



Snapshot of Success

Kronos Devises a New Model for Training Tens of Thousands of Customers, Using OutStart Evolution LCMS

The Customer

Kronos Incorporated is a software company that empowers organizations around the world to effectively manage their workforce. More than 30 million people rely daily on its suite of solutions, ranging from primary schools to leading corporations.

The Challenge

The continued global transformation from manufacturing to knowledge-based economies has spawned a need for faster, more innovative and more collaborative training solutions. Kronos management strongly believed that the future knowledge worker would require individualized training solutions with content and tools that reflected their specific needs based upon Markets, Products, Roles, Modalities and Staffing. With growing demand for its products and a need to meet the changing needs of the knowledge economy, Kronos moved aggressively to reshape its core offerings. One of the biggest changes was to shift from a traditional feature-function model to role-based training. Additionally, it was important that the tools enable a collaborative model, where knowledge could be added over time.

The Solution

Kronos developed an innovative approach to developing and marketing its offering to its various constituents. Partnering with OutStart, an equally innovative leader in the eKnowledge solutions category, Kronos's Educational Services team changed the development and design methodology to a role based learning solution. This freed the development team from isolated areas of focus which gave them insight into the entire suite of products. This resulted in cross training and increased their value to the customer and their organization. Simultaneously, Kronos took advantage of improvements in Web-based, on-demand learning, investing in content development tools (LCMS) – specifically OutStart's Evolution LCMS – and implementing a change management strategy.

Rather than using a traditional page-based authoring paradigm, where all elements of the course are authored at once to form a page, and where copies must be created and edited/managed separately to support different roles or delivery formats, Evolution LCMS enabled the team to separate the creation of content from the structure (packaging and context), layout (presentation), presentation (look and feel) and navigation (path and sequencing). This enabled Kronos to take a more manufacturing-based approach where content can be created once (single sourcing), and management of the asset can occur centrally; changes to an asset propagated wherever that asset is being used; and content separated from the delivery to support multiple delivery venues such as ILT (classroom materials, printed exams and presentations), eLearning, documentation, and job-aid access.

The Results

By adopting a visionary approach to reframing its business and partnering with OutStart, Kronos was able to reduce curriculum development time for Phase 1's reusable content by 50%, leverage saved time to drive a 20% increase in new curriculum offerings and increase its number of training modules. Most importantly, Kronos accomplished this without increasing its human resource commitments. As a result, today the company is able to provide substantially more robust offering to its customers even as it has maintained its fixed costs, an extremely powerful value proposition in today's competitive market.