



Learning Leaders® 2010

Lessons from the Best

Adobe Systems

Bersin & Associates

April 2010



The Bersin & Associates Membership Program

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The **Bersin & Associates Learning Leaders Program** is a research-driven program designed to recognize innovation and excellence in critical areas of corporate training and talent management. Bersin & Associates recognizes up to 25 organizations that have developed and implemented unique and innovative approaches to learning and development, resulting in significant business improvement. Winning organizations and their learning programs are showcased in a special awards issue of *Elearning!* magazine, the media partner for the Bersin & Associates Learning Leaders Program. Winners are also featured in a follow-on report by Bersin & Associates, incorporating the best practices, findings and observations collected during the judging process. Adobe Systems has been recognized as a “Learning Leader” in the category of Vendor Innovation and Talent Management.



Adobe Systems

With a reputation for excellence and a portfolio of many of the most respected and recognizable software brands, Adobe (www.adobe.com) is one of the world's largest and most diversified software companies. Adobe's award-winning software and technologies turn digital interactions into richer, high-value experiences that reach across computing platforms and devices to engage people anywhere, anytime.

Adobe Connect is an integrated web communications solution that enables live, interactive web meetings, virtual classes, on-demand presentations and courses, and group collaboration. Adobe Connect allows sharing of a wide range of content, including Microsoft PowerPoint slides, live and recorded video, Flash content, live screen sharing, application sharing, audio, and multiuser text chat.

How it Works

Adobe Connect's interface and interactive tools help participants learn and retain content from virtual classes and self-paced courses. Adobe Connect is a very lightweight solution that removes the common barriers to e-learning by giving learners instant, easy access to courses and virtual classrooms. All that is required is a web browser and the Adobe Flash Player, already installed on virtually all Internet-connected computers. Learners click on a URL—no downloads or plug-ins required—to work through self-paced courses.

With Adobe Connect, organizations can quickly design compelling courses with templates and a library of content, teach more effectively with instructor management tools, and track learner progress to make sure the e-learning is actually achieving its goals. Course management features include enrollment tools, automatic learner notifications, and custom report features.

Customer Impact

Customer examples demonstrate how this platform can be leveraged to improve a learning organization's (1) overall efficiency, (2) ability to meet time-critical needs, and (3) capacity to support informal on-demand learning.

Constellation Brands, a leading international producer and marketer of more than 250 alcohol brands, enhances staff training and strengthens relationships with growers and winemakers, sales channel, and customers using Adobe Connect to build and deploy a global, on-demand training program.

Previously, training programs were based on a costly, time-consuming, classroom training model. New employees were flown to California's Napa Valley for a week of on-site training, which in large part involved employees sitting in classrooms and viewing lectures with PowerPoint presentations.

After researching web conferencing solutions, the company decided to adopt a hosted solution of Adobe Connect. The interface allows non-technical wine experts to develop courses in-house using familiar tools like PowerPoint and then use Adobe Presenter to deliver that content to Adobe Connect.

The company initially deployed only recorded courses online. Today, with approximately 850 employees and partners actively engaged in online training, the company is blending a series of live Adobe Connect presentations into its learning model. Live sessions with experts are recorded and then made available to people worldwide, helping ensure consistent delivery and wider distribution of expert knowledge inside and outside the company.

Adobe Connect is also used for weekly production meetings, sales team meetings, and brand manager presentations—streamlining administrative workflows and increasing employee productivity.

Leading retailer **Borders Group, Inc.** trains its global workforce using interactive Adobe Connect modules as the foundation for e-learning. After benchmarking other solutions, the company opted to use a combination of Adobe Connect and Adobe Presenter software.

Previously, Borders relied on field personnel to deliver face-to-face training. New employees often had to wait for a trainer to be in their areas or travel to attend a scheduled session. The company wanted to limit travel budgets and the time employees spent out of stores. The team also wanted to ensure that employee training was consistent and in alignment with the Borders brand.

Results are evident in the metrics. In less than 14 months, nearly 85 e-learning modules on operation skills, sales training, and management skills were rolled out company wide. Borders reduced its field training staff from 55 to 30, saved hundreds of thousands of dollars in time and travel expenses, and redeployed former field trainers to in-store jobs.

New employee training has been shifted to store managers, who use features within Adobe Connect to gauge employee completion of operator training as well as customer interaction, sales skills, and other training modules. Every learning assignment includes a hands-on component to guide users through in-store skills, which store managers can readily oversee.

The net cost benefit of adopting Adobe Connect amounts to more than \$4 million in savings over a three-year period (an impressive return on investment of 651%), with a positive cash flow achieved in just two short months.

The savings are comprised of a combination of hard dollar savings and productivity gains. For instance, Borders is reducing travel costs associated with in-person training and meetings by 90%. The cost of printing and collating hard-copy materials provided for in-person training has been reduced by 90%. Facilities costs associated with in-person meetings and training sessions have also been reduced by 90% using Adobe Connect.



About Us

Bersin & Associates is the only research and advisory consulting firm focused solely on *WhatWorks*® research in enterprise learning and talent management. With more than 25 years of experience in enterprise learning, technology and HR business processes, Bersin & Associates provides actionable, research-based services to help learning and HR managers and executives improve operational effectiveness and business impact.

Bersin & Associates research members gain access to a comprehensive library of best practices, case studies, benchmarks and in-depth market analyses designed to help executives and practitioners make fast, effective decisions. Member benefits include: in-depth advisory services, access to proprietary webcasts and industry user groups, strategic workshops, and strategic consulting to improve operational effectiveness and business alignment. More than 3,500 organizations in a wide range of industries benefit from Bersin & Associates research and services.

Bersin & Associates can be reached at <http://www.bersin.com> or at (510) 654-8500.

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