# ViewCentral



## Training as a Business with ViewCentral

Grow revenue, build loyalty and lower costs with automated training management solutions

### Benefits

- Increased training revenues and profitability
- Instant visibility into the business impact of training
- Automated resource management
- Automated revenue recognition and reporting
- Rapid deployment and data integration
- Certification and subscription management
- Complete international support
- Branded sites, currency conversion, languages and global tax
- Enterprise CRM integration with Salesforce.com
- Testing and assessments
- Web conferencing
- Full e-commerce support
- Expense and revenue management

## Transforming training from a missed opportunity into a business asset

The ability to effectively engage, educate and improve the performance of students is just one measure of the success of a training organization. Unless the business side of your activities is also managed successfully, your relevance to your enterprise is greatly diminished—along with your contribution to its revenue and bottom line.

Why? Because very often the training department is consumed with manual processes that burdens the team, depriving them of resources needed to market programs and capitalize on sales opportunities. Plus, interaction with attendees—necessary to collect feedback for improving training programs and marketing them—also becomes limited. And budgets get stressed due to ineffective management of training resources. But training organizations in dozens of Fortune 500 companies have profitably addressed these issues by automating training management with ViewCentral.

## ViewCentral automated learning management: Good for education, great for business

You need to manage the business side of training as efficiently and effectively as you manage the educational side. ViewCentral offers a powerful and immediate way to do so. It provides a sophisticated and integrated set of tools that automates your management and business processes and delivers them via a cloud-based service available on-demand 24/7—no investment in hardware, software, setup or maintenance required.

The result: Time-consuming manual administration is eliminated, training participation is maximized and more revenue is generated.

## Rapidly deploys and customizes to your business

As a self-service SaaS platform, ViewCentral is highly configurable: Just use the modules you need and easily brand them according to your company's guidelines. The ViewCentral suite contains tools for before, during and after course delivery. And even better, typical implementation time is minimal between 4-5 weeks.

## End-to-end solution for managing and delivering training

ViewCentral integrates with your enterprise's business processes including back-end financial systems—making the handling of payments and revenue recognition prompt, accurate and easy to manage. Full reporting features enable training statistics to be correlated to follow-on sales, improved partner and revenue center tracking, lower support costs and many other business metrics. Equally important are tracking and reporting features that not only help you manage your revenue—but which also help you manage related expenses such as vendor costs.

Plus, your training programs will run more smoothly, and with far less effort, with support for course delivery workflows including:

- Pre-Training: Schedule and publish course catalogs, course marketing, registration and payment, workflow and email reminders/confirmations.
- In-Training: Live in-classroom, live at third party site, live virtual classroom, webinars and podcasts, recorded and archived courses, self-paced e-learning.
- Post-Training: Student surveys, certifications, revenue reporting and reconciliation, CRM/ERP integration, cross-sell and up-sell marketing.

## Training: A better business with ViewCentral

ViewCentral maximizes return on training programs by automating administrative tasks, educating internal and external audiences, and accelerating profit and satisfaction. With it you can achieve:

- Higher attendance and greater training revenues through targeted and timely communi- cations, automated registration and confirmation and training management best practices.
- Continuous improvement through pre- and post-training polling and surveys, sophisticated tracking and reporting and business analysis tools.
- Reduced costs through streamlined, automated handling of event administration and logistics including registration, virtual or in-person seat reservation, payment and reimbursement.
- Improved visibility of training's business impact, plus compliance data to meet regulatory requirements through automated tracking and reporting.
- Better business management with features that help you track and report on schedule- level expenses and vendor costs—including POs, invoices and related costs.
- Superior student relationship building through branded registration and communication and event-based polling and surveying.
- Rapid return-on-investment since ViewCentral can be deployed in a matter of weeks with a small investment.

## The bottom line

You understand the value of training for your customers and your company. ViewCentral gives you the power to demonstrate that value and to deliver more of it.

## Find out more

Learn more about how you can manage the business side of training as effectively as you manage the educational side—with tools that automate your management and business processes. Visit www.viewcentral.com or call us at 888.322.5169.