

TOSHIBA

Leading Innovation >>>

Toshiba America Business Solutions, Inc.

www.copiers.toshiba.com

In partnership with

MeetingOne

www.meetingone.com

Industry

Manufacturing

Challenges

- Offer low-cost, convenient web-based training
- Enhance collaboration enterprise-wide
- Reduce travel time and costs

Solution

- Adobe Connect for eLearning
- Adobe Connect for Web Meetings

Toshiba uses Adobe Connect solutions to conveniently and efficiently train sales representatives and dealers worldwide.

Results

- Reduced compliance training time by a third
- Cut Six Sigma training down from seven onsite hours to three 45-minute online modules
- Condensed multi-day training curriculum into one- or two-day events
- Made training more appealing and convenient
- Facilitated face-to-face meetings with web conferences

Systems at a glance

- Adobe Connect
- Adobe Captivate®
- Adobe Flash Player
- Adobe Presenter

Toshiba America Business Solutions, Inc.

Global provider of document solutions streamlines operations using Adobe® Connect™ software for eLearning and global collaboration

Efficient global training

With any new product release, training the user community can be an enormous undertaking. The partners and employees at Toshiba America Business Solutions, Inc. (TABS) are keenly aware that effective training is an essential component of a successful product launch, contributes to early user adoption, and fosters long-term customer loyalty.

TABS, a division of Toshiba America, Inc., is responsible for the planning, distribution, marketing, sales, and support of copiers, facsimiles, multifunction printers, toner products, and network controllers in the United States, Mexico, Latin America, and the Caribbean. With sales representatives and dealers around the world, the company needed a way to deliver high-quality, cost-effective training with minimum operational disruption.

To do this, TABS implemented a hosted Adobe Connect solution to provide dealers and employees with training and presentations on compliance issues, selling strategies, new product introductions, product instruction, and network support. "Adobe Connect opened up our training program to become an around-the-clock, one-stop education shop," says Steve Bamberger, national training manager, eLearning at TABS.

Blended learning model

Traditional face-to-face and legacy training methods, which are typically inefficient and expensive, resulted in delays in delivering timely training and product information to employees and dealers. TABS' previous outmoded web conferencing application also could not accommodate synchronous and asynchronous training and presentation needs.

After evaluating alternatives, the team chose Adobe Connect for its flexible, virtual collaboration capabilities. "Adobe Connect provided us with a huge advantage because it could incorporate Microsoft PowerPoint decks and was video compatible with Adobe Flash® Player and animations that comprise dynamic training modules," says Bamberger. "Our training has reached new levels of effectiveness and efficiency."

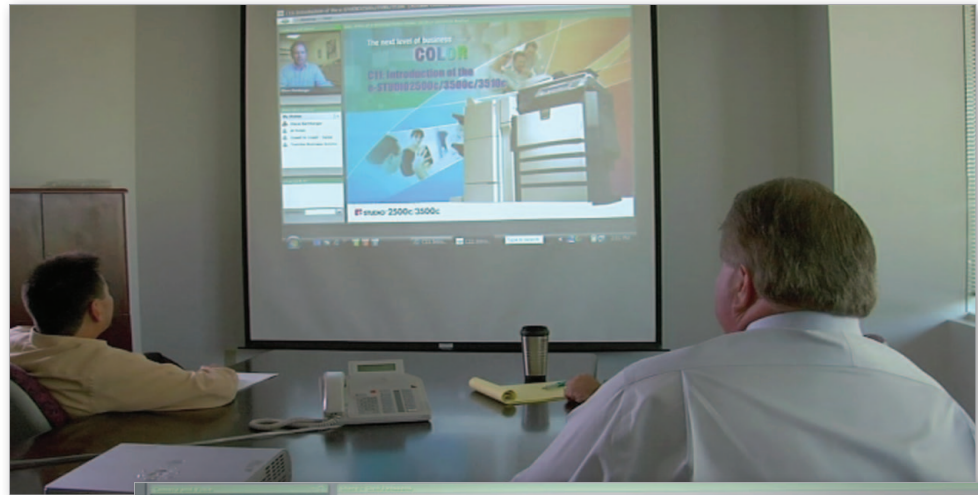
Adobe Connect also provided the ideal alternative to classroom-style learning for management who, despite having limited time for training, are required to attend and comply with Six Sigma methodology. By using the Adobe solution, what was formerly a seven-hour, instructor-led session has been transformed into three, 45-minute, self-paced online training modules.

Minimizing operational disruption

In keeping with TABS' training goals, Adobe Connect accommodates the busy schedules of its users. Employees and dealers can replay a pre-recorded online workshop from any location in any time zone, at their convenience, without sacrificing revenue-generating time in the field.

Al Sotelo, director of solutions sales for Coast to Coast Business Equipment, a Toshiba partner, appreciates the flexibility that Adobe Connect affords his organization. "With Adobe Connect, we can schedule a quick web meeting that everyone can attend, no matter where they are, and then get back to engaging with customers."

Toshiba America Business Solutions implemented a hosted Adobe Connect solution to provide dealers and employees with training and presentations on compliance issues, selling strategies, new product introductions, product instruction, and network support. Employees and dealers can replay a pre-recorded online workshop from any location in any time zone, at their convenience, without sacrificing revenue-generating time in the field.



“Adobe Connect opened up our training program to become an around-the-clock, one-stop education shop.”

Steve Bamberger
National training manager,
eLearning, Toshiba America
Business Solutions, Inc.

Since adopting the Adobe eLearning solution, TABS users are participating in an average of 10 live courses per week—sometimes up to 5 or 6 sessions a day—with attendance of training sessions reaching nearly 700 users a month. Bamberger reports that a traditional, three- or four-day training session has been cut in half by migrating a portion of on-site gatherings to both self-paced and live online delivery.

Connecting the enterprise

Departments throughout Toshiba are taking advantage of the communication and collaboration capabilities in Adobe Connect to streamline operations. The Marketing Division routinely uses Adobe Connect to introduce new product launches through live eLearning sessions, and the Human Resources Department has moved its compliance training out of the conference room and onto the company intranet, in a condensed, appealing format using Adobe Presenter and Adobe Connect Training.

In the past, it had been challenging to get 500 employees from around the country into one room for several days of compliance training. With Adobe Connect, the organization was able to distill the material down to an 18-minute online experience.

Looking back, Bamberger points to the ease of adopting Adobe Connect that won Toshiba over. “We were concerned that changing platforms would be a monumental undertaking.” But with Adobe Connect he found the migration was seamless from day one. “We didn’t receive a single call regarding technical issues or difficulty accessing the system,” he recalls. “With Adobe Connect, it’s simply a matter of notifying participants and plugging in a URL.”

Since adopting the Adobe eLearning solution, TABS users are participating in an average of 10 live courses per week. Traditional, three- or four-day training sessions have been cut in half by migrating a portion of on-site gatherings to both self-paced and live online delivery.



Streamlined content development

TABS' content developers are creating and refining the company's training materials on a daily basis to keep sales teams up to speed on new product rollouts and features. Adobe Connect has been so widely embraced by the company that at any given point in time it is open on at least half of the desktops.

The company migrated creation of all product launch pieces in-house using Adobe Connect, reducing the development time from about two weeks to about a day, at most. The pieces include voice-over recordings and some interactive, multimedia programs.

Perhaps one of the biggest benefits from a development perspective is the flexibility and interoperability of Adobe Connect that enables developers to rapidly unite multimedia components, including simulations recorded using Adobe Captivate software, under a single, integrated platform. Adobe Connect supports unique interoperability between the asynchronous and live eLearning content.

From the Toshiba dealers' perspective, integrating Adobe Connect has been enormously instrumental in growing business lines. According to Sotelo, succinct, convenient training is critical to any sales organization. "Our customers are not looking to learn," he says. "They are looking to buy from someone who already has the answers."

For more information
www.adobe.com/products/adobeconnect



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe, the Adobe logo, Adobe Connect, Captivate, and Flash are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2010 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

91029979 10/10 1.1