Extend Your Learning and Training Offerings to Reach a Broader Audience

The Best-Run Businesses Run SAP™

Capitalizing on new opportunities to meet key business needs

The benefits of employee training and development are well documented. By sharing knowledge and nurturing talent, you gain a more competent, qualified, engaged, satisfied, and productive workforce. With SAP® Learning Solution, option for the extended learning community, you can take these benefits to a new level by reaching an external audience with learning tools and material.

The option helps you manage and deliver training to a broader audience including people outside of your organization. You can use it to capitalize on new opportunities and address key business needs by transferring knowledge to learners in the extended enterprise. The option simplifies the creation and sharing of content to keep partners and suppliers up-to-date on products, policies, and compliance requirements. It also opens a revenue stream by targeting a new or external customer base.

By leveraging a common infrastructure for both internal and external learners, the option reduces your total cost of ownership. It integrates with the SAP ERP application to streamline back-end processes and help ensure consistent data quality. The interface is intuitive and configurable to meet the requirements of your company and your external learners. And you can accomplish all of your training tasks in one environment while your learners benefit from timely and relevant information.

Providing tangible value in diverse industries and scenarios

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Supporting different learning methods and styles

Figure 1: Support for key roles in the learning community

How it works

Figure 2: Key process framework

SAP Learning Solution, option for the extended learning community, helps you strengthen relationships with your customers and business partners. It helps meet training needs in various scenarios so organizations can beat the competition and increase market share.

- Regulated industries such as oil and gas and mining need to train external contractors in compliance-specific topics like security, health, and safety protocols and track and monitor training for auditors or managers.
- In the automotive industry, services firms are training technicians on complex diagnostic products to enable high service and quality levels. Car manufacturers are training dealers about new car models and how best to sell them.
- Consumer product companies often provide e-learning as an after-sales service to reduce support costs and as a value-add for their products.
- In healthcare, patients are being trained about prevention or after-treatment techniques for improving recovery, and doctors must be trained on analysis and the use of diagnostic tools.
- In the media, publishing houses are placing more focus on training via e-learning or classroom training as a way to increase revenue.
- Many organizations work with channel sales, like finance and insurance, and must inform independent agents about new products and updates to existing products.

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With SAP Learning Solution, option for the extended learning community, you can create an online portal to provide, sell, and promote learning offerings. It can be applied to business-to-consumer (B2C) scenarios for all external learners and business-to-business (B2B) scenarios for company learners. You can offer a personalized experience and convenient self-service functions for different user roles (see Figure 1 on the next page) and provide access via codes or e-vouchers.

The option supports different learning methods such as traditional classroom, virtual classroom, and e-learning. You can also bundle courses to sell e-learning libraries via subscription. The built-in SAP Web Channel Experience Management application simplifies the configuration of an intuitive Java-based interface. Modify it as you please to reflect your corporate identity by using a preferred design or colors for different catalogs. The application simplifies the setup of e-marketing and e-commerce processes. It provides recommendations, promotions, and advertisements so you can increase the consumption of training.

People learn differently. Tailor your learning environment with a configurable interface so you maximize the effectiveness of your training program.

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Role	How they use the software	Scenarios
External learners	Access a portal that you have configured and search, book, and buy courses or events. From the portal, external learners consume e-learning materials, take tests, discuss and rate courses, and write comments.	• Business to consumer • Business to business
Learning managers	Plan, manage, book, and approve training activities for fellow employees. Learning managers track learning progress and the consumption of licenses, and can maintain user profiles.	Business to business

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Role	How they use the software	Scenarios
Company administrators	Manage company profile data. Your company administrators can establish, maintain, and approve external learner relationships and can review sales information and reports.	Business to business
External instructors	Review detailed course information in an instructor portal. External instructors can also follow up on courses with participants to confirm participation or transfer qualifications.	• Business to consumer • Business to business
Operations employees	Maintain the training catalog. Operations employees are responsible for maintaining course catalogs, tracking participation, invoicing, billing, payment administration, pricing, and discount administration and reporting.	• Business to consumer • Business to business

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SAP Learning Solution, option for the extended learning community, supports key processes in the learning environment from training planning, preparation, and delivery to learner lifecycle management and payments and analytics (see Figure 2 on the next page).

It works like this. An administrator creates the learning asset, whether it's a course, a virtual classroom, or an online test, and specifies if it should be available to internal or external learners. Next, the administrator creates a product catalog (for external learners), maps it to customers or countries, and can customize it with settings like discounts and payment options. The catalog is then published to the learning portal.

Users can access the catalog after registering directly or through a learning manager (in a B2B scenario). Course offerings are offered based on the user's profile. Learners or managers select the courses to attend, payment information is captured, and confirmation is sent to the learner. The course is then available, and participation and payment information is tracked and integrated with back-end processes.

Connect with your partners and customers by consolidating all the learning tools and information they need in one Web-based location.

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Process	Features
Training planning	• Resource planning • Capturing of training needs
Training preparation	• Training catalog management • Event-based learning • Non-event-based learning (e-learning) • Bundles (curriculum, subscription, and mix and match)
Membership management	• Learner registration and profile maintenance • Company registration and profile maintenance
Learner lifecycle management	• Promotions and recommendations • Booking • Purchases (credit card, prepayment, or invoice) • Compliance management • Learner activity tracking
Delivery	• Rating and comments • Integration into collaboration platforms • Informal learning recording • E-learning and online tests
Finance and payment	• Access code and e-voucher management • Customer-specific discounts • Invoicing and payment • Internal cost allocation and billing recording
Analytics and operations	• Reporting • Analysis

Bringing value to your business

When you choose SAP Learning Solution, option for the extended learning community, both you and your network of partners and customers can benefit. Here's how.

For organizations with an on-premise, dedicated learning environment based on SAP software, you can leverage this investment. By extending your learning environment to external partners and customers, you can capture market share and open a new revenue stream. Integrated functionality enables you to reduce your support efforts and help ensure consistent data quality. Built-in e-commerce and customization functionality simplifies the setup and configuration of your learning portal. SAP Learning Solution, option for the extended learning community, supports the same best-practice business processes used by the SAP Education organization.

By offering training to external target groups, you help ensure your extended community complies with legal regulations for your industry. You can also help ensure the quality of your products and services by extending learning offerings across the supply chain for contractors, suppliers, dealers, channel partners, and clients. And you can use the option to accelerate the rollout of new or changed products and services to your channel partners or to provide training as an after-sales service to improve customer retention.

Summary

- Manage and deliver learning to a broader audience
- Simplify the creation and sharing of content
- Use the same infrastructure for both internal and external learners
- Extend existing learning environment and integrate with the SAP® ERP application
- Leverage an intuitive and configurable interface and built-in best-practice support and e-commerce functionality

Objectives

- Transfer knowledge to capitalize on new market opportunities and address key business needs
- Keep partners and other external audiences up-to-date on products, policies, and compliance requirements
- Open a new revenue stream by marketing to a new customer base
- Leverage existing learning assets to reduce total cost of ownership

Solution

- Provide, sell, and promote learning to an extended community
- Provide self-services for different roles via external front ends
- Track and monitor completion of training courses
- Automate processes for registration, booking, billing, and correspondence

Benefits

- Help ensure compliance with legal regulations and quality assurance
- Accelerate and simplify product rollouts and improve customer and partner adoption
- Reduce customer and partner training costs as well as increase its revenue and profitability
- Run external learning activities as a profit center

Learn more

To learn more, call your SAP representative today or visit us online at www.sap.com or help.sap.com/xlso.

CMP18430 (12/04)

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