



Outsourcing webinar training facilitation and production reduces training costs and ramp-up time for this Fortune 25 client.

Webinar coordination services reduce training costs and ramp-up time

This Fortune 25 client chose The Integrity Group (Integrity) to help them transition instructor-led training (ILT) course offerings to live and pre-recorded online seminars, or webinars. Integrity began supporting this client with a few webinars each quarter, and within one year earned the opportunity to support an average of 30 webinar sessions per quarter. Integrity's attention to detail and ability to work within the overall context of the training effort has allowed this client to focus on their proficiencies while still providing top-quality live and recorded training sessions to its personnel, resellers, and partners.

BUSINESS CHALLENGES

This client strives to lead the computing industry and uses every available opportunity to build their brand, their competitive advantage, and their reputation. For years, this client had relied on train-the-trainer techniques and various other ILT-based methods for educating their personnel, resellers, and partners. Producing leading technology is important, but being able to show customers how to use that technology for their benefit is critical. As the client focused on cutting costs, they were forced into looking at alternative methodologies to ILT. They were most comfortable with the webinar approach, but had no in-house expertise on producing webinars and no personnel budgeted to help with the production or recording efforts.

The client's business challenges included:

- Establishing webinar processes and procedures
- Transitioning to the outsourcing business model and managing the associated employee changes
- Meeting deadlines associated with the new model
- Handling the increasing workload effectively without adding to employee headcount or overall expenses
- Reducing overall training costs, including costs of travel expenses and other expenses associated with ILT
- Reducing ramp-up time for introducing new technologies to personnel, resellers, and partners

THE INTEGRITY GROUP ANSWER

Integrity was instrumental in assisting the client with establishing processes and procedures during the transition to an outsourcing business model. Integrity helped to establish quality control measures and has been responsible for producing hundreds of webinars to date. The client's trainers, content specialists, and subject matter experts can now focus on developing quality training materials and delivery techniques, without the associated administrative burdens.



*Rapid,
Economical,
Predictable*
**CONTENT
SOLUTIONS**

All of the following functions are provided by Integrity:

- Recording and editing audio and training presentations
- Preparing and administering webinars
- Creating presentations on demand (PODs) and enhancing animations
- Producing webinar advertising, marketing, and invitations
- Coordinating and facilitating webinar broadcasts
- Tracking attendee information, reporting, and archiving webinar statistics, participation, and presentations
- Providing quality assurance reviews for editing and usability

BUSINESS BENEFITS

Outsourcing webinar training facilitation and production services to Integrity resulted in a significant impact on the client's business operations.

Client benefits include:

- Decreasing setup and travel-related costs by 75%
- Decreasing anticipated delivery costs by \$1,000,000 when compared to using in-house resources
- Streamlining processes related to webinar coordination, production, and facilitation
- Enforcing quality standards for all webinar deliverables per corporate branding and style guidelines
- Reducing ramp-up time for service and sales teams on new technologies by 60% compared to ILT
- Providing PODs through the archiving process

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ABOUT THE INTEGRITY GROUP

Since 1994, The Integrity Group has partnered with our clients to deliver the highest quality business and technical documentation, corporate communications, multimedia productions, and e-learning solutions using our proprietary REP MethodologySM (Rapid, Economical, and Predictable). Our REP Methodology streamlines processes, condenses development timelines, ensures the highest quality deliverables, and delivers enhanced customer experiences, all at a substantial cost savings.

For more information about The Integrity Group, please visit www.go-integrity.com or call **1-877-955-0707**.