

Grundfos Management A/S

Leading manufacturer streamlines training and delivers compelling eLearning courses to customers and employees worldwide using Adobe® Acrobat® Connect™ Pro

Grundfos Management A/S

www.grundfos.com



In Partnership With

ZaqONE

www.zaqolutions.dk

Industry

Manufacturing

Challenges

- Accelerate production of training materials
- Reduce costs to deliver training to staff, partners, and customers worldwide
- Minimize need for IT to support eLearning courses

Solution

- eLearning
- Grundfos is using Adobe Acrobat Connect Pro to deliver engaging training courses to staff, partners, and customers worldwide.

Results

- Enhance quality and accessibility of training courses delivered worldwide
- Help ensure that staff, partners, and customers have continued access to timely product information
- Reduce time and costs to produce and deliver training content
- Minimize demand on valuable IT resources needed to support training initiatives

Systems At A Glance

- Adobe Acrobat Connect Pro
- Adobe Presenter
- Adobe Flash® Player

Training customers and staff worldwide

Grundfos is the world's largest manufacturer of circulation pumps. The company has offices in 58 countries and currently employs more than 17,000 staff, with 5,000 employed in Denmark, and targeting more than 75,000 employees in 2025. With its large employee base and complex products, Grundfos has its own training academy that today is being supplemented with Adobe Acrobat Connect Pro software.

eLearning is crucial for Grundfos to meet the challenges of the future and to reinforce its position as the leading company in the pump industry. Both employees and customers can be educated with the help of Adobe Acrobat Connect Pro.

For Grundfos, a commitment to staff training helps ensure the company can maintain and develop its position in the world market. This is the reason why Grundfos established its training academy—the Poul Due Jensen Academy—with associated hotel facilities at its headquarters. The academy is an independent division of Grundfos Management and is managed by Hanne Fonnesbaek, the director of the academy.

Be-Think-Innovate

The overall objective of the academy is to ensure the best education for employees. For example, sales managers should understand as much about sales and marketing as they do about product features. Also, instead of just responding to customer inquiries, the sales staff should be proactive in its relationships with existing and potential customers, serving as problem solvers and reliable partners that can deliver customized solutions. This requires highly specialized knowledge that can only be acquired through excellent training.

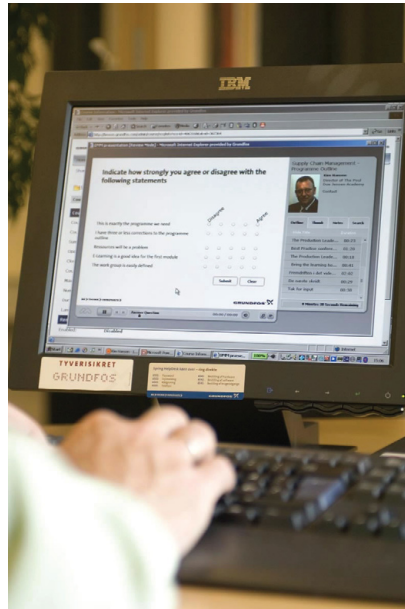
“Be-Think-Innovate” is the slogan that Grundfos employs to put the company's values into words. Being willing to change, to assume responsibility, and being innovative are crucial for meeting the challenges of the future. One initiative that was developed in this spirit is using eLearning to attain even closer contact with the company's customers. For instance, dealers and wholesalers make decisions every day as to which pump they will recommend for a project. Specific product knowledge builds confidence with the customer. Therefore, Grundfos wants to offer product training via eLearning to ensure that customers can choose the right Grundfos pump.

Leveraging the reach of the web

Senior eLearning Consultant Ole Kristensen is tasked with delivering technology that utilizes the Internet for updating the knowledge of Grundfos employees through online collaboration. With eLearning, the time and costs for training employees are reduced compared to traditional training methods. At the same time, eLearning can happen at each employee's location.

For Grundfos, eLearning is not an alternative to traditional courses, but instead supplements courses as part of a blended-learning process that combines day courses and eLearning. “eLearning and day

With the help of Adobe Acrobat Connect Pro staff at Grundfos can rapidly create and assemble a complete training presentation in less than three hours—a task that previously could take three weeks just for the planning and storyboard. Grundfos employees and customers worldwide can now be trained on a given topic within 24 hours.



"Thanks to Adobe Acrobat Connect Pro, we can train our employees worldwide faster and more cost effectively than ever."

Ole Kristensen,
Senior eLearning consultant,
Grundfos

courses are part of our module-based training system," explains Kristensen. "It gives participants the opportunity for better preparation and offers flexibility as the eLearning modules can fit into people's busy lives. We have also established a system to handle customer training."

Adopting Adobe Acrobat Connect Pro

Grundfos uses Adobe Presenter and Microsoft PowerPoint to create eLearning content. Because Adobe Presenter and PowerPoint are integrated, anyone who can use PowerPoint can create eLearning presentations with animations and built-in tests. An Acrobat Connect Pro presentation can also be used to create short training exercises or product presentations that conclude with a few questions that test whether the participant has understood the content.

Another advantage of using Acrobat Connect Pro is that viewing the presentation requires only a web browser and the Adobe Flash Player software. This means that PCs can run the presentation without the need to install extra software. As a result, Grundfos does not need to devote a lot of time to providing support. "By using Adobe Acrobat Connect Pro and Adobe Flash Player, we are confident that people can participate in trainings without problems," says Kristensen. "Users only have to click with the mouse to run the presentation. At the same time, the minimal bandwidth required for the trainings is amazing. We can even reliably train people who have low-bandwidth connections in remote areas worldwide via Acrobat Connect Pro."

Rapid training and quality meetings

With Acrobat Connect Pro, Grundfos can quickly produce learning material. Traditionally, production of eLearning material has been expensive and time-consuming. "With Acrobat Connect Pro, we can rapidly create and assemble a complete training presentation in less than three hours—previously it could take three weeks just for the planning and storyboard," explains Kristensen. "We can now train our staff worldwide on a given topic within 24 hours. This is truly rapid learning. Thanks to Acrobat Connect Pro, we can train our employees worldwide faster and more cost effectively than ever."

Grundfos runs Acrobat Connect Pro on an internal server. Authorized employees have an area in which they can see which courses they should take, and also view the results of courses they have completed. It was important for Grundfos that Acrobat Connect Pro can handle user data from its internal directory server. This means that users do not have to be set up separately on the Acrobat Connect Pro server. The Adobe software has built-in LDAP integration and automatically accesses all user data from the Grundfos directory database. In this way, it is possible to maintain users from one location, and as many as 6,000 users can be set up in less than hour.

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For More Information

www.adobe.com/products/acrobatconnectpro/

By enrolling customers in the Extranet Grundfos and using Acrobat Connect Pro modules for training, Grundfos offers training to customers and partners. Free training can also be accessed on the Grundfos website at www.grundfos.com/training. The Adobe solution monitors who has gone through the training presentation and uses short tests to measure whether the messages have been understood. With Acrobat Connect Pro, the company can quickly update customers with the latest product information. “Acrobat Connect Pro enables us to deliver timely product training to our distributors and wholesalers, so they can always recommend the right pump for a project,” says Kristensen. “We’d like to train 10,000 customers using the Adobe software, which would give a real upswing in pump sales.”

Grundfos also uses Adobe Acrobat Connect Pro for meetings to organize eMeetings. The Acrobat Connect Pro meetings do not require an AV room, and can be carried out from an individual’s workspace over the Internet. It requires just a web camera and a microphone. Through live meetings, the course participants have the opportunity to take part actively in training programs, asking questions and sharing their knowledge with the other participants. In addition to live course meetings, Grundfos uses Acrobat Connect Pro for normal business meetings.

A complete learning solution

At Grundfos, eLearning is an important part of the company’s training strategy. Acrobat Connect Pro provides the opportunity to manage the entire eLearning flow, from production and design of learning content that includes integrated tests through to following up and monitoring activities. Grundfos can see the test results of individual users and assess whether eLearning is working. Everything is controlled from the Acrobat Connect Pro server.

The Adobe software also offers the possibility for live training via the Internet. The software is so user-friendly that production of the training process is assigned to the individual departments. In this way, eLearning can gain acceptance as a natural tool for knowledge dissemination and competence development at Grundfos.



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