

Shelbourne Hotel, Dublin, 17<sup>th</sup> June 2009

- Systems training: reality and expectations
- Substituting Training by eLearning: some obvious reasons for failure
- A new alternative to eLearning: in-application performance support
- Review of options: training, eLearning, epss
- Assima's value proposition

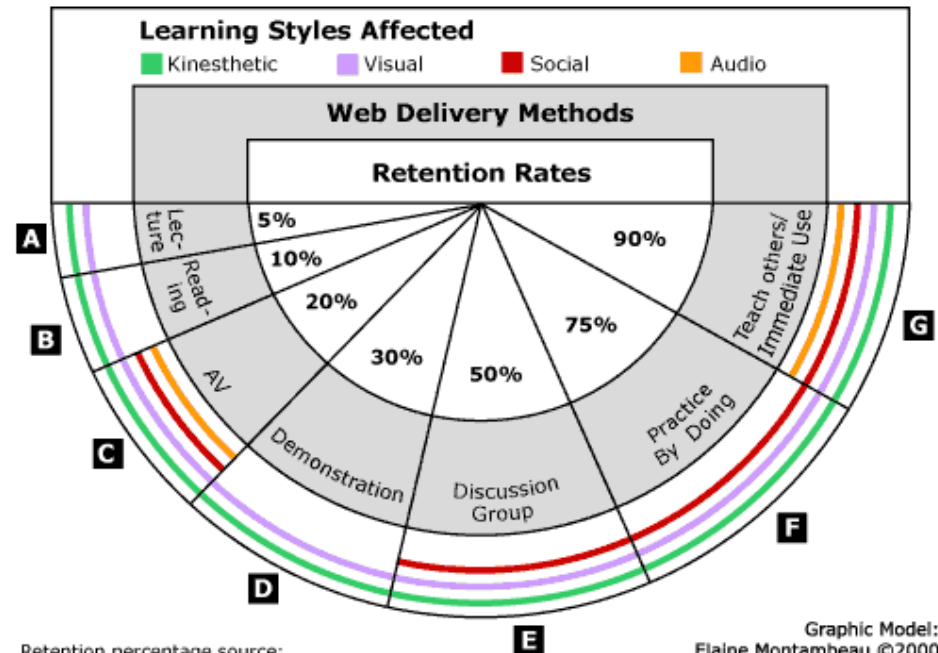
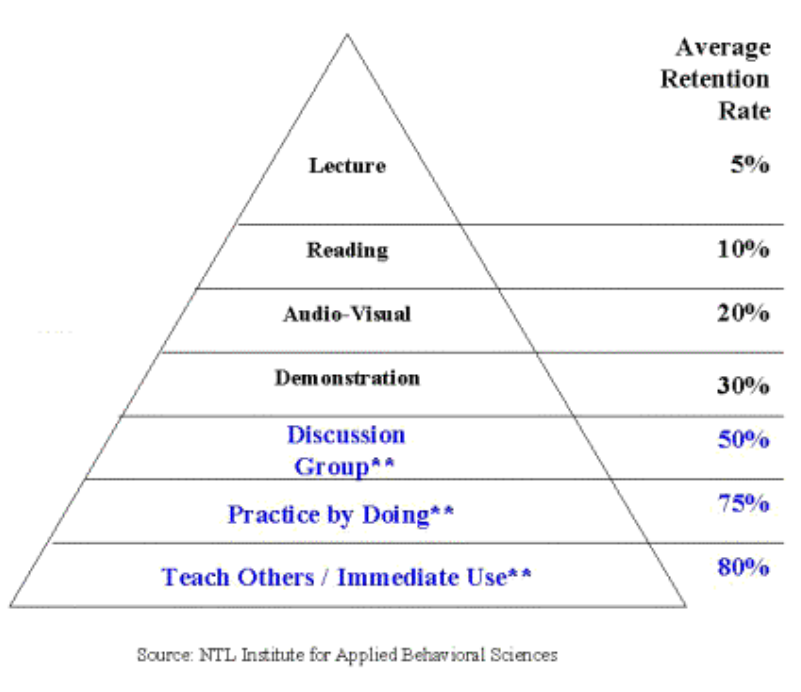


# Systems training: reality and expectations



**Studies and facts that make training  
both a necessity and a desperate cause**

# End user retention rate vs learning activity



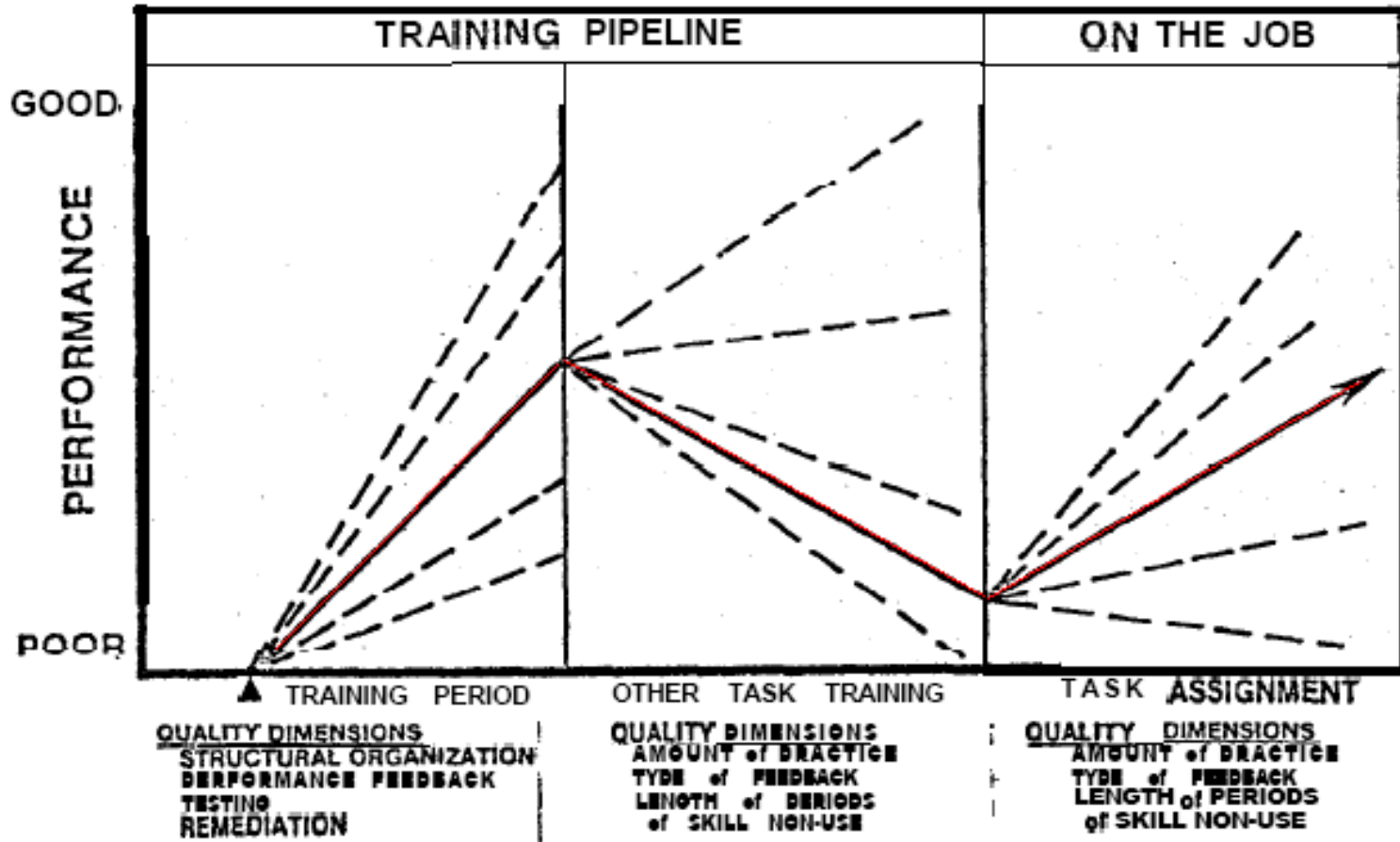
Retention percentage source:  
NTL Institute from Retention Rates  
From Different Ways of Learning.

Graphic Model:  
Elaine Montambeau ©2000  
Support Information:  
Jannette Finch

“Our education system teaches riding a bicycle by lecturing on the subject for fifty hours, giving a written test, and then punishing the student for falling off”



## A MODEL FOR ESTIMATING SKILL ACQUISITION & MAINTENANCE



- ▶ Access to the real application on a training database
- ▶ Access to a personal coach / trainer
- ▶ Opportunity for lots of practice and coaching

No surprise, this is what's been delivered pre-internet era

But...

- High costs
- High risks

Seven out of ten UK government projects fail despite a £14 billion annual spend on IT

This figure is estimated to be similar in the private sector with the Standish Group maintaining that only 34% of all IT projects are successful.

AMR Research found that even amongst successful CRM implementations, 47 percent of companies reported serious challenges with end-user adoption that often put projects in jeopardy

# Conclusion on studies

- We learn best by doing, practicing, and teaching others
- We forget rapidly
- 2/3 of IT projects fail and end-user adoption (or lack of adoption!!) plays a large part in these failures
- The ideal training environment is costly and risky



# Substituting training by eLearning: the obvious reasons for failure



**Let's remove the risks and the costs...**  
**(but is it still addressing the minimal requirements?)**

- Explosion of IT systems and processes
- Increasing number of end-users
- Need for reducing cost and risks
- Internet helps virtualise and dematerialise the training environment

- Flight simulator vs software simulation: a dangerous analogy
- Not fit for purpose, even with 100% pass mark
- Un-maintainable content
- Un-maintainable content...
- Un-maintainable content... ..

# What shall we do with software simulations then?

Sorry... you cannot even recycle them!



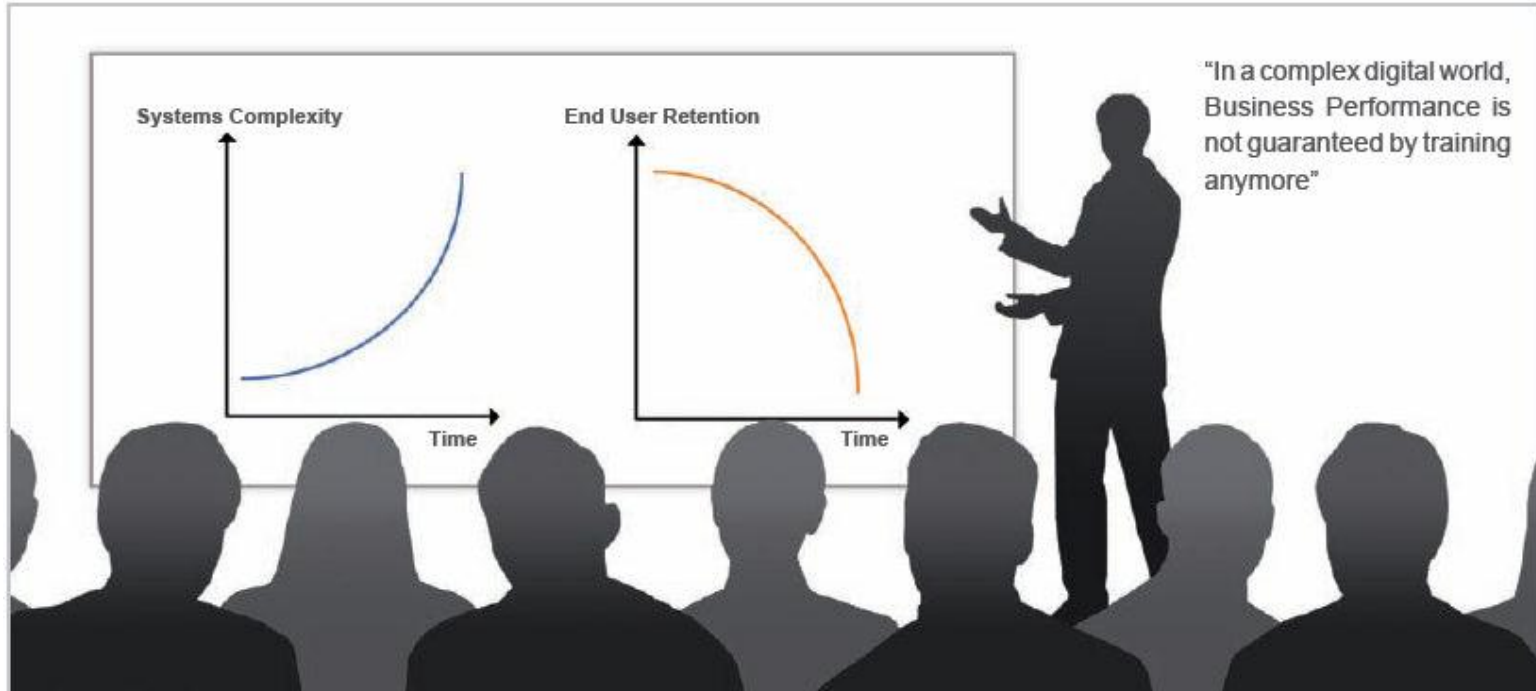


# An alternative to eLearning: In-application performance support



**You do not need experts,  
you just need efficient end users**

# End users forget, Applications are becoming more complex...





# Despite all odds... there is hope!

- End-users are smarter and more educated
- You do not need experts, just efficient end-users
- In-application support must be part of your toolset

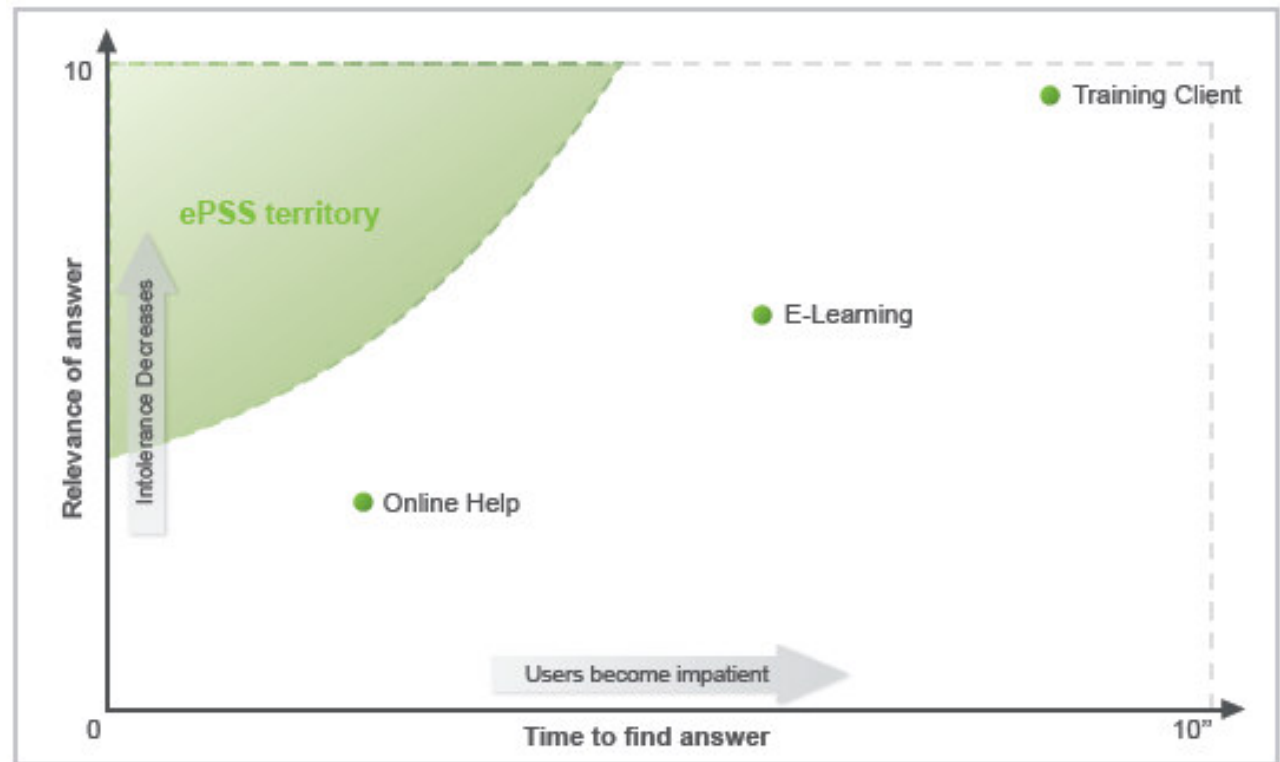
But...

Put in place the right performance system!!!!

- ▶ Intolerant end-users
- ▶ Impatient end-users

# The different user expectations for performance support systems

“I need the solution to my problem in less than 10 seconds or I’m not going to reuse this Performance Support again”...

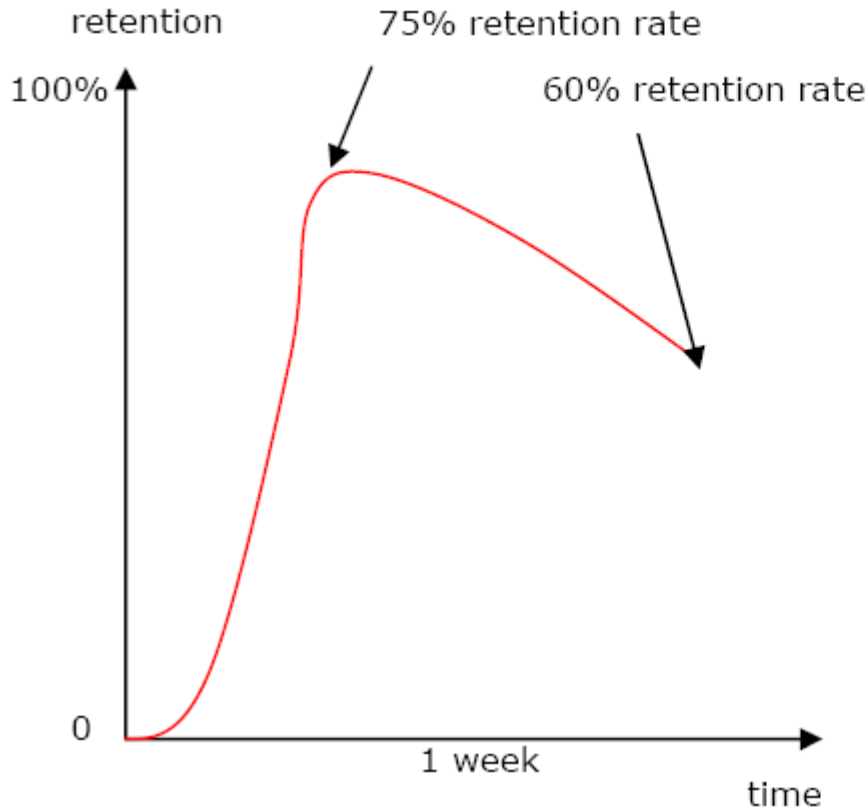


# Summary: Training / eLearning / ePSS

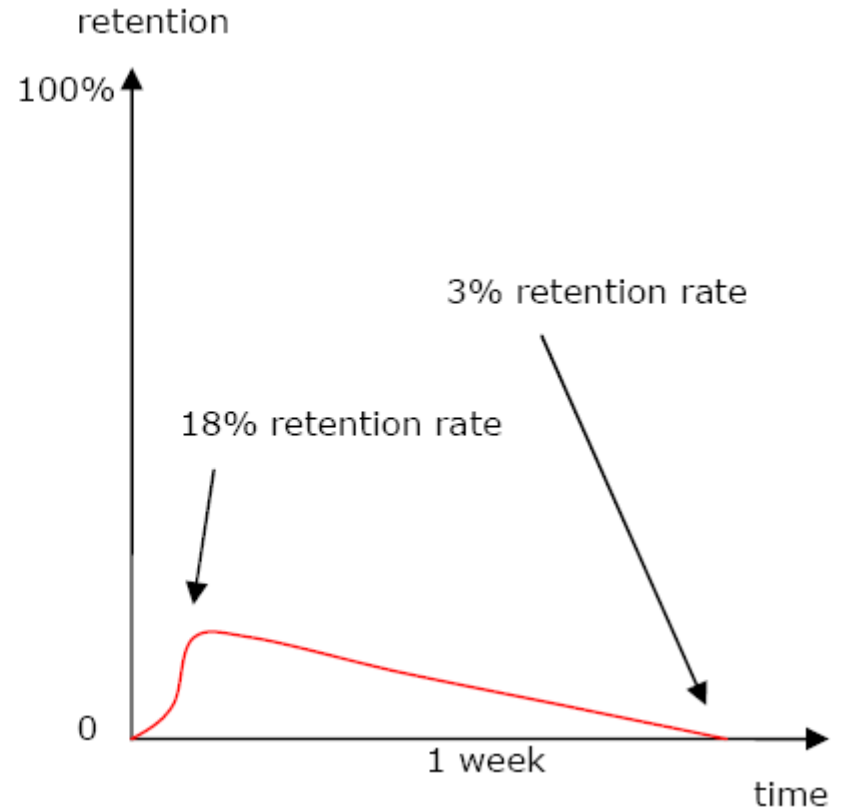


**Do not train with support material,  
Do not help with training material**

# Do not replace training environments by software simulations



Ideal training environment

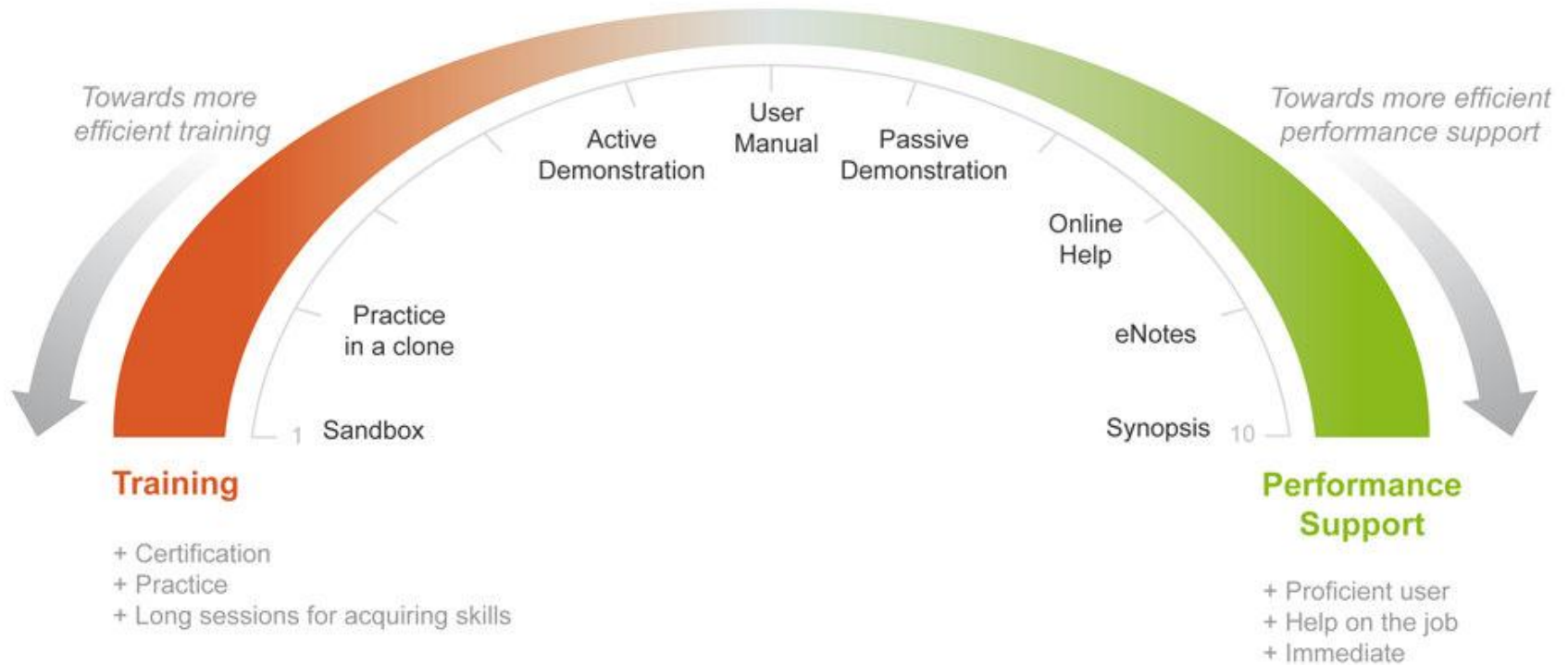


Software simulation

# Different needs require different approaches

## Training vs. Performance Support

Two very different end user needs





# Assima's value proposition



**Training, performance support, and a closed loop**



### Software Cloning

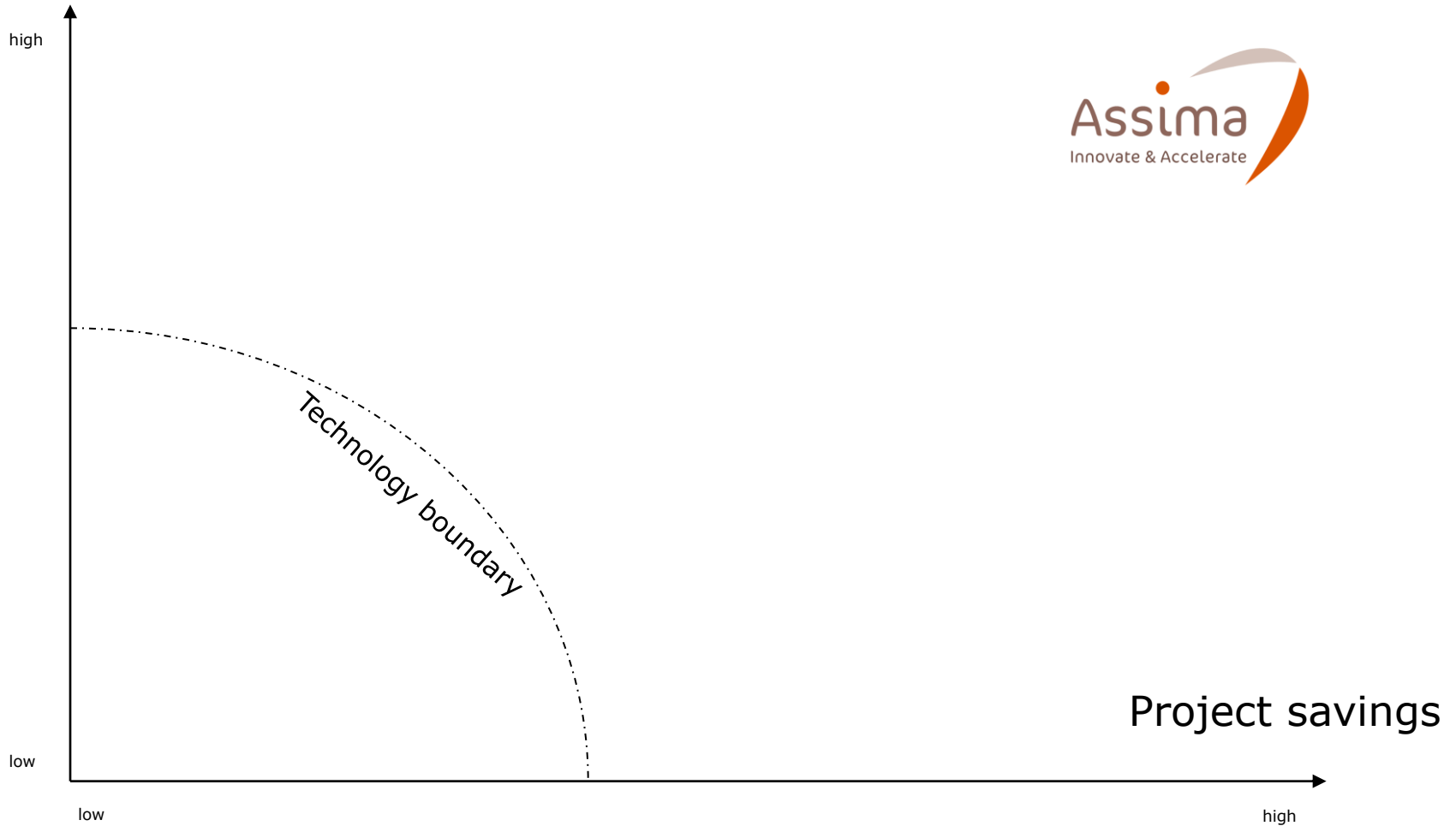
- ▶ It can replace the training environment without diminishing the end user experience
- ▶ It can embed best practice, tips, and instruction design matching the ones of the best trainers
- ▶ It can be available any time, and any numbers of times, without requiring a specific setup

# Reviewing the ideal training solution

## 2. Remove costs and risks

- ▶ Remove most of costs and risks without removing the benefits associated with it
- ▶ Data anonymization and UI localization without requiring further captures on multiple environments
- ▶ Highly maintainable (handling of information vs handling of images)
- ▶ Cost of development fairly comparable to the one of software simulations, but compares extremely favorably in terms of maintainability of content.

End user adoption



## In-application performance support

- ▶ True ePSS resources (immediate access, relevant content)
- ▶ In-context support (screen context, object context, process context)
- ▶ Personal contribution from end-user community enabling sharing and retaining knowledge

## Performance Monitoring

- ▶ Analyse current system use
- ▶ Identify areas of improvement
- ▶ Take action (improve the users / the system)
- ▶ Improve KPIs
- ▶ Get new reports (usage, alerts, goals...) and loop



[www.assima.net](http://www.assima.net)

**Assima UK**

+44 (0)20 3328 3280

**Assima US**

+1 877 927 7462

**Assima Canada**

+1 514 282 6678

**Assima Germany**

+49 (0)211 52391 185

**Assima France**

+33 (0)1 47 30 71 30

**Assima Switzerland**

+41 (0)21 612 03 79

**IMS Assima Denmark**

+45 (0)5128 0000

**Olas<sup>IT</sup> Ireland**

+353 (0)1 2790 020

**Assima Italy**

+39 (0)2 582 15 415

**Assima Spain**

+34 91 572 6589