

# OUTSTART



# Extron

## OutStart LCMS enables Extron to train its global network via self-paced courses and virtual classroom sessions

Extron Electronics is one of the world's leading providers of products and training to the professional A/V industry. A manufacturer of computer-video interfaces, switchers, distribution amplifiers, computer-video scan converters, and high resolution cable, Extron exacts high standards in the areas of service, support, and solutions.

### THE CHALLENGE

Extron had been providing training through the Extron Technical Institute — a state-of-the-art training facility — to keep its partners and consultants knowledgeable about new products. Because Extron releases hundreds of products each year on a six to nine month cycle, delivering training to its global network via the classroom model had become a huge undertaking. In addition, Extron's dealers and consultants were required to travel to California for several three-day courses each year. Relying solely on traditional classroom training was proving to be ineffective and inefficient.

Extron's concerns with its partner-training program also included the loss in revenue resulting from the time its partners spent away from customers. It soon became clear that Extron needed a method to transition its partner training program to the web.

### THE SOLUTION

Extron selected OutStart LCMS as a means to provide their global network with self-service access to their training. OutStart LCMS enables Extron to develop and deliver online product training in the form of self-paced courses and

virtual classroom sessions, providing a faster and substantially more cost-effective solution for Extron's distributor certification program. At the same time, content is accessible in the form of searchable knowledge objects via a self-service online support system.

With offices in the United States, Netherlands, Singapore and Japan, Extron also plans to provide internal training via OutStart LCMS at reduced costs.

Extron's selection of OutStart LCMS was largely due to its browser-based configuration, its robust content capability, its exceptional value proposition and its ability to be used as a stand-alone platform for development, delivery, tracking and measurement of learning activity.

### THE RESULT

OutStart LCMS dramatically improves the effectiveness of Extron's training delivery and speed to market capabilities. Extron's OutStart LCMS environment enables effective training and certification for over 1000 Extron dealers and consultants, while also offering on-demand access to Extron's knowledge base for performance support.

#### INDUSTRY

Manufacturing

#### RESULTS

- improved training effectiveness
- offered on-demand access to knowledge base for performance support
- increased speed to market
- enabled training for over 1000 dealers and consultants

#### ABOUT OUTSTART

At OutStart, we're out to solve a big problem.

Most organizations possess a wealth of underutilized collective intelligence around their products, services, and processes. This underutilization negatively impacts employees, customers, and partners, costing precious time and money while hindering performance. Said simply, "what your people don't know will hurt you."

OutStart's social business software and learning systems act like a lifeline: connecting people to the know-how, creativity, and learning they require to be efficient, effective, and agile.

Since its inception in 1999, and backed by leading venture capital firms, OutStart has matured into a profitable and rapidly growing company with an impressive range of customers, who are surpassing their expectations and delivering exceptional business results. The company is honored to have customers like Autodesk, BB&T, Boeing Company, BT, CVS Caremark, DIRECTV, EDS, Internal Revenue Service, Lufthansa, McDonald's, MetLife, Prudential, TiVo, Australian Defence Force, U.S. Navy, UK Ministry of Defence, Verizon Wireless, and Yum! Brands.

#### OutStart Inc.

745 Atlantic Avenue, Fourth Floor

Boston, MA 02111

Phone: 617.897.6800

Fax: 617.897.6801