

OUTSTART

CASE STUDY:
OutStart LCMS
Learning Content Management
Software



Aircraft Manufacturer Flying High on Training

GLOBAL PILOT TRAINING TAKES OFF

Training revenue has become as valuable a service to this aircraft developer's revenue stream as their state-of-the-art aircrafts. This development has seen the training department triple in size over the last year.

The growth, both of the training team and training revenue, resulted from an increase in customer demand over the past year for the company's Ground Based Training Systems. A contract from their latest customer, lists the training component on par with the aircraft component, demonstrating the increased value and importance of training within the market and solidifying the importance of the company's training team as a revenue generating department.

The company's training team has also extended the use of its ground based training systems to train new employees by leveraging the quality content built for clients and providing their employees with the same quality training experience their customers receive. This is a considerable improvement for the company's employees who had previously been trained with PDFs and printed documents.

REACHING TRAINING'S DESIGNATED ALTITUDE

The company's training department has been developing training since the mid-to-late 1990s but never really took off until recently due to the slow and costly development process they had in place that limited the number of customers the training department could manage, impacting the department's revenue capability. "Updates and changes to training content were very laborious and costly," says a representative for the company. "This meant customers were hesitant to make changes because of the cost involved, even if the change was a simple typo."

Before this past year, the company's training department worked with an outsourced company to create its training courses. "A lot of time was required to explain key concepts to the outsourced company as they were not familiar with the aviation industry," says a representative for the company. "A lot of time was also spent explaining the training content to ensure it was exact."

After many years of trying to improve the outsourced training model, the company realized that they needed to bring the development process in house to better leverage their subject matter experts (SMEs). To achieve this, they needed to find a system that was easy to use for SMEs, did not require a lot of coding and could manage multiple content contributors on single or multiple projects while making it easy to update and reuse content. In order to ensure their success,

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the training department's drivers included the need to keep development costs low and maximize revenue while meeting deadlines for their contracted development projects. This would allow the department to manage more customers and provide easier and more cost effective processes for updates.

"After doing a considerable amount of research on what was available in the market, we knew we could provide better quality training materials, increase the speed of developing, managing, and maintaining learning content, and take on more customers while saving training budget by developing our courses internally using a learning content management system (LCMS)," says a representative for the company.

FAST FORWARD: TRAINING IS FLYING HIGH

"Before implementing the LCMS, it took us three years to produce less than half of the CBTs required by one of our major customers," says a representative for the company. "Now, we are able to produce a full set of lessons, in an improved layout, within a year." The result: Customers are more pleased with the training that the company is providing as well as the timeframe in which it is delivered. Because of this, the company is seeing customers return for updates to their training programs, creating recurring revenue for the company.

"The money we spent to purchase the LCMS, is equal to the money we spent in the past to produce one out of the five CBTs required for a customer. We are now saving by a factor of five or six when it comes to both the time and money it takes to create learning content. This means we are now able to offer our customers more, higher quality content in less time. Our customers are more satisfied and we generate more revenue." This also means the company is able to take on more customers, some with significantly larger projects, and deliver the training more quickly than before.

"Because of the extensive reuse capabilities the learning content management system provides, we have made the strategic decision to build all training courses for every customer using OutStart LCMS," says a representative for the company. "That way we can leverage the work we do for one customer throughout our entire customer base which will allow us to develop and deliver courses a lot faster than before, and ensure we are maximizing our time and training budget."

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About OutStart

You view knowledge sharing between your employees, partners, and customers as a strategic priority. Their knowledge leads to your success. OutStart's portfolio of inter-related mobile, social, and learning Knowledge Solutions accelerate and broaden access to colleagues and the knowledge they need to respond to business requirements more quickly and make better informed decisions. Together you excel. Recognized as a Visionary in Gartner's Magic Quadrant reports for the last seven years, OutStart is regularly acknowledged for its award-winning solutions including OutStart LCMS; Participate, social business software that integrates social networking, collaboration and knowledge sharing technologies; Hot Lava Mobile to develop, deliver & analyze high impact mobile learning; OutStart LMS, a full featured, configurable learning management system; and TrainingEdge.com an affordable learning & knowledge suite for the Enterprise the extends LMS and traditional elearning to support informal, social & mobile learning.

For insight into customer implementations, best practices, industry news and more, visit the OutStart Knowledge Solutions Blog, and follow us on Twitter @outstart.

OutStart Inc.
745 Atlantic Avenue, Fourth Floor
Boston, MA 02111
Phone: 617.897.6800
Fax: 617.897.6801
www.outstart.com

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CS-Aircraft-Mfg-111011

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