

The Business Partner Learning University

Introduction

Training of external business partners such as sales and service distributors is often treated as a product marketing cost. By turning this into a profitable business unit, it provides the impetus to overcome internal constraints such as the lack of dedicated knowledgeable trainers and the need to re-purpose internal content for external use. A purpose built learning system with the features of a 'corporate university' will encourage partners to pay for training as a way to add value to their business.

The Difference

Unlike traditional approaches to partner training, the Partner Learning University.

- Is run as a self-funding, profitable business unit
- Motivate participants to enroll for courses voluntarily for a fee
- Adopts multiple approaches to learning, combining traditional classroom, online and distance learning
- Utilizes both internal and outsourced trainers
- Is permanently staffed and run as a learning business

The Challenge

Transforming the existing organizational procedures from an internal training structure to an externally focused learning business require the following makeover :

- Identifying the market opportunity
- Getting management support and buy-in
- Identifying existing resources, including people, things and places
- Creating products and establishing a sales and marketing function
- A business process and systems implementation

The Solution

Web Synergies's approach is to discover the current strengths of the internal training organization, match it with the target market opportunity and then building the business processes and systems required to fill the gap. This results in a right-fit solution, as opposed to a forced-fit product requiring re-work and customization.



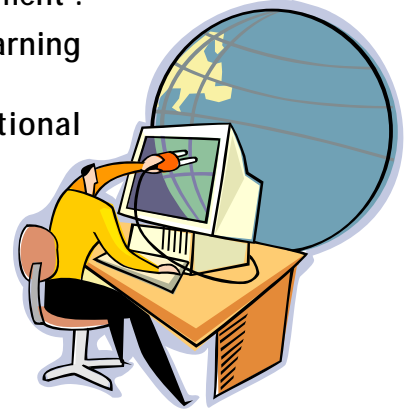
EduPortal Solution

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Deliverables

This is the broad scope comprising different phases of the engagement :

- An introductory lecture on the concepts of corporate learning universities and eCommerce
- A business planning workshop, comprising cross functional personnel
- Business process and work flow development
- Sales and marketing process descriptions
- Job definitions and description
- Operations workflow
- Systems requirements specifications
- Project planning and implementation



Experience

The experience of our professional services team include the following

- A leading full licensed bank in Asia, offering learning as a product for the public and partners
- Construction industry skills accreditation system for workers
- Industrial and safety compliance training and testing for an Asian airline
- online eCommerce of internet provisioned services

Our People

Lye Chan Loy, is the Principal Consultant of Web Synergies. Web Synergies is the leading provider of enterprise applications and eCommerce services in Southeast Asia. He was formerly the Director of Sales and Marketing of IBM Mind span Solutions, the Learning Services Division of IBM Global Services. Prior to IBM, he was a senior manager at HP and a key Asian representative of a global business process re-engineering exercise leading to the spin-off of Agilent Technologies.

Prabhu Kumar G is the Senior Consultant with more than 10 years' experience in leading project teams from business needs identification through to systems requirements definitions and implementation. Among the client projects he has led are Sony Regional Sales Management system and the Corporate Budgeting System solution.

Contact

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