



Expanding education revenue streams

A leading software company grows its global eLearning and virtual training business with intuitive, flexible learning management

A leading software company grew its education business by 15% with the ViewCentral Learning Management System.

A global leader in infrastructure and business intelligence software focused on empowering enterprise customers with the ability to act on information in real time for competitive advantage. But that advantage demands IT expertise, especially in the face of continually evolving data center technologies. To ensure that users, customers and partners get up and running fast and continue to get the most out of its solutions, they sought a learning management solution that would help it deliver online education as a services offering.

“We used Siebel Learning for several years, but found it difficult to build our own custom class schedule and add the shopping cart functionality that would help us monetize the offering,” says the vice president of global education. “To support our vision of online training, we needed to pair the ability to host eLearning modules and live virtual classroom training with comprehensive payment and discount capabilities as well as the reporting needed to track student progress through our system.”

Switching to intuitive, hosted learning management

The company ultimately chose ViewCentral Learning Management System (LMS) to support its eLearning and virtual training offerings. As a web-based solution, ViewCentral would allow the company to offer its education services 24/7 online and on-demand—with no additional investment in hardware, software, maintenance or support. “With the ViewCentral LMS, we were able to achieve our goals on all fronts—and since it was hosted, we didn’t have to deal with any servers in the data center during deployment. Today it’s used internally by our staff and externally by our customers and partners around the world for eLearning, live online training, and knowledge assessments.”

With the ViewCentral LMS, they gained the ability to quickly add and edit classes as well as use pricing promotions to capitalize on spikes in demand for certain education offerings. “We knew we wanted our new solution to enable eLearning and virtual training as well as remote, mobile access to those offerings,” explains the vice president of global

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education. "With the easy editing and customization of the ViewCentral LMS, we streamlined our ability to get new classes to market sooner by enabling marketing and sales to update the course catalog and add discounts and promotions without IT intervention."

Empowering users to boost training sales

The company also automates online registration, links registration with payment systems, and boosts cross-selling opportunities with the ViewCentral LMS. "Previously, we had to manually enter registration data, which was time-consuming and hurt the customer experience, Now students can receive confirmation for a class instantly and their credit card is processed right away. Plus intuitive search capabilities and suggested courses encourage self-help and higher overall attendance rates."

Improving the learning experience with reporting and profiles

By enabling the company to track its users' training history, the ViewCentral LMS is allowing them to offer more personalized education experiences while offering innovative revenue streams to support the business. "Each student has a user account and can access a record of all the courses they have taken and certifications they have received, including data we migrated from our previous LMS. But ViewCentral also allows us to generate additional revenue by offering dedicated students pre-purchased training credits, which are tracked through comprehensive, itemized reporting."

The results

Following the initial deployment of the ViewCentral LMS in 2008, the company has seen its training business grow 15%. Currently, 25% of learning transactions are paid via credit card, providing faster revenue than purchase orders or check payments. The flexibility of ViewCentral allows the company to continue to add new revenue streams, like its popular knowledge assessments which were delivered over 1,300 times in 2013. And the solution's built-in automation has delivered operational advantages as well. "We eliminated many manual tasks and the errors that come from them," says the vice president of global education. "But we also grew the education business without expanding operations staff, allowing them to instead focus on customer service and new business opportunities."

More information

Learn more about the ViewCentral Learning Management System, visit www.viewcentral.com or [schedule a demo](#).

Challenge

Enable flexible global delivery of eLearning and online classes without IT intervention.

Results

15% growth in training business, 25% of learning transactions paid by credit card, and the easy ability to add new learning offerings without IT expertise.
