

Documentum: Train Without Travel

Introduction

Technological skills are best learned through hands-on experience. Toolwire provides companies with experiential learning products and services, including hands-on labs. This case study is an example of how Toolwire delivers tangible, measurable business benefits.

Documentum The Enterprise Content Management Leader

Documentum, a division of EMC Corporation, is the leading provider of enterprise content management solutions, serving more than 2,500 of the world's largest companies. With a single platform, Documentum enables people to collaboratively create, manage, deliver, and archive business content - from documents and discussions to e-mail, Web pages, records, and rich media.

Documentum's worldwide education services division delivers product education services to thousands of global partners and customers. This for-revenue group also serves as a key source of software license deployments; the more Documentum customers that are trained on Documentum applications, the more licenses the company can sell throughout the enterprise.

The Challenge - Growing Revenue in a Tough Economy

Software companies, such as Documentum, are grappling with new ways to drive demand for their products and services.

Historically, Documentum's training services, like most companies', had been delivered in a live classroom format, requiring expensive travel and employee downtime. However, with the sluggish economy and a general aversion to air travel, companies with training profit centers needed to explore alternatives to classroom training.

The Innovation - Train Without Travel

Documentum identified remote training via the Internet or "virtual classroom", as a means of achieving greater productivity and less downtime, as the best way to capture training revenues without requiring student or instructor travel. The company formulated a cost-saving initiative under a new program dubbed "Train-Without-Travel".

Documentum's classes are technical in nature utilizing the step-by-step, hands-on practice that is recognized as essential to effective learning. Hence, full remote access to instructor lectures and realistic, hands-on labs became a requirement for this new program.

Because Documentum was also very concerned about the consistency between remote and onsite training; every student in a given class needed to be exposed to the exact same lecture and lab content, regardless of the mode of training. Instructors also needed to be able to collaboratively "shadow" remote students to monitor their progress and provide assistance.



Organization

- Documentum

Business

- Enterprise Content Management

Challenge

- Provide effective alternatives to classroom training

Results

- Greater revenue and reduced costs with virtual classes featuring Toolwire LiveLabs

“By eliminating the cost and time needed to travel to a training site, Documentum's distance learning options provide all of the benefits of traditional classroom training, while helping companies make the most of limited time and resources.”

Rob Louks
Vice President
Worldwide Consulting
and Education services
Documentum

The Decision - LiveLabs from Toolwire

Documentum evaluated solutions based on scalability, reliability, cost-effectiveness, ease of instructor/student use, and performance. Toolwire's LiveLabs were chosen for the remote labs portion to meet Documentum's requirements for:

1) High Performance Accessibility

LiveLabs allowed students to access labs online, remotely from anywhere in the world and the performance was as good as or better than physical classroom delivered labs.

2) Functionality and Scalability

Toolwire provided all of the functionality that Documentum needed, including LiveLabs and instructor shadowing capabilities. Overall, Toolwire's solution was considered to be highly user-friendly, without requiring cumbersome installs or modifications. Moreover, LiveLabs were viewed as being fully scalable, to meet Documentum's planned growth.

3) Services and Support

Toolwire was seen as superior in terms of solution development and implementation services and support. Company support representatives were always available to resolve issues that arose during the proof-of-concept phase and full deployment. Toolwire was proactive and responsive, and provided very strong overall support.

The Results - Revenue Growth via Hands-On Labs

In the first eight months, more than 135 live Train-without-Travel sessions had been conducted to more than 800 students. Students surveyed in the virtual classroom ranked the lab-enabled "Train Without Travel" solution as high or higher than traditional class delivery. The performance and usability gave Documentum confidence that they could now deliver remote labs in virtual classrooms without compromising on the learning experience.

Initially, Documentum was concerned that the addition of online classes would result in a "cannibalization" of their instructor-led classroom courses. However, the enrollment rate for the instructor-led classes has remained consistent while enrollment for online classes has increased.

As a result of this program, virtual classes featuring Toolwire labs have become a large share of Documentum's training within a 12-month period. According to Becky Nelson, Delivery Manager for Documentum, "We're giving our customers more choices by offering them more opportunities to take our training when it's convenient and affordable to them. This last quarter, 15 percent of our (training) revenue overall was achieved through that (live online) delivery channel. We're headed in a direction where that figure could be potentially as much as 30 percent. That's the arc that we're on."

The "Train Without Travel" initiative has proven to be an unqualified success with Documentum's customers and partners and remote labs have helped Documentum to raise training and software revenue beyond previous high-water levels. Toolwire's labs now account for a significant portion of Documentum's overall customer education revenue stream and accordingly, Documentum has extended its commitment to Toolwire's LiveLabs.

Toolwire...because experience matters.

“ Our Toolwire experience has been a positive one. Toolwire is a high- quality, professional company. They're very committed to our success, and their expertise, excitement and enthusiasm all show. ”

Gail Schilling

World Wide Director of Customer Education

Documentum