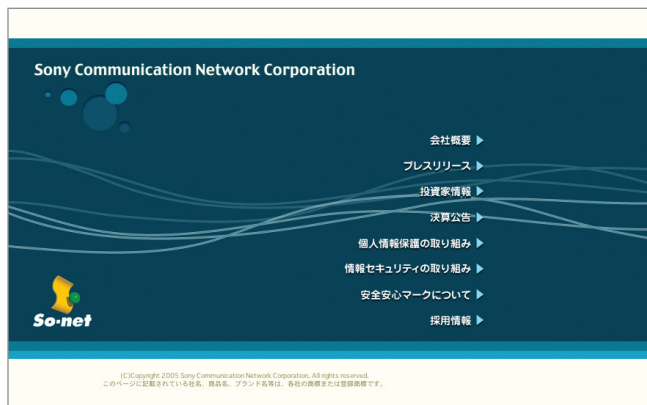


CASE STUDY

Sony Communication Network Corporation

Employee training and results tracking reach new levels of accuracy and efficiency with Macromedia Breeze™.



Customer Profile

Name:

Sony Communication Network Corporation

Industry:

Technology and Telecom

Location:

Tokyo

Size:

1,700 employees

URL:

www.so-net.ne.jp/

Technology Solutions:

Macromedia Breeze

The Organization

Sony Communication Network Corporation (So-net), is a leading Japanese Internet service provider. So-net also provides content for broadband online gaming, music, and shopping.

The Challenge

Since 1996, So-net has delivered comprehensive in-house training programs on information security. However, the organization's traditional classroom methods left much to be desired. Test results and knowledge retention were not being tracked. Trainers were scoring written tests by hand, with no tools to analyze the results. The organization had content owners without e-learning design skills and designers who were unable to quickly produce good online courses. Outsourcing content development was an expensive option and invited security breaches. Classroom training was time and labor intensive. Previous attempts at on-demand training failed because they were too complicated and cumbersome. So-net had all but given up on e-learning—until they discovered Macromedia Breeze.

The Solution

So-net began using Breeze to deliver and manage its online training programs and has redefined the way the company trains its employees. Breeze empowered non-technical professionals to use Microsoft® PowerPoint® to develop rich, engaging e-learning content that could be easily delivered and analyzed online.

So-net's 1,400 employees no longer sit in classrooms; they log onto interactive, web-based seminars. "When I saw that you could transform reference materials in PowerPoint to Flash® format in Breeze, it made me think that even I could use it," said Nagamasa Kato, compliance division, So-net. "Since our content includes confidential documents, we did not like the idea of outsourcing content development. Once I realized that Breeze eliminates the skills barrier for content creation, I did not hesitate to adopt it."

(continued)

“With Breeze, we redefined our internal training program, freeing our instructors and participants from the classroom into cyberspace.”

Nagamasa Kato
Compliance Division
So-net

The Results

So-net recovered its investment in Breeze in just three months. Breeze saved approximately 10 million Japanese yen (\$83,333) by enabling the organization to develop content for four courses in-house as opposed to outsourcing development. Participants no longer spend time and money traveling to classrooms. Course administrators do not have scheduling headaches. Instructors no longer stuck in a training room for nearly 50 hours conducting a series of seminars.

Replacing conventional paper-based knowledge retention tests, Breeze provided web-based, point-and-click simplicity to seminar attendees. Average time required to complete post-seminar tests was halved from 10 to five minutes. Instructional designers were able to add more test questions, providing a deeper understanding into knowledge retention.

Kato, who conducts over 30 90-minute sessions in a three-month period, is also responsible for scoring and logging attendance. Previously, scoring tests and logging attendance took him a week to complete. With Breeze, it takes him less than a day.

Breeze eliminated the labor and effort involved in collecting test papers from approximately 1,600 employees, a cumbersome task for seminar leaders of each company division.

“For those of us who run training programs, saving time is crucial. Macromedia Breeze enabled us to reduce one-day tasks to one-hour tasks. The test result management system in Breeze allows me to easily pinpoint participants’ weaknesses,” said Kato. He also points out that there were some surprises in the test results. “Some questions we thought were easy showed low success rates. We adjusted training content right away.” By constantly refining their training program, So-net can eliminate blind spots in the field of information management and keep employees up to date with pertinent legal regulations.

Benefits Summary

- Significantly reduced content development costs, while bolstering security
- Breeze paid for itself in first three months of use
- Reduced scoring and analysis time from one week to one day
- Allows content to be frequently updated cost-effectively
- On-demand, interactive, self-paced format significantly increased knowledge retention

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