

# OUTSTART



## OutStart LCMS Provides Platform for Development and Delivery of Global Training Program at LeasePlan

LeasePlan Corporation is the world's leading provider of vehicle fleet management solutions. Based in the Netherlands, LeasePlan Corporation is a global holding company which centralizes management and support functions for a group of operational subsidiaries in 27 countries across five continents. LeasePlan's broad product and service portfolio spreads across the entire automotive value chain from financing and insurance through to operational management, and ultimately to remarketing of vehicles. In order to maintain its dominant position as the driving force of innovation and development in its industry, LeasePlan Corporation is now positioning itself as the first truly global provider of integrated fleet management solutions with a globally harmonized product portfolio.

### INDUSTRY

Transportation

### RESULTS

- highly accessible, useful, integrated package of how-to information and hands on materials
- successful implementation of the key objective of enhanced organizational integration
- personnel in the change program have been won over and are fully supportive of the new training program design

### THE CHALLENGE

The existing organizational culture, traditionally characterized by strong local autonomy, does not fully support global objectives. A new, more networked, global way of thinking needs to be established at all levels of the organization without ignoring local differences and without creating unnecessary resistance to the change program.

The central training function takes a key role in this endeavor. The "Global Induction" project is aimed at providing new employees with a wider, more global view of their organization right from the beginning. In order to streamline the way in which training is provided, the new Global Induction Program will have to follow a common overall process while still taking care of the different culture, infrastructure, size and maturity of the various local organizations (ranging from 15 to 1000 employees).

### THE SOLUTION

OutStart developed a "roadmap" to corporate induction. This is a flexible process model which provides the resources at subsidiaries (HR people, senior and line managers, "buddies" etc.) with a range of training materials, tools and checklists allowing them to customize each process step to best fit their specific conditions and requirements.

OutStart LCMS was used for development, and to support delivery of the program. OutStart LCMS's browser accessible authoring environment was used to develop the web based training components, pioneering the use of this medium in the organization. The environment housed subject matter experts and approvers, dispersed throughout various countries and business units, all contributing in a collaborative online development process. Materials developed for the program included

**"Aided by OutStart LCMS's translation accelerator, non-technical personnel in training departments in each country are able to localize the content for their specific audiences."**

## OutStart LCMS Provides Platform for Development and Delivery of Global Training Program at LeasePlan

a video component, supporting tutor guidance notes, as well as templates for PowerPoint presentations and Word documents.

Aided by OutStart LCMS's translation accelerator, non-technical personnel in training departments in each country are able to localize the content for their specific audiences. OutStart LCMS provides a flexible content repository from which the most up-to-date versions of the WBT components, as well as all other documents related to the induction process can be retrieved from anywhere in the world. OutStart LCMS also enables offline versions of the entire WBT to be exported with a button-click, for delivery on CD, or installation on office LANs in countries with insufficient/unreliable internet access.

### THE RESULTS

Feedback from trainees and local training staff has been universally positive. Having experienced the benefits of a highly accessible, useful, integrated package of how-to information and hands on materials, personnel in the change program have been won over and are fully supportive of the new training program design. As a result, the global training function has won the credibility and authority to take further steps towards a more centralized steering of organization-wide training and knowledge transfer – thereby successfully implementing the key objective of enhanced organizational integration set by the management board.



“...the global training function has won the credibility and authority to take further steps towards a more centralized steering of organization-wide training and knowledge transfer.”

### 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

### CASE STUDY



OUTSTART