader that offers a truly integrated platform designed from the ground-up. This kind of customized, integrated software offers the critical functions of LMS, LCMS, Talent/Performance management, analytics/reporting, and Web 2.0 in one holistic and rapid platform. Without this kind of full integration the deck is stacked against you. You'll need a patchwork of applications and a team of IT technicians to help make it run seamlessly which opens the door to cost, cumbersome systems, and a slower transfer of critical knowledge.

CERTPOINT has helped many companies build such integrated, fast, efficient, and cost-effective performance improvement e-Learning programs, programs focusing on the delivery of measurable results in a variety of businesses and doing it in a way that, well, makes sense.

The Challenge Of Performance Improvement

In most organizations, learning and performance improvement often fall short in delivering what businesses need most: Speed, flexibility, and measurable impact.

Organizations often fail in the ability to do more with less, or in squeezing a dollars worth of performance out of fifty cents. The answer is often the same: the systems are hard to use, they require disparate experts to manage, and they are not readily accessible to line managers who lead revenue generation and customer satisfaction. Simply, they have not been built for speed, and since time equals money, lack of speed leads to inevitable financial inefficiencies.

However, with CERTPOINT's "All-In-One" capabilities, businesses can deliver exponentially more impact by easily managing both the rapid development and delivery of learning and its measurable impact.

The Software "Collage"

Today, many companies attempt to create a system with components from multiple vendors and then stitch them together. These are usually managed with data conversions and complex business processes, and they often don't work effectively.

Maintaining a software collage like this adds layers of technology expense, management costs, and creates the problem of integrating multiple software tools into day-to-day business processes. It can become a technology nightmare and ultimate benefits offered by these modules are often overshadowed by their complexity.

Ultimately, this leads to a "cost-ineffective" solution and, more importantly, fails to meet the desires and necessary speed of business.

Collectively these challenges create barriers with one of two likely outcomes: 1) either these non-integrated solutions are so cumbersome and costly that people simply don't use them or, 2) they spend excessive money, time, and headcount to make the patchwork gel. Both outcomes are less than optimal.

A truly integrated Learning and Performance Improvement solution is built on a solid foundation of databases and connectivity that can be used by an entire suite of business applications – from e-Learning to certification programs, to talent and performance management.

The positive end-result is that this connected, integrated system provides exponential value, that is, less work for greater business impact.

Learning and Content Databases

One of the most important business values delivered through e-Learning and related technologies is that its core is built on learning and content databases, a core that drives the learning and performance improvement process so as to deliver critical business objectives.

For example, LMS systems have been created to provide administrators with the tools and databases they need to identify their best learners, to easily communicate with them, and to perform learning distribution operations. They also track successes, like a user's knowledge attainment, expertise, and goal/performance achievements. But the data and knowledge gathering doesn't end there, either. Other functions offered by some LMS systems track individual learning performance in specific courses and retain learning histories for individuals, as well as their performance.

The collection of administrative and learning performance data gathered through such electronic learning systems provides a framework of retroactive and proactive intelligence for a company seeking a competitive advantage.

Using these systems, managers can easily develop targeted performance reports on past accomplishments and then use that intelligence to fine tune their learning programs, and then set metrics for future performance goals.

A strong, integrated foundation enables an organization to manage the operational data (rosters of learners, administrative and course performance information, etc.) and provides this data instantly and on demand to any application in the suite. Non-integrated solutions lack this power. They depend on sharing extracted data between applications and this takes time, extra effort, and is painfully slower.

Energy Industry and Rapidly Changing Safety Standards

The Energy Industry is under great cost pressures to perform efficiently. Government regulations have established performance standards for operators and contractors.

CERTPOINT enables its energy clients, including Midwest Energy Association (MEA), Wisconsin Energy's (WE), and Wisconsin Public Service (WPS) to increase productivity of employees and reduce expenses by delivering and tracking necessary knowledge and certifications at low cost. This project won the 2000 Award of Excellence from the International Society of Performance Improvement.

For example, MEA chose CERTPOINT VLS™ for the software's ability to easily create over one-hundred industry consensus online assessments and learning modules. In addition, over 175 energy companies rely on MEA's learning system to comply with rapidly changing federal safety standards.

Integration and speed in their CERTPOINT VLS™ systems gives them this critical edge.

Case Study

Built-In Certification

A built-in certification application within a fully-integrated learning solution works fast. It can access the existing administrative database and use it to create feedback loops to provide individual learners with progress reports toward their certification goal. It also provides learning managers with the tools to communicate and helps incentivize learners to participate in a Certification program.

A stand-alone Certification solution would either require entry of new data or potentially cumbersome data conversions, as a result the real-time streaming data connection often is not as effectively realized.

What To Look For In A Integrated Performance Improvement System

There are three key elements that contribute to a fast, effective integrated performance improvement system:

- **Learning and Content Databases:** The data collected, in its entirety, is essential to effectiveness.
- **LMS/LCMS Foundation:** The system's foundation is what supports and drives performance.
- **Value-added Applications:** Like built-in Certification, value-added applications, whether learning or business tools, offer managers/users new ways to access the database, which in turn brings new value from it.

What Does A Fully-intergrated System Mean For You?

A fully-integrated performance improvement system allows any organization to seamlessly extend its learning investment beyond normal boundaries.

It allows organizations to manage Competencies, Talent, and Business performance, as well as provide a variety of formal (courseware) and informal (Web 2.0 collaboration, wikis, and blogs) learning tools in a "speed-based" environment.

Also, integrated technology offers multiple layers of expanding value at dramatically reduced costs. It does this by leveraging the rich system database, costs for operation, process integrity, and time management, vastly streamlining it even as the system produces a steadily increasing level of new business value.

Simply, integrated technology means squeezing more out of every learning dollar invested, and it does it faster.

INTEGRYS - SPEED TO KNOWLEDGE

IntegrYS is a newly formed holding company focused on regulated and non-regulated energy delivery in the United States and Canada. They have approximately 5,500 employees and serve over 1.8 million customers.

IntegrYS used CERTPOINT to accelerate development of a network of client and partner companies and to certify the demanding competencies in the Energy industry. To this end, IntegrYS used CERTPOINT Certification because it provided flexibility for the amount of courses and different methods of completion.

Single Course – The IntegrYS Safety Department uses a Certification to track employees that are qualified to drive utility vehicles.

Bundled Courses – The Gas, Human Resources, Corporate Safety, and Energy Supply Operations departments use the Certification program to obtain completion for multiple courses with similar content, all contained within one curricula.

New Hire Requirement – Its Minnesota subsidiary company is mandated by the state for all existing and new employees to complete an OSHA standard every year.

The Certification value-add piece brought the added feature of automatically resetting the required assessment so the end user can re-take it and get re-certified for the required specified time period.

Case Study

CERTPOINT Foundation: Refined, Accelerated, Web 2.0 Enabled

The foundation layer of CERTPOINT's system is both refined and accelerated. It includes Administration and Reporting systems coupled with elements that allow it to work with external applications, including many popular Web 2.0 applications, such as social networking tools, wikis, and blogs. In this layer, CERTPOINT clients develop their own rich databases of learning, distribution and performance data, used with the entire integrated line-up of applications in the CERTPOINT Technology Suite.

This kind of smart learning technology is the key to developing rapid-response performance improvement learning tools, communities, and networks.

Recently, collaborative technologies, often grouped under the label "Web 2.0" -- including collaborative social networks, Wiki style collaborative knowledgebases and interactive blog publishing -- have taken hold and are now in common use. New products and offerings proliferate, offering management and L&D professionals a wide variety of exciting options.

What can get lost in this storm of new and innovative technologies is both the cost they represent -- to acquire and adopt to common use in an organization -- and the challenges of integrating them into existing learning systems, to say nothing of business processes.

Companies that attempt to adopt a variety of stand-alone or Web 1.0 technology solutions may find themselves with a cluster of applications that cannot easily deliver fully-integrated value for learning and communication.



CERTPOINTVLS™

Enterprise Learning Platform 6.0

All-In-One System “Value-Added” Applications

Authoring & Assessment Development: Customized tools designed to help developers quickly configure relevant assessments for each learning experience.

Learning object content management: CERTPOINT includes the ability to create sophisticated learning tools with ready-made content elements that can be easily reused or combined for a variety of training products.

Reporting and Analytics: In stand-alone systems, building custom reports can be a time-consuming and technically complex process. CERTPOINT includes a fully-integrated reporting system that enables users to create standard and course-specific reports using configurable options with sophisticated analytics.

Certification Capabilities: Allows users to review and select Certification programs and required courses, and permits managers to review individual, departmental, and organizational progress on Certification efforts.

Talent & Performance Management Capabilities: These tools specify desired learning competencies and align them directly with content and courseware. These in turn can be connected and aligned to key business objectives and key performance indicators.

Web 2.0 Integrated Capabilities: Integrate newer collaborative tools and social networks directly in courseware, or use them in pre or post course activities. Access to these informal learning tools enables course designers much more freedom to use readily accessible data on the web or a secured company Intranet as part of a learning program.

Content Globalization and Knowledge Sharing: CERTPOINTVLS™ technology includes a powerful globalization module that streamlines the process to both translate learning content into different languages. It also edits courses to localize them to the needs of different cultures.

All-In-One System Value

HONDA MOTOR - RAPID AUTHORIZING

Honda Motor Europe, during the RFP process, reviewed a range of systems and stand-alone options, including LMS, LCMS and other components. Their decision for CERTPOINT Systems translated into an integrated solution which allowed them to initiate e-Learning course authoring, assessment development, and rapid course distribution.

Through the CERTPOINTVLS™ integrated platform they were quickly developing custom reports and analytics to evaluate their course success. CERTPOINT globalization and localization options enabled them to develop core training and translate it rapidly for distribution throughout their market area, serving 70,000 users in Europe, Middle East, and Africa.

Case Study

TTI TECHTRONICS - MANAGING GLOBAL BRANDS

TTI Techtronics owns a series of established retail consumer brands, including Milwaukee Tool, Hoover, and Dirt Devil vacuum cleaners. It called upon CERTPOINT to consolidate its brand acquisitions and standardize operations between its different independent business units. At the time, the three key brands had different learning legacy tools in place.

Using CERTPOINT, TTI elected to replace all existing systems across the organization and as a result was able to extract useful, critical data from legacy systems and import it into the new CERTPOINT-powered integrated system.

Through coordinated and centralized learning courses, administration and reporting, TTI Techtronics was able to build a fully-integrated company, with three separate brands managed and built through a common culture and tools.

Case Study

Aligning Learning with Business Needs

The greatest value of CERTPOINT's integrated design is that it aligns individual and collective learning to business needs. This kind of integration allows managers to respond to urgent situations with rapid deployment of learning products. What makes this work? Here are some key technology integration benefits:

Single Architecture: Foundation and application components are designed to integrate without the "workarounds" and specialized technology and code often needed when people attempt to force individual, non-compatible components together.

Foundation Depth: Enables customers to create and maintain an extraordinarily detailed database on all their learning programs, user learning networks, user performance, and program tracking data.

Click To Configure: Sophisticated technology configurations and set-up options throughout the CERTPOINT's foundation and application layers allows users to operate with their own business processes.

Value Added Applications: Intelligently integrated value added applications that evolve with client input, such as Certification and Talent/Competency Management.

Sharing Foundation Data: CERTPOINT's current Application Suite, it offers compatible extensibility, such that the customer's rich database can be adapted and exported for ease of use in current external programs, such as Oracle, SAP, PeopleSoft or other HRIS and CRM's.

The Bottom-line: Incredible Speed & Flexibility

The bottom line of a truly integrated solution is the incredible speed and flexibility of operations it delivers. It gives a business the ability to respond to developing events while at the same time improving performance.

Through integrated data, tools, and applications, a business can easily focus its learning content into specific business improvement initiatives, then evaluate performance gains through analytics and reporting.

Unlike many HR-focused products, an integrated system is designed to deal with the complete extended organization, including internal staff, customer facing employees, and business partners – and drive performance improvement right to the front lines of the marketplace.

Optimizing Cost Of Learning

The Challenge Ahead: 2009

Learning & Development (L&D) is perhaps the most critical catalyst in any performance improvement undertaking. It is in the Learning & Development departments where CERTPOINT can provide learning tools that accelerate employee performance.

Why is Learning & Development so important? This is the intersection of where a company's business needs meet the current economic climate's business challenges by facilitating the exchange of knowledge within the organization. Today, this need is particularly acute. The attention focused on the current global downturn has generated a momentum for companies to rapidly – and sometimes chaotically – cut costs and attempt to streamline their operations to deal with the uncertainties and market instability expected in the coming year.

CERTPOINT's integrated platform allows managers to do more with less, reduce travel and overhead cost, drive knowledge through the extended enterprise, and empower businesses to focus more activity towards critical needs, such as an important product launch, increasing sales, or building customer loyalty.

Could your business knowledge systems be better wired for speed, results, and cost effectiveness?

If the answer is, Yes, then the key to look for is "Integrated Value," the kind outlined here, the kind found in the CERTPOINTVLS™ Suite. Measure the multiple cost levels in any e-Learning platform, go beyond the technology itself, go to the extended development, the daily operations, and the time efficiency of learning processes, and more.

The cost savings run at all levels, but it hits home first on your frontlines. CERTPOINT's integrated value translates into real savings by streamlining the job with sophisticated user configurations, templates, and frameworks that import and integrate data from a variety of sources into the strongest, most cost-effective learning tools.

Toyota Sees 36% Cost Reduction

With CERTPOINT, Toyota Motor Sales US has achieved a 36% reduction in learning costs, while Toyota Motor Europe has seen a 56% reduction in the average cost of e-Learning by external suppliers.

Toyota's business units are completely in-sourcing the development of assessments – doing them completely by themselves. Total savings over five years is estimated at \$6.7 million for Toyota Motor Europe and US \$7.3 million for Toyota Motor Sales.

All achieved through CERTPOINT's rapid content development and through its learning objects.

Case Study

Toyota Academy Europe-Making Things Local Worldwide

Training employees across Europe requires a delicate mix of delivering the right content, to the right people, at the right time - in their local language and in a manner relevant to their local culture.

Toyota Academy Europe is using CERTPOINTVLS™ to create and deliver and localize e-learning-based training for 3,500 retail outlets in 26 countries, comprising 23 different languages and numerous cultural differences. Using a competitive system it required 10 weeks for Toyota Motor Europe to translate and adapt courses to local requirements of each of the individual countries in its sales area.

After adopting CERTPOINT VLS™, Toyota Academy Europe was able to shrink localization timeframe from 10 weeks to 2-3 day turnarounds for translated course deliveries. Under an aggressive automotive product initiative called Launch 0810, they were tasked with launching 14 new vehicle brands in Europe in 13 months, a challenge that tripled the volume of localization requirements – yet they were able to stay on schedule, even with three times the workload using CERTPOINT globalization.

Case Study

Increased Speed, Standardize Knowledge, Increased Effectiveness

An integrated platform allows for many things, but the most important is increased standardization in distribution of your company's knowledge.

By using a common content core that's coupled with rapid translation and localization capabilities, companies can create custom modules and reusable content that not only accelerates the development of end-user experiences, but also helps maintain the integrity and consistency of the content over a full-suite of course offerings. It's fast, creates maximum impact, and the reuse of content saves cost.

The cost of technology and management is only the starting point for a learning performance system. Using random components from a variety of vendors, particularly first stage or launch technologies, tends to fragment a system into a series of smaller, non-compatible operations, and that means a lot of extra work. If you add in the challenge of managing different versions of technology and its various upgrades, a random component system will end up adding layers of cost and management while decreasing overall system performance. Do you want this additional burden? Do you need this additional cost?

Scion - Technician Learning

To train automotive service technicians supporting the new Scion brand in 2004, CERTPOINT was used to implement the first Toyota Brand Launch done exclusively through the Internet for the Technician population.

Results for the Scion launch included:

Over 14,000 users and 43,000+ sessions

Over 8,500 technicians certified without attending any live event

Freed 8,500 dealership employee days

Estimated \$8.5 million potential sales impact (\$1,000 per trained technician)

Approximately 1,060 potential training days saved

Roughly \$800,000 saved in development costs (no instructor-led course, video programs, etc.)

Case Study

CERTPOINT Value: Today and Tomorrow

Today, CERTPOINT offers a proven integrated solution for businesses to systematically transfer knowledge with speed and flexibility, improve performance, and all at a low cost of ownership. CERTPOINT has the technology and the experience to deliver.

2008 SILVER AWARD AWARD

Increasingly, CERTPOINT is gaining global recognition for offering the most effective e-learning tools and solution. CERTPOINT isn't saying this, its customers are doing the talking. Here's one example:

Toyota Motor Europe (TME) and CERTPOINT Systems Inc, a leading global provider of corporate training software and solutions have been awarded the prestigious Silver Award in the "Best e-Learning project in securing widespread adoption" category by e-Learning Age. The ceremony took place at the Park Lane Hotel in London on 6th November 2008.

Ara Ohanian, CEO, Founder and President of CERTPOINT Systems Inc. added: "The Toyota Motor Europe case study is an excellent example of how learning can be delivered at all levels and maximize talent within the organization. The award is a direct result of a highly motivated team that strives to deliver the best possible results and we are thrilled to be recognized by the judging panel at e-Learning Age."

The Performance Edge

The challenge facing every business is to both survive and grow in this challenging marketplace. In the final analysis, people are the key to the performance of the organization. Better educated, knowledgeable, and empowered people make a company more productive, innovative and competitive - and ultimately more successful.

The fundamental value of CERTPOINT technology is that it provides the organization with the ability to align its business goals with targeted learning programs and build a system of continuous improvement that is easy and inexpensive to operate.

With the economic challenges ahead, the organizations that survive will be those focused on improving performance consistently and systematically, they will be the winners.

e-Learning is just the starting point and CERTPOINT's e-Learning system delivers real, proven business impact and benefits that empower organizations every hour of every day - with greater efficiency, effectiveness, speed, and overall productivity.

CERTPOINT is the Performance Edge.

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