

# Allianz Group

Leading financial and insurance service provider leverages Adobe® Connect™ solutions for eLearning, providing a foundation for better global corporate communication

## Allianz SE

[www.allianz.com](http://www.allianz.com)



## In Partnership With

Saba Learning Suite

[www.saba.com](http://www.saba.com)

## Industry

Financial Services

## Challenges

- Implement a worldwide eLearning solution
- Reduce training costs
- Create content without intensive training for users

## Solution

- eLearning  
Allianz Group is using Adobe Connect solutions to create and deliver eLearning content to employees and partners worldwide.

## Results

- Reduced costs for technical training by as much as 30%
- Achieved high adoption rate by more than 200,000 employees and partners
- Improved employee and partner training

## Systems At A Glance

- Adobe Presenter
- Adobe Connect Server
- Saba Learning Suite

## Training more than 200,000 employees and partners worldwide

Professional development is a big challenge for organizations, and traditional training methods no longer satisfy the demand. “Training can be costly and time consuming,” says Katja Ruisinger, Manager eLearning Services at Allianz SE, the holding company of Allianz Group. “Stricter organizational processes are making it more difficult for employees to find time for training. eLearning makes it possible to bring training and education to the workplace and deliver it worldwide at any time.”

## Two tracks to success

The Allianz Holding services all subsidiaries of the Allianz Group, one of the world’s leading providers of insurance, banking, and asset management. Allianz Holding does not develop training content but instead concentrates on the IT infrastructure. Early on during the conceptual design phase of the eLearning architecture it was obvious that a combination of products from two providers would comprise the solution: Adobe Presenter, to create and maintain content, and a Learning-Management-System (LMS) from Saba. At the same time, Adobe Connect Server would be used to publish content to the Internet.

“There are a lot of powerful tools available to assist in creating educational content. However, they require a lot of training and demand that people use them frequently to become skilled users,” says Ruisinger. “We were looking for a tool that allowed users to create content with only limited training requirements. We wanted users to be proficient with the technology, even if they used it only occasionally.”

This requirement was met by Adobe Presenter, which Allianz already used. The company uses Adobe Presenter in combination with Microsoft PowerPoint to develop multimedia eLearning content. A large selection of available PowerPoint presentations allow for easy application during exercises. With Adobe Presenter as an add-on, it is possible to enhance PowerPoint presentations with interactive elements such as questions or audio effects. The final result is sophisticated eLearning content.

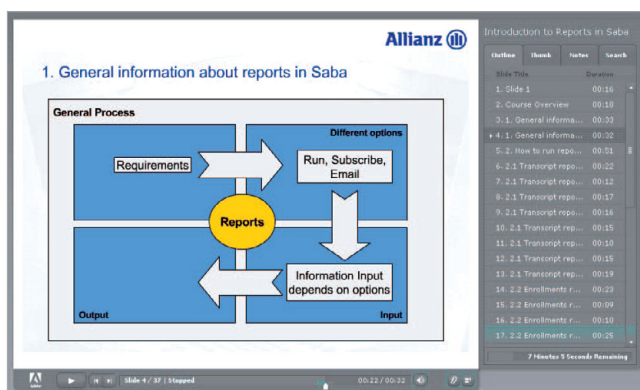
## Flexible Learning

“We cannot and do not want to dictate to our subsidiaries what tools they have to work with. However, if we receive an inquiry regarding an eLearning solution, we suggest, based on our positive experience, the combination of Adobe Presenter and Saba,” explains Ruisinger.

The infrastructure of Adobe Connect is available worldwide. In connection with the availability of PowerPoint, employees can immediately begin to generate content after installing Adobe Presenter. Today, employees around the world—across Australia, Spain, Malaysia, and other regions—use Adobe Presenter to create content that is published using Saba or Adobe Connect Server to more than 200,000 people at Allianz or its partner organizations.

## Learning around the clock

The combination of Adobe Presenter and Saba Learning Suite allows Allianz to create sophisticated eLearning content.



*“At the Allianz Group, eLearning is now an integral part of doing business. Adobe Connect Server makes it easy to publish content to the LMS or on the Intranet... The platform is increasingly used for internal marketing as well as management announcements to employees.”*

Katja Ruisinger,  
Manager eLearning Services,  
Allianz SE

### For More Information

[www.adobe.com/products/connect/](http://www.adobe.com/products/connect/)

The users are especially enthusiastic about the intuitive interface. “Demand for the solution continues to grow as more employees realize the benefits. Shortly after new training content is published, we often receive requests from other users who want to know how it was done,” says Ruisinger.

### Beyond eLearning

Officially everything at the global eLearning group revolves around timely, relevant training, yet in reality, the project goes much further than that. “Initially our main argument was that eLearning would provide a cost savings of up to 30%, compared to traditional training seminars,” says Ruisinger. “This is indeed true, but not the only benefit.” It became evident that eLearning is the only way to offer employees high quality training, especially at smaller branches. The impact on employees is positive professional development that previously was not available.

### System of the future

At Allianz Holding, the implementation of Adobe Connect solutions has been a great success. Ruisinger praises the outstanding collaboration with Adobe and Saba. “We receive excellent support from both organizations. Thanks to SCORM 1.2, a standard to exchange for eLearning information, the sharing data between Adobe Presenter and Saba software works easily.”

“At the Allianz Group, eLearning is now an integral part of doing business,” says Ruisinger. “Adobe Connect Server makes it easy to publish content to the LMS or on the Intranet—only one link is needed. The platform is increasingly used for internal marketing as well as management announcements to employees. We see a clear and increasing trend to use the platform for employee and partner communication.”



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