

OUTSTART

CASE STUDY: OutStart LCMS Learning Content Management Software



Aviation Trainer Provides Cutting-Edge Content

MAINTAINING A COMPETITIVE EDGE

With increasing competition from other training content providers as well as from their customer's internal training departments, for this end-to-end training and job performance solutions company, staying competitive in the marketplace meant keeping development costs low while staying on the cutting edge of training content.

"In the past few years we've seen increasing competition, not only in the marketplace, but from customer training departments researching cost comparison for developing content internally," says a representative from the company. "In order to stay competitive and continue growth for our company, we changed the way we were developing training to keep costs low while still offering quality courses along with new advanced capabilities our customers were requesting, like multiple screen capability and the ability to import 3D simulations."

"These changes combined ensured continued customer satisfaction, made the company more attractive to potential clients and helped us recognize a healthy revenue growth. To keep up with this growth, we have increased our training department staff by 40% over the last two years, to reach the 102 training employees we currently employ today."

RESEARCHING MARKET DEMAND

As part of their strategy to maintain a competitive edge, the company regularly evaluates future training demands. A few years ago, they recognized the demand for more advanced training capabilities for their learner base and doubted the authoring tools they were using could support their new requirements.

With training projects that last anywhere from three months to four years, it became obvious that an environment was needed to allow for multiple content developers to work together in a cohesive workflow. Reusing and repurposing content would also contribute to decreasing the development time for longer projects and save on development and maintenance costs. This would also contribute to higher revenues, as longer projects could be completed more quickly allowing for more projects to be undertaken.

A group development environment would also provide the company with the capability to standardize the look and feel of their training, which is something they had wanted to do but were unable to with the authoring tools they were using at the time.

"Up until this point, we had used a piecemeal approach for training development," says a representative from the company. "We developed using various authoring tools and assembled the training in the LMS. The training itself was excellent quality but it did not look like a unified training course. We wanted to improve on this aspect of our training for our customers as well as ensure we were providing the advanced capabilities that were becoming mandatory."

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KEEPING CUSTOMER CONFIDENCE

Driven by the aforementioned customer demand to support advanced content capabilities as part of their standard training and having used a learning content management system (LCMS) through one of their customers since 2006, the company knew it was time to make the move internally to an LCMS to produce training content for all their customers.

"We were able to easily standardize the content using templates which provided a cohesive look and feel to all our training courses," says a representative for the company. "This was something our customers were requesting. The LCMS system was also able to handle 3rd party content, so that we could provide our customers with 3D simulations."

"From an internal standpoint, we were also able to standardize our process to better manage the training department to maximize all employees through work flow to ensure our projects were on time and on budget. The reuse and repurposing of assets enabled us to maximize revenue as we did not have to build all content from scratch. Another real advantage to the LCMS was that it allowed for quick modifications so that we were able to better respond to our customers' need for changes."

"All of the capabilities and cost savings meant one thing for the company," says a representative for the company. "It meant that our customers maintained their confidence in us as their training provider and saw us at the forefront of the training development world. This reputation also positively influenced how potential clients view us, which helps open doors to new customers for the future."

THE RESULTS

"After implementing the LCMS, our training team was able to decrease development time and costs by 30%," says a representative for the company. "It used to take us 400 hours to develop one hour of training. Now it takes us 270. Our translation time has also significantly decreased. By using the LCMS to update translated content, we've also been able to cut our course translation time in half."

The company attributes the decrease in time it takes to develop a course to the abilities to reuse content, make overall changes, work in a team environment for content development and the overall ease of use of the system.

The company is happy with the LCMS and says they chose OutStart because of the people and their responsiveness. "The people we work with at OutStart really demonstrate their commitment to their customers," says a representative for the company. "We felt

confident selecting their LCMS because of the reputation they have in the market. OutStart also was able to offer us the features we were looking for in order to easily reuse and repurpose content and manage 3rd party content, like 3D simulations, to meet customer demands."

MAINTAINING THEIR COMPETITIVE ADVANTAGE

The company is currently working on new customer demands. "We see the need for more job aids or "just in time" content for our customers due to an increase in the attrition rate because of retirement," says a representative for the company. "Our customers don't want to retire their knowledge along with their people. We think job aids will play a big part in this demand coupled with the capabilities and popularity of social business software to help employees share knowledge."

"We also can't ignore the training advantages associated with mobile devices. Our customers have employees in the field, on ships, on shop floors and employees that are 100% disconnected. Despite these various levels of connectivity, the need for information sharing and training content remains the same."

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.

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