

success story



BTS challenges top businesses in an e-learning competition utilizing the hp virtual classroom



 **BTS**
Catalysts for Profitability and Growth

“We took our traditional classroom based training simulations – typically delivered to a single client per training session – and we invited multiple companies to send groups of employees to compete in a virtual, e-learning tournament. The HP Virtual Classroom made it possible for participants to attend without ever having to leave their desks.”

Laurie Schragger
Account Manager
BTS USA, Inc.

a simulation-based e-learning experience

In an attempt to broaden its product offerings, BTS, an innovative international management training and consulting organization, has found a creative way to leverage its customized simulation training programs into a virtual e-learning environment. BTS is a world leader in developing and delivering workshops consisting of tailor-made business simulations. It expanded its revenue stream by providing e-learning solutions to businesses who wish to expose more employees to the workshops' experience, or have to contend with travel restrictions and budget cuts.

the virtual difference

According to Laurie Schrage, Account Manager with BTS USA, "Our traditional programs are designed to build knowledge, skills, and sharpen business acumen so clients can compete successfully in today's marketplace. Most sessions are conducted in a physical classroom setting, where groups of 25 to 30 participants experience a business simulation exercise. With the virtual tournament, we are able to offer a similar experience to many more companies by hosting the event in the virtual space. Because of the virtual setting, travel is no longer an issue. More executives within a client company can receive the same training and skills while sitting at the PCs in their own offices."

BTS utilizes the Internet to facilitate its e-learning programs via Hewlett-Packard's Virtual Classroom, a service that delivers interactive, instructor-led training online. Those attending the e-learning sessions have a similar experience to those attending a classroom setting: interacting with the instructor, communicating with other participants publicly or privately via text or teleconferencing, viewing graphics and visual aids.

The HP Virtual Classroom's advanced interactive functionality allows BTS to host its content on a secure online infrastructure, enabling participants to attend the virtual classroom from anywhere in the world via a standard Internet connection.

competing in an e-learning environment

In an effort to encourage more clients to embrace this unique training technique, BTS is challenging leading companies around the world to participate in a virtual tournament. "We invite companies to send groups of employees to compete in an e-learning competition," Schrage explained. "Our first tournament had 25 teams from about 15 different companies, all of whom competed with each other using our e-learning simulation tools."

The primary objective of the competition is to find the best way to satisfy customers and maximize shareholder value. Each team plans and executes a year's worth of business decisions in one week – four years of planning over the course of the tournament. "In one case, we had a total of 100 people in the competition," Schrage reported. "They split off into small groups and were assigned to separate breakout rooms, where they could share the simulation and collaborate to make decisions. The HP Virtual Classroom facility certainly made the process manageable."

tangible rewards

Each tournament is designed so that attendees can learn and build business skills in a realistic, fast-paced environment. In addition to the learning experience, the winning team receives \$5,000 donated to the charity of its choice. "You can imagine how competitive the tournament gets over the course of a month," Schrage said. "All participants feel it's fun and rewarding at all levels, and the winners achieve bragging rights in their industry."

industry

corporate training

challenge

- **expand its traditional classroom-training environment to an e-learning solution that clients can utilize without the need to travel**
- **facilitate the e-learning program with a true simulated classroom experience**
- **deliver a complete end-to-end online training solution**

solution

- **institute hp Virtual Classroom solution to deliver live, customized training over the Internet quickly, securely and efficiently**

results

- **BTS is now offering cost-efficient live e-learning programs to its clients and is demonstrating the effectiveness of the process through the use of e-learning tournaments**

www.bts.com

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customer at a glance:



company: BTS USA INC.

headquarters: Stockholm, Sweden

founded: 1985

telephone: (203) 316-2740

URL: www.bts.com

primary business: BTS Group is an international training and consultancy company in the field of business acumen. BTS uses tailor-made simulation models to support company managers in implementing change and improving profitability. BTS trains the entire organization to analyze and to take decisions centered on the factors that promote growth and profitability. This generates increased emphasis on profitability and market focus, and supports day-to-day decision-making, which in turn leads to tangible, sustainable improvements in profits.

Schrager noted that the HP Virtual Classroom makes the e-learning experience particularly engaging for the participant, and easy to facilitate for the group leader. "For instance, the whiteboard is a wonderful tool. We can post PowerPoint presentations on it via the file conversion software, which is really easy to use. It is effective in presenting ideas and recapping classroom activity, similar to the whiteboard at the front of a real classroom."

The virtual tournament concept has been so popular that BTS expanded from the telecommunications industry to other industry groups. Schrager confirmed that a number of clients are scheduled to host internal tournaments within their own companies, and that the HP Virtual Classroom will be utilized in each case.

"Costs are easy to manage," Schrager said. "We essentially rent the virtual classroom on an as-needed basis."

It's very cost effective for us, and the HP Virtual Classroom makes it easy to run our e-learning programs. There are designated classrooms assigned for the sessions, where I am able to leave my content. I don't have to reinstall information continuously during the tournament. When necessary, the virtual classroom software makes uploading new or revised information fast and easy."

In conclusion, Schrager stated, "The people at HP are always available for support if I ever need it. I couldn't wish for a better e-partner."

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