



Reckitt Benckiser needed an implementation partner who would demonstrate how they could best meet the requirements of UPK for their Accelerate Project. They chose Larmer Brown for their expertise and experience on large UPK projects.

Reckitt Benckiser is the world's number one in Household Cleaning, with a portfolio of 19 Powerbrands sold in nearly 200 countries, including Vanish, Air Wick, Finish and Cillit Bang. The organisation as it now stands was formed in 1999 through the merger of two leading household names; Reckitt & Coleman and Benckiser, and now has operations in over 60 countries, employing around 24,000 people.

The Project

Reckitt Benckiser's Accelerate Project was tasked with managing a global upgrade of their Siebel 6 CRM system (known as Summit) which provides solutions to two key User groups:

- Customer Planning for Key Account Managers to manage promotion plans and business forecasts for customers.
- In Store used by Sales Representatives (accessed via laptops or handheld devices) to track activities performed in Stores.

The Accelerate Project required a training solution that would take the two key User Groups through the new solution, with the first phase of deployment planned for New Zealand, Australia and France.

The Project had a global responsibility to deliver a comprehensive package of training materials, in English. It would then be the responsibility of each individual country to determine their local language requirements to promote accessibility among key End Users. Training would be provided by a combination of classroom training as well as self service, computer based training.

Having attended an Oracle User Productivity Kit (UPK) event hosted by Larmer Brown, UPK was chosen by Reckitt Benckiser to demonstrate key changes in Accelerate and the business processes.



Technical



Content
Development



Training

The Solution

Larmer Brown scoped out the Project together with Reckitt Benckiser's Project Team. A key benefit of Larmer Brown's approach was that the UPK Content developed was designed to support the business processes incorporating Siebel, as utilised by Reckitt Benckiser, rather than teach the functions and features of the Siebel software.

Larmer Brown's Scope Report identified that 100 topics were required. The key objective was to ensure that the topics would enable Accelerate Users to familiarise themselves with the interface, as well as navigate the key procedures, features and functions of the Siebel application.

A UPK Content Standards Workshop was delivered by Larmer Brown and prototype topics developed for approval. The Content Standards were reviewed and slightly revised during the Development phase, to ensure consistency of style and function and that the UPK outputs met the defined needs of the Accelerate Project.

A 'teaser' topic was produced to introduce the Users to UPK and highlight some of the new features in Accelerate. The decision was taken not to use the term UPK and the topic was published as 'Accelerate Interactive Training Demo'. The link to a published Player version of the topic was sent out with one of the Accelerate communication bulletins.

Larmer Brown's Development Team began work on site in February 2010. In addition to the UPK Player output with agreed customisations, Instructor Manuals and Training Guides were published to facilitate Workshops for both Customer Planning and In Store Users.

The Challenges

The Team initially started the Development work before the solution was stabilised. Although some Content was created, the majority of topics could

not be captured as the Siebel system wasn't providing the correct data for UPK topics to be created. The decision was therefore taken for the Development Team to roll off site until the system was ready.

Prior to the Project being restarted Larmer Brown made the decision to assign a UPK Project Manager to co-ordinate the work for the Team and be an on site contact for Reckitt Benckiser. The Project Manager was also well placed to facilitate communication with the SMEs. This overcame the challenge of the reduced development phase due to the unforeseen roll off at the beginning of the Project.

The UPK Project Manager re-scoped the topic list to ensure that accurate timelines and a schedule for each SME were in place. This re-evaluation of the workload overcame the time issues and meant that the Project was still delivered on time and within budget.

The Outcome

Larmer Brown handed over the Project in July 2010 with 92 topics developed and published in the customised UPK Player, Instructor Manual and Training Guide outputs.

Throughout the Project Larmer Brown worked closely with the Accelerate Project Team and the SMEs to ensure that all the necessary skills and information were transferred to Reckitt Benckiser to facilitate ongoing support of UPK and the Content developed.

The material created by Larmer Brown has been utilised, in parallel with live system demonstrations, to train all Users that Accelerate has been deployed to so far. At this stage at least ten separate classroom events have been hosted using the Content, in addition to all Users having real-time access to the Content whenever they need it.

Case Study: Reckitt Benckiser

Paul Sexton, Global Solutions Programme Manager at Reckitt Benckiser, commented:

“Reckitt Benckiser is very pleased with the UPK Content and the involvement of Larmer Brown in the creation of this material. We are particularly impressed with the speed at which topics can be pulled together and, once created, the number of different re-uses we get from each recording.”

The Future

The approach, solution and Content provided in this initial phase of the Accelerate Project have brought real business benefit to Reckitt Benckiser and will also act as a foundation for further phases of this Project and indeed future projects based on UPK.

In summarising the overall success of the Project, Paul Sexton added,

“Since deploying UPK for our Siebel solution (Accelerate) we have already utilised the same process for training all employees to use our PeopleSoft solution. With this programme we have set a new standard for User training at Reckitt Benckiser and we expect all future global solutions to be delivered following this approach.”

“Over the coming months we will see our UPK Content translated to multiple languages, starting with Spanish in Q1 2011.”

“As further solutions deploy training content with UPK we expect to see a single training portal delivering a ‘one-stop-shop’ for Users to obtain information on any system they require.”

About Larmer Brown

Larmer Brown offers a portfolio of products and services to support clients through each phase of their system implementation or upgrade. Our offerings accelerate each stage of a project, including Change & Communication, process mapping, user acceptance testing, training and support, to ensure that our clients’ risks are minimised and the benefits are realised.

Larmer Brown is an Oracle Gold Partner. We are also a Reseller and Services Partner for dominKnow Learning Systems and ENGAGE, and a Services Partner for CA Technologies.