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Corporate Learning Systems customers learn and save with e-learning on demand

Customer: [Corporate Learning Systems](#)

"We offer hosted solutions because our customers want e-learning without risk. Now with the Lotus Learning Management System and Lotus Virtual Classroom, we can enable them to use the latest e-learning technologies in a convenient, cost-effective solution that lets them get started very quickly."

- Alex Moulder, Managing Director

Challenge	Must respond to customer demands for the latest and best learning tools and services in order to maintain competitive edge
Why On Demand?	A growing number of businesses and government customers want hosted solutions that let them get the benefits of e-learning without investing in an infrastructure
Solution	A powerful, reliable, and scalable e-learning infrastructure that enables on demand e-learning, saving customers time and money and boosting the CLS competitive position
Key Benefits	100% revenue growth for past three years; fast corporate growth; rapid provision of e-learning to customers via hosted solutions; flexible e-learning solutions that meet the needs of new customers

Staying ahead of the game in today's environment requires not only providing customers with superior products and services but also helping them to lower their costs.

In line with this dictate, Corporate Learning Systems (CLS), Australia's leading provider of e-learning solutions and services, must bring the latest and most powerful e-learning technology to bear on its customers' learning challenges, while also meeting customers' growing needs for on demand e-learning via hosted solutions. Hosted solutions enable customers to adopt e-learning without investing in complete e-learning environments, saving them money. However, providing these solutions requires CLS to create and maintain a powerful e-learning infrastructure in order to compete against much larger ISPs and telecommunications providers.

CLS made a corporate commitment to IBM e-learning in 1995 – back when the idea of online learning was still in its early days. Its early leadership in e-learning has paid off with revenues that double annually, fast organizational growth, and top-tier clients such as the Australian Federal Police, MGI Meyrick Webster, and ADI Limited. To remain an e-learning visionary, CLS must continue to expand its solutions to meet ever-increasing customer expectations.

On demand e-learning is the answer

To provide fast roll-out of e-learning solutions, CLS offers hosted solutions based on IBM Lotus Learning Management System (LMS) and IBM Lotus Virtual Classroom. "These next-generation solutions let organizations deliver e-learning faster and easier than if they had to create their own in-house infrastructure," says Alex Moulder, Managing Director of Corporate Learning Systems. "With these powerful hosted solutions, our customers can deliver on demand e-learning in an extremely fast, cost-effective manner."

With a hosted solution, CLS customers can create and load content, control security, govern access, and manage users. Customers can take advantage of tracking, management, and reporting capabilities of the Lotus Learning Management System. With the Lotus Virtual classroom, customers can also tap the capabilities of virtual online learning. The combination of the two applications provides access to, self-paced content, asynchronous and synchronous collaborative learning, and management of traditional classroom-based instruction.

CLS provides rapid implementation, trains key staff, manages the applications and servers, and even integrates the e-learning solution with back-end systems – such as SAP and other systems containing employee information. CLS charges by the number of learners and the minutes spent learning. This cost-effective variable pricing model provides a strong incentive to CLS customers to choose a hosted solution.

Building a business with IBM e-learning solutions

CLS has made IBM Lotus LearningSpace a central technology since the company's start in 1994, when it evolved from a systems integrator to an e-learning specialist organization. "We evaluated all the e-learning technologies available at the time," recalls Moulder. "Plus we considered the overall commitment to research and development, as well as whether the vendor was in the business for the long-term. Clearly, we're glad we decided to go with IBM, and the latest e-learning products offer powerful proof that we made the right decision. Our company – and our customers – know that we'll be getting robust technology from IBM now and far into the future."

Meeting customer expectations

From the beginning, CLS has had to invest in staying at the forefront of e-learning technology. While large ISPs might offer e-learning as a sideline, it has always been the core of CLS and this sole focus on e-learning is a major competitive differentiator. "Our customers expect that we'll have the latest and best possible learning tools," says Moulder. "They look to us to test, use, and fine-tune e-learning technologies – and to offer the solutions and services to will help them to benefit from e-learning." For example, CLS helped the Australian Federal Police implement Australian Federal Police Online Learning (AFPOLL) – an extensive e-learning environment to train its officers.

The next generation in e-learning is here

Moulder sees the latest generation of IBM's e-learning solutions as a major step forward. "The IBM Learning Management System is fantastic," she says. "It integrates all the elements necessary for a complete e-learning environment – including workflow, management tools, reporting, content authoring, and more." Multi-lingual capabilities are particularly important to CLS, which has many international customers. With the LMS, it can offer different languages without requiring separate servers.

Moulder is equally enthusiastic about the Lotus Virtual Classroom, which lets learners interact with each other and with instructors in a realtime online environment. "We've had quite a bit of interest in virtual classrooms on demand from our customers," she says. "Customers who want to offer virtual classrooms can test the concept by using our hosted services. If they like the results, we can help them establish their own e-learning infrastructure – or continue to host it for them. It's a safe, staged approach that our customers really appreciate."

On Demand Benefits

- 100% revenue growth in 3 years due to IBM e-learning solutions
- Greater customer satisfaction from cost-effective hosting and pricing models
- Continued market leadership and competitive advantage against less specialized ISPs
- Ability to attract new small and medium-sized business prospects
- Hosting model enables international marketing of CLS solutions and services
- Reliable e-learning infrastructure provides scalable, reliable platform for future growth in on demand e-learning

On demand e-learning makes business sense

Hosting IBM e-learning solutions enables CLS to meet the evolving needs of the marketplace – and to target new prospects in Australia and beyond. CLS has found a growing need for on demand e-learning – the ability to set up e-learning environments or virtual classrooms on an *ad hoc* basis for a specific project, such as a product launch. "With these new hosted offerings, we're able to attract small and medium-sized businesses that may have been considering e-learning, but just can't invest in an e-learning infrastructure. Now they can use e-learning to help their businesses grow."

Offering hosted solutions also lets CLS expand beyond Australia into other Asia Pacific and international markets. After all, hosted solutions can be delivered *anytime, anywhere* – a capability that has made CLS a 24-hour operation with a growing number of customers in the U.S. and Europe that appreciate CLS's expertise and cost-effective approach to e-learning.

Tapping the benefits of on demand e-learning

The tangible business benefits of offering hosted, on demand e-learning solutions are clear to CLS – higher revenues, more opportunities for organizational growth, and an expanded group of prospects throughout the world. “We’ve always been ahead of the game,” says Moulder. “Now with hosted solutions, we can bring our customers a comprehensive set of services and bundled solutions that cover all aspects of e-learning – including technical, organizational, and other key considerations. We’ve got more marketable offerings that ensure that our customers can find the e-learning solution and approach that best matches their needs.”

CLS customers also benefit from the on demand approach, that enables them to approach e-learning in a risk-free, controlled manner. They can do proof of concept testing, ensuring that e-learning is the right approach for their learners. CLS offers both the IBM Learning Management System and IBM Virtual Classroom as both hosted *and* implemented solutions – letting customers choose the approach that works for them. As their needs change, customers can bring e-learning into their organizations in a gradual manner that saves money, reduces disruptions, and lets them integrate e-learning seamlessly into their environments.

Key Components

Software

- IBM Lotus Virtual Classroom
- IBM Lotus Learning Management System
- IBM Lotus LearningSpace
- IBM Universal Database DB2
- IBM Tivoli

Operating Environment

- Linux and Microsoft running in a mixed environment that includes IBM xSeries and iSeries servers

Creating a reliable, robust infrastructure

Hosting solutions for clients around the world requires that CLS offer the best, most reliable infrastructure for e-learning. Testing and finetuning its software offerings is just one aspect of the infrastructure. CLS has also created a robust environment of more than 45 servers that let it provide e-learning to thousands of learners throughout the world in an extremely reliable manner.

Clearly, reliability and scalability are the key concerns. “Our customers in Australia are very demanding, and don’t tolerate mistakes or downtime,” says Moulder. “We run a mixed environment predominantly on Unix/Linux platforms because of their reliability, scalability and performance,” says Moulder.

Its five-member technical team must ensure that the total CLS infrastructure is as reliable as possible. After all, maintaining the CLS reputation for high-quality services relies on its ability to provide e-learning anytime, anywhere. CLS uses IBM Tivoli software for monitoring, data storage, and back-up – helping ensure that its e-learning infrastructure is always operating optimally.

Meeting the evolving needs of the market

CLS sees the latest generation of IBM e-learning solutions as crucial to meeting the needs of a maturing marketplace. “The latest e-learning solutions are more powerful and complete than ever,” says Moulder. “They can help businesses meet the growing need for effective – and cost-effective – training. With the Lotus Learning Management System and Virtual Classroom, as well as our hosted offerings based on these solutions, the time is right for organizations of any size to consider how e-learning can help them learn and grow.”

As CLS moves ahead, it anticipates that its hosted offerings will attract new customers throughout Australia, Asia/Pacific, and in the U.S. and Europe. “On demand e-learning really makes sense in the current business environment, and we look forward to continuing to provide the best possible mix of solutions and services that make it happen,” says Moulder.

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