

Education and Training Applications For Web Collaboration

“Learn something new every day.”

A good rule to live by, but challenge for corporate trainers. PGi can help.



ENERGIZE YOUR CONNECTIONS™





TABLE OF CONTENTS

- > Contents 2
- > Executive Summary 3
- > Solution 3
- > The Benefits 4
- > Pricing Models & Implementation 6
- > Conclusion 7

The information contained in this document represents the current view of Premiere Global Services, Inc (PGI) on the issues discussed as of the date of publication. Because PGI must respond to changing market conditions, it should not be interpreted to be a commitment on the part of PGI, and PGI cannot guarantee the accuracy of any information presented after the date of publication.

This White Paper is for informational purposes only. PREMIERE GLOBAL SERVICES MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS DOCUMENT.

Complying with all applicable copyright laws is the responsibility of the user. Without limiting the rights under copyright, no part of this document may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise), or for any purpose, without the express written permission of Premiere Global Services.

Premiere Global Services may have patents, patent applications, trademarks, copyrights, or other intellectual property rights covering subject matter in this document. Except as expressly provided in any written license agreement from Premiere Global Services, the furnishing of this document does not give you any license to these patents, trademarks, copyrights, or other intellectual property.

© 2010 Premiere Global Services, Inc. All rights reserved.



Executive Summary

Your job has never been harder. Even though Human Resources is not a profit center for your organization, you affect every aspect of profitability by securing and retaining fulfilled, motivated employees who have the information and resources they need to perform their best. You are responsible for a rich and diverse array of tasks: Employee training and development, corporate policy dissemination, conflict resolution, morale building, recruiting, reviews and evaluations, and regulatory compliance all fall under the HR banner.

Solution

PGi's E-learning tools allow for training & education of a greater number of learners with fewer resources by enabling easy access to online coursework on an asynchronous basis. These tools can also eliminate the need for dedicated classroom facilities and student and trainer travel. Premiere offers 2 basic flavors of E-learning tools:

Adobe Rapid Learning with Adobe Presenter – key features:

- > Set Up Virtual Classrooms.
- > Easily Manage Live and on-demand E-Learning Sessions.
- > Easy enrollee management, including manual and self-enrollment.
- > Facilitate and Monitor Discussions.
- > Record and store classroom sessions.
- > Deploy self-paced courses.
- > Effectively track learner progress.
- > Easily create professional Flash presentations and self-paced courses complete with narration and interactivity.

- > Import and edit video in any format and export as Flash content.
- > Record and edit high-quality audio.
- > Help ensure consistency with branding and customization.
- > Deliver advanced quizzes and surveys with question pooling and randomization.
- > Publish content as a PDF file, preserving all of your animations.
- > Create AICC- and SCORM-compliant content.
- > Brainshark Rapid Learning – key features:
 - > Quickly and easily launch & manager E-Learning courses.
 - > Online course catalog.
 - > Collaborative & intuitive online content authoring.
 - > Easy enrollee management, including manual and self-enrollment.
 - > Deploy self-paced courses.
 - > Easily create professional Flash presentations and self-paced courses complete with narration and interactivity.
 - > Certification management.



The Benefits

Cost savings over physical classroom.

Perhaps the most prohibitive aspect of live, on-site training in an instructor-led classroom scenario is the cost of such training. Classroom space, equipment, materials & travel costs can all be seriously curtailed by an effective E-learning program. Classrooms tend to be specialized environments, very different from an office, store or manufacturing facility, and in many cases the rooms and equipment used for traditional classroom learning are difficult to repurpose and sit idle when not in use for training, increasing facility costs.

With PGI's E-learning tools, trainees can complete coursework from any internet-enabled computer, on their own schedule, without the necessity for travel or cost of traditional classroom space. Since E-learning coursework is always available and can progress on a per-individual basis, new employee training can also be sped up significantly from traditional, scheduled classroom learning. Each employee who needs to can be enrolled (options can also

be provided for self-enrollment) and begin training immediately, instead of waiting for enough new employees to justify the cost of travel and traditional classroom sessions. Learners can then progress through training at their own pace, with managers and training administrators able to track progress via detailed, flexible online reporting. Additionally, the coursework can remain available indefinitely. When new employees are hired, they can be brought up to speed quickly by reviewing the already existing coursework. Even employees that have already completed coursework can continue to have access to the materials, so that if they wish to review or refresh their existing knowledge, they can easily access the original training.

Consistency & Effectiveness of learning experience via pre-recorded or prepared materials.

One of the challenges with classroom-based learning resides in providing consistency of learning experience over time. Even with a single instructor presenting from the same materials in separate classroom sessions, details and emphasis can vary from session to session.

Additionally, with traditional textbook-led courses, updating course materials can be expensive and time-consuming.

Tools such as PGI's Adobe Presenter & Captivate, or Brainshark provide trainers with easy to use tools that will create pre-set training materials for use in E-learning courses. Course materials and presentations can be rendered consistent for all enrollees and easily updated and republished online when necessary. E-learning coursework can be authored in multimedia formats that include text, visuals, audio, video and interactive quizzes. This combination of elements can significantly increase retention knowledge, as opposed to using only one or two of these elements.

Either tool can deliver SCORM (Sharable Content Object Reference Model)-compliant reporting for integration into existing LMS systems, or online tracking and reporting where a full blown LMS is not required. This makes it very easy to incorporate Premiere's e-learning tools with existing or future tools that may be in place by allowing for easy data & content exchange.



The Benefits (cont.)

Schedule flexibility of on-demand learning.

With traditional classroom learning, all resources and personnel must be coordinated to be in the same place all at the same time. In addition to the extra resources that must be expended on scheduling and coordinating this, it can also cause staffing problems related to coverage for employees who must attend the classroom sessions. In particular, if you are providing sales training or education, taking sales staff out of the field to attend on-site training can have serious negative impact on sales productivity. By making on-demand coursework available via online training, scheduling issues are alleviated. Course organizers and trainers can create, author and upload content on their own schedule. This gives trainers and coordinators greater efficiency and allows them to administer more coursework concurrently than they would be able to in a traditional classroom setting.

For trainees, online on-demand learning allows for greater flexibility of schedule and productivity. Learners can receive email notification of their course enrollments and engage in their coursework as their individual schedules allow. This also mitigates potential staffing shortfalls for employers, as employees in training do not all need to be away from their work at the same time. In the event that live sessions are also desired, Adobe Connect Pro meeting rooms offer a feature-rich and flexible way to incorporate live sessions into an E-Learning program.

Green benefits vs. classroom.

For companies concerned about their business' environmental impact, PGI's E-learning becomes an obvious choice for improving environmental footprint. Whether accomplished by car or plane, travel is generally the largest negative environmental impact associated with traditional classroom learning because of the greenhouse gas emissions associated with both types of

vehicles. The second largest environmental impact with traditional training scenarios is resources used by lodging (for trainees who travel to the training location) and the resources used by the training facilities themselves, both in the areas of construction and maintenance resources and environmental control (heating & cooling). Again, both impacts are negated nearly completely by allowing learners to participate in training right from their regular work space or home. If traditional classroom materials, like books and handouts, can also be switched to electronic documentation, that also increases the green benefits of an e-learning solution.



Pricing Models & Implementation

The pricing models for Adobe Connect and Brainshark hosted solutions differ widely and may assist in making an informed choice as to which product to pursue.

Adobe Connect Rapid Learning can include several pricing elements in a hosted environment. Typically, an Adobe Presenter license would be purchased for each desktop that will be used to produce the Presenter content that will be used in the E-Learning coursework. Learner licenses are purchased as concurrent user seat licenses, based upon the number of learners that are anticipated to be actively online and participating at any given time (typical recommendation is to purchase seats for 15-20% of total enrollees). Additionally, meeting host licenses can be purchased if the coursework will include live online classroom sessions.

Brainshark is purchased based upon the amount of content that is needed to deliver the required training. Content hours are purchased in advance and measured by the total length of all the Brainshark presentations that are stored online, with no cost being incurred for either the number of content creators/administrators or the number of enrolled learners. For customers where only on-demand (no live sessions) content is required and where a limited amount of content will be used to train large groups, this model can provide a very economical solution.

Both the Adobe Connect and Brainshark tools are available either as hosted solutions, with no physical implementation, or in an Enterprise Edition, where the purchaser hosts and administers the solutions on their own servers.

For the hosted solution, implementation essentially involves Premiere setting up the accounts in the hosted environment and then scheduling training of administrators and content authors.

Once trained, you administrators and authors need to plan for organization & creation of training materials, and enrollment of learners. Premiere provides full training on all of the components of Adobe Connect and Brainshark, as well as on-going support for both products.

Enterprise implementation for either solution is more involved and expensive, but can be a viable option for companies that have the IT resources to manage the additional infrastructure and where security requirements are stringent or the volume of E-learning to be delivered makes an in-house implementation more economically viable.

Conclusion

If we look at a sales organization delivering product training as an example, we can quickly see the advantages of the E-learning scenario. Utilizing PGI's E-learning tools would allow the organization to have Product Management, Marketing and Development resources collaborate from their own desks on the creation of polished, prerecorded product training module that could then be delivered to the sales force for on demand viewing. Money & resources are saved by not having the presenters or sales staff travel to a traditional classroom, and every staff member who needs to be trained can receive the exact same information in the same format. The trainers (or Sales Managers) can access reporting to keep track of who has viewed the presentation, answered quiz questions, etc. in order to deliver certification on the product. The training materials can be left available indefinitely, so that as sales staff members want to review the materials or new staff members are hired, the training does not need to be re-created or re-implemented.

E-learning offers cost savings, improved consistency and scheduling flexibility over traditional classroom learning.

Learn More

Visit us today at www.pgi.com. View customer videos, product demonstrations, and get the details on all of our global meetings and communications solutions.

About Us

The world collaborates with PGI. Our advanced meeting, conferencing and collaboration solutions energize people and organizations to connect more meaningfully and work together more productively. PGI is headquartered in Atlanta, Georgia with operations in 24 countries worldwide.

PGi

The Terminus Building
3280 Peachtree Road NW
Suite 1000
Atlanta, GA 30305

pgi.com

ENERGIZE YOUR CONNECTIONS™

