LARMERBROWN

Case Study:
Ashurst

When Ashurst made the decision to transition from Microsoft Office '97 to XP, their training department knew they would need to implement a comprehensive learning program to get users up to speed on the new system.

Ashurst is an international law firm based in London. With 1,500 users, offices in nine countries and six languages involved in this project, Ashurst recognised the need to incorporate a visually driven, self-service training product in addition to their classroom training, to provide their geographically dispersed employees with a Blended Learning Solution.

The Evaluation

In order to identify the best training solution for their project, Ashurst put together a comprehensive matrix to compare training suppliers and products, and developed an evaluation criteria, which included funtionality, cost and efficiency.

Through web and industry research, Ashurst learned about OnDemand Personal Navigator (now Oracle User Productivity Kit). At the end of the review process, Ashurst chose to implement ODPN for a number of reasons:

- Content development capability
- Quality of output
- Ease of deployment
- Live, in-Application Help function

"We recognised the power of OnDemand Personal Navigator's 'Try It', and more importantly the 'Do It' function, as these features allow users to access immediate assistance without having to enter an e-learning portal or access a simulated program."

Stephanie Mehanna, Head of Learning and Development at Ashurst

Technical

Content
Development

Training

The Project

Larmer Brown, a certified business partner of OnDemand Software for more than 12 years, met with Ashurst in November 2002 to identify the appropriate blend of training methods that would provide the flexibility and efficiency to deliver the results Ashurst was looking for. With a "Go-Live" date in early 2004, Larmer Brown supported the blended approach of web-based e-learning using OnDemand Personal Navigator and classroom training.

To ensure a smooth transition, Ashurst set up a separate server that mirrored their live environment and installed and tested all the products (Windows, MS Office and OnDemand Personal Navigator) before going live. Together, Ashurst, OnDemand Software and Larmer Brown were able to utilise this opportunity to troubleshoot and solve any system integration issues prior to implementation.

"What impressed us with OnDemand Personal Navigator was the flexibility and ease of use of the technology. Our past methods would have our trainers spending weeks developing course materials, but with OnDemand Personal Navigator they were able to cut that time significantly, allowing for a quick deployment of the training prgram to our global users," stated Mehanna.

The Deployment

Early in 2004, OnDemand Personal Navigator went live with the first phase of the XP rollout. It was launched to users during the classroom training. ODPN allowed Ashurst's ten trainers to record the click-by-click steps for completing tasks in the various applications within Microsoft XP.

By demonstrating procedures visually and integrating the users with the business process and technology, rather than explaining through words and screen shots, trainers were able to clearly convey the correct steps with little or no written explanation. This visual approach to training proved ideal for Ashurst's global users.

Additionally, just prior to the migration project, Ashurst had introduced a new corporate branding strategy and logo. ODPN's custom template features enabled Ashurst to integrate and project their newly adopted corporate identity to all employees.

"Because our users accessed the content from their browser, they were able to obtain support live in their document or file 24 hours a day anywhere in the world. This was especially effective because we customised the Office content to reflect our own templates and processes with the exact look and feel of our new branding," added Mehanna.

The Results

As Ashurst's training staff deployed the content internally, it took their job responsibility and functionality to the next level. By using ODPN there was a **75 per cent** reduction in content development time, in addition to the benefits realised due to the quality and functionality of content created.

"We anticipate that future costs relating to changes or updates will be substantially reduced. We are also able to send links to users to respond to their 'How do I?' questions quickly and efficiently," commented Mehanna.

"In addition to using OnDemand Personal Navigator for IT content development and deployment, we have begun using it as a container for process and working practices, notes and guidelines, which include sections on 'know-how management'. Additionally, it has proven to be a great tool for our remote users who traditionally have only received hard copy manuals," summarised Mehanna.

Pleased with the results, Ashurst are now extending their use of OnDemand Software to other third party products.