



Verizon Becomes More Responsive to Changing Information, Using OutStart LCMS

THE CHALLENGE

Verizon is the largest provider of wire-line and wireless communications in the United States with 139 million access lines and 36 million wireless customers. The company has more than 167,000 employees with more than 80,000 in critical field service positions.

Most of Verizon's past online courses were built using a variety of tools and did not leverage a standard format requiring them to be force fitted into the corporate LMS (Learning Management System). This posed severe resource penalties during times of integration and modifications. An average of 80 hours of labor were required to integrate every single course that was either newly created or recently modified. This was not acceptable as the resource requirements exceeded the existing resources available to the company. Verizon could have up to 40 courses in development at any given time. The need to re-publish these non-compliant courses into a single format became critical as their numbers increased, and the absolute need to keep them updated became more apparent.

THE SOLUTION

Verizon chose OutStart LCMS for the creation and management of their online course library. Evolution enables developers to export courses as SCORM-compliant learning objects that can be easily deployed to the LMS. Verizon is now in the process of converting a large library of content using OutStart LCMS, which has provided a 1,000% return on their course conversion efforts. The company priced fully SCORM-compliant content conversion at \$10K/course hour and is able to accomplish this work in-house for approximately \$1K/course hour. This initial ROI does not yet include reuse or integration savings.

THE RESULTS

Verizon's investment in a standards-based LMS and LCMS has enabled them to respond more quickly to changes in business needs and market competition. The company is now able make modifications to existing courses and create new ones with significantly less time and effort. In addition, the technology infrastructure has enabled Verizon to achieve the following benefits:

- **OutStart LCMS asset repository to store learning content so that it can be easily retrieved when updates need to be made.**
- **Standardized Processes.** The adoption of the LCMS enabled the content development group to standardize their elearning development processes, which has also contributed to developer productivity.
- **Taking advantage of the SCORM packaging specification enables Verizon to leverage various systems and technologies while protecting their investment.**

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.

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