

E-Learning

Case study of Totem's work for Tivoli Systems

Client Tivoli systems is owned by IBM and is a global leader in systems management software. In fact 96% of Fortune 500 companies use Tivoli products and services to efficiently manage their enterprises.

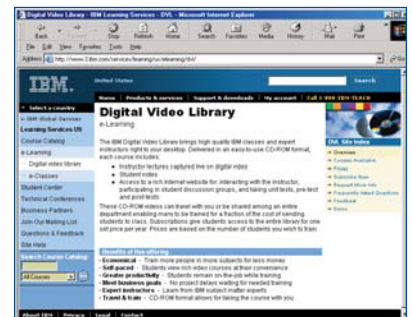
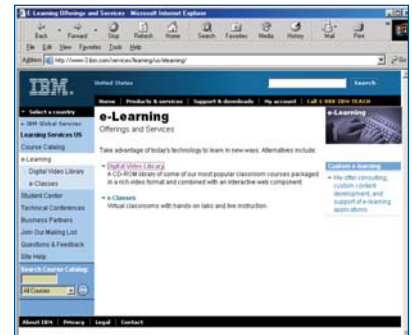
Project aim The objective of this development was to provide a structured communications program delivered by a series of bespoke e-learning modules. Our aim was to realise a measured increase in the efficiency of the sales teams in selling what was becoming a very diverse and complex set of products and services.

In addition, the new sales program had to be complementary with the initiatives within the Tivoli e-media centre - *a centre of business excellence*.

Project solution Totem were initially commissioned to develop a sales force incentive program along with all the necessary motivational communication elements.

The key here was in the understanding of what constituted relevant information, information that would assist in the sales process. Also how that information was represented in the most appropriate manner.

Following the formulation of the communications program it was decided that we would launch an integrated campaign using mixed media - Internet, Intranet, CD-Rom and print. The CD-Rom would have an executable e-learning package which also delivered the communications program and would be updated via a live link to the website. This was fundamental in guaranteeing a consistency in the approach taken to make a sale by the sales team. We employed the recognised training techniques as prescribed by the Kirkpatrick model (a four stage process).



Features

- Online Support (Ask Tivoli[®])
- E-learning (CD-Rom/Internet)
- Sales tools
- Media library
- E-learning
- Tivoli[®] e-Media Centre
 - demonstrations
 - webcasts
 - video
 - presentations (PowerPoint)
- The Managed View Online
- Reporting capability (via SAP)