

Promega Corporation

Global biotechnology company uses Adobe® Acrobat® Connect™ Professional solutions to cost effectively create and deliver high-quality training courses

Promega Corporation

www.promega.com

Industry

Life Sciences
Biotechnology

Challenges

- Reduce training expenses
- Accelerate creation of training courses
- Blend web tutorials with traditional classroom training programs
- Meet ISO requirements

Solution

- Rapid eLearning and training
Adobe solutions enable Promega to cost effectively create and deliver high-quality training courses to staff and partners worldwide.

Results

- Reduced training costs
- Shortened development time for new training courses
- Eliminated need for separate learning management system
- Increased access to tutorials
- Supported goals to offer timely, accessible training to staff

Systems At A Glance

- Adobe Connect Enterprise Hosted 6
- Adobe Acrobat Connect Professional
- Adobe Captivate
- Macromedia® Flash from Adobe
- Adobe Photoshop CS2
- Microsoft® Windows® XP Professional

Advancing scientific research

Promega Corporation is a worldwide leader in providing innovative solutions and technical support to the life sciences industry. The company's 1,450 products enable scientists worldwide to advance their knowledge in genomics, proteomics, cellular analysis, molecular diagnostics, and human identification. Founded in 1978, the company is headquartered in Madison, Wisconsin with branches in 12 countries and 54 global distributors.

Continuously striving to help researchers reach their goals faster and with greater success, Promega launches a new product every two to three months. Approximately 250 company staff and key partners worldwide—including the sales force, technical support scientists, and distributors—need to complete scientific tutorials designed to provide basic training on every new release.

Promega selected Acrobat Connect Professional and the Adobe® Connect™ Enterprise applications to add web-based training to its classroom and to potentially reduce the high cost of travel to its biannual training sessions at its Madison headquarters.

“The Acrobat Connect Professional Training solution enables us to move our training from the classroom onto the web,” says Rick Salatino, manager of scientific training. Advanced training courses continue to be held in Wisconsin, but all basic training is delivered using Adobe Presenter. Promega's diverse, global workforce can access the tutorials anytime, regardless of time zone or browser—without launching any separate applications or wasting time waiting for special downloads.

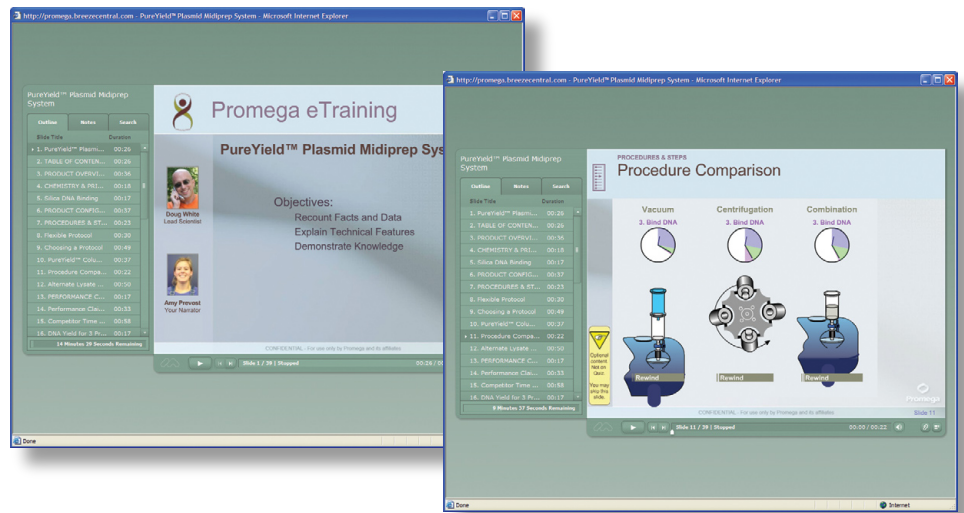
Keeping costs in check

The ease of using Acrobat Connect Professional training solutions and the fact that it only requires that a user have Adobe Flash® Player, make the blended learning model ideal for Promega from a cost perspective. With limited resources and a training department that consists of only four people, Promega opted to deploy the Adobe Connect Enterprise Hosted 6 solution. “The hosted solution gives us continual access to the latest releases of Acrobat Connect Professional and Adobe Connect, and it reduces the demands on our IT department for server administration and maintenance,” says Salatino.

In addition to Adobe Presenter, the company uses Acrobat Connect Professional to streamline real-time communications throughout its global workforce—further leveraging the power of the integrated package.

“One of the most compelling things about the Acrobat Connect Professional Training solution is that it provides multiple solutions in a single package,” says Salatino. “Other products, like WebEx and Ventura, offer bits and pieces of a training platform. With Acrobat Connect Professional and the supporting Adobe Connect applications, we have a learning management system, a rapid production platform, and a great delivery system all in one.”

Promega relies on the Adobe Acrobat Connect Professional Training solution to deliver important training modules to its global workforce and partners. Each tutorial consists of about 25 slides, including a product overview, molecular mechanism procedures and data, and a quiz as well as graphics created in PowerPoint and Flash content depicting molecular-level animations. This hosted solution helps ensure that staff and partners can access the tutorials anytime from anywhere.



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Manager of scientific training,
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Cost-effective in-house multimedia development cycle

New training modules are released every two or three months as Promega introduces products into the marketplace. Because Promega’s training staff is small, production speed and ease of development are critical components of a smooth new product launch.

Each tutorial consists of approximately 25 slides, including a table of contents, a product overview, molecular mechanism procedures and data, a list of resources, a summary, and a quiz at the end. Presentations include multimedia graphics created in Microsoft PowerPoint as well as Flash content depicting molecular-level animations. Instructional developers work seamlessly with subject-matter experts to create modules in weeks, not months.

“Previously, the production process was significantly more time-consuming, expensive, and cumbersome,” says James Lloyd, media and distance learning developer at Promega. “Now that I know Acrobat Connect Professional solutions, it’s difficult to consider using anything else.”

In addition to the Flash Player and Acrobat Connect Professional, the Promega training staff relies on other Adobe products to integrate graphics and multimedia content into training modules, including Adobe Photoshop® CS2 to edit images and Adobe Captivate™ to demonstrate simulations.

Learning management system

When Promega became ISO certified, staff needed to track content owners, collect data, and keep records of what training sessions each employee attended. The Adobe solution allowed the IT department to do all of this, avoiding the need to purchase, implement, and administer a separate, expensive learning management system.

“By using Adobe Connect Training to handle our ISO training requirements, we avoided the burden of investing in a parallel system and hiring someone to administer it,” says Salatino.

With its ease of use, rapid development capabilities, and ubiquitous Flash delivery system, Adobe Connect Training enables Promega to transform and streamline many of its traditional classroom training programs into cost-effective, readily accessible e-learning courses.

For More Information

www.adobe.com/products/acrobatconnectpro/

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