



# Case Study

## Information Mapping International





Founded in 1967, Information Mapping, Inc. is a privately-held, international organization delivering Information Lifecycle Solutions through its three divisions: Information Mapping® Learning Programs, Professional Services, and Technology Solutions.

Information Mapping is represented in over 30 countries servicing the international community in many languages. The Learning Programs division offers a variety of classroom workshops, publications to support workshops, and e-Learning programs to help individuals and organizations develop high-quality communications and documentation.

Information Mapping delivers four online courses: The Information Mapping Starter Kit, Developing Business and Technical Communication, Making Web Content Work, and Making E-mail Work. They also run traditional classroom workshop that are help in public locations or privately at client site. Information Mapping employs a staff of full-time instructors, and more than twenty contract instructors.



# The problem

The Information Mapping Learning Programs division was using one of the leading, tier-one e-Learning solution providers to do online instructor-led training, but the system had the following drawbacks:

**1**

Companies, organizations, or individuals could only register online, but could not pay for their training online via a learning management system (LMS) integrated with an e-commerce mechanism.

**2**

3 to 4 different spreadsheets on various managers' computers were being used to manage instructors, seminar logistical information, and materials fulfillment for Information Mapping's training business.

**3**

Managing enrollments, wait lists, and materials were being managed by a sales relationship database not intended for such use that was no longer supported and was having integrity problems.

**4**

Information Mapping wanted to communicate with and schedule all the stakeholders, vendors, and various information points that are part of their training business through a centralized LMS, and be able to track the correspondence.

**5**

Special promotions and discount programs were a headache and became an accounting problem, because there was very little evidence in the training sales channel to trace the origin of the discounts.

**6**

Training supervisors regularly use surveys to monitor the effectiveness of their training programs. Information Mapping wanted online survey functionality built into the Learning Management System with the results stored by date in the LMS database.

## Finding the right partner

Information Mapping's Learning Programs division needed an end-to-end training management solution that would reduce human error, decrease workshop delivery and production issues, and make it easier to track and manage all aspects of their online and traditional classroom training business.

Information Mapping spent considerable time and resources assessing other Learning Management Systems and e-Learning Solutions. In evaluating other e-Learning Solutions providers, they found that the professional services, engineering, and customization costs associated with developing a solution to meet their exact needs were in most cases, very expensive and far more than the initial quoted cost.

A close-up photograph of a microscope with a blue-tinted background. Orange circuit-like lines are overlaid on the image, connecting the text box to the microscope's components.

**SyberWorks offers a tailored-to-fit solution at an affordable price.**



**Highly scalable, easy to upgrade, and affordable customization.**



## **The solution: SyberWorks LMS**

The SyberWorks Training Center Learning Management System is a robust and flexible, SCORM/AICC-Compliant, web-based LMS that manages and tracks all aspects of an organization's training programs. It delivers compelling and measurable e-Learning over the Internet and company Intranets, while also managing traditional classroom training and all types of e-Learning.

A **highly scalable system**, a company or organization can **start small** with a pilot project and **easily upgrade** to a load-balanced, enterprise-wide solution.

# SyberWorks add-on modules helped meet the need.

The Syberworks Learning Management System Product Suite has seven add-on modules that can combine to provide various levels of functionality to meet a company or organization's e-Learning needs. Information Mapping's e-Learning solution was configured and augmented with the **Seminar Logistics**, **e-Commerce**, and **Online Survey** Modules.

## Seminar logistics

The SyberWorks Seminar Logistics Module helps plan, organize and execute seminars with all the data integrated into your learning management system. The tool helps you stay in control of your offsite training events by keeping track of all the steps and materials needed to create and manage great learning events, like scheduling, staffing, enrollments, contacts, lodging, and materials.

## e-Commerce

The SyberWorks e-Commerce/Registration Module enables a company to sell e-Learning courses or classroom instruction online. The application has a convenient shopping cart interface where learners can peruse and purchase e-Learning courses. The system also offers various payment options, such as credit cards, purchase orders, and direct invoicing. It also can be used to sell other items online, such as books, CDs, study guides, or any other products that you wish to sell.

## Online Survey

The SyberWorks Seminar Logistics Module helps plan, organize and execute seminars with all the data integrated into your learning management system. The tool helps you stay in control of your offsite training events by keeping track of all the steps and materials needed to create and manage great learning events, like scheduling, staffing, enrollments, contacts, lodging, and materials.

# Seminar logistics

Key components of the SyberWorks seminar logistics module specific to Information Mapping's e-Learning needs:

Manages address and contact information for students, instructors, hotel information, and fulfillment vendors with the information stored in the LMS database.

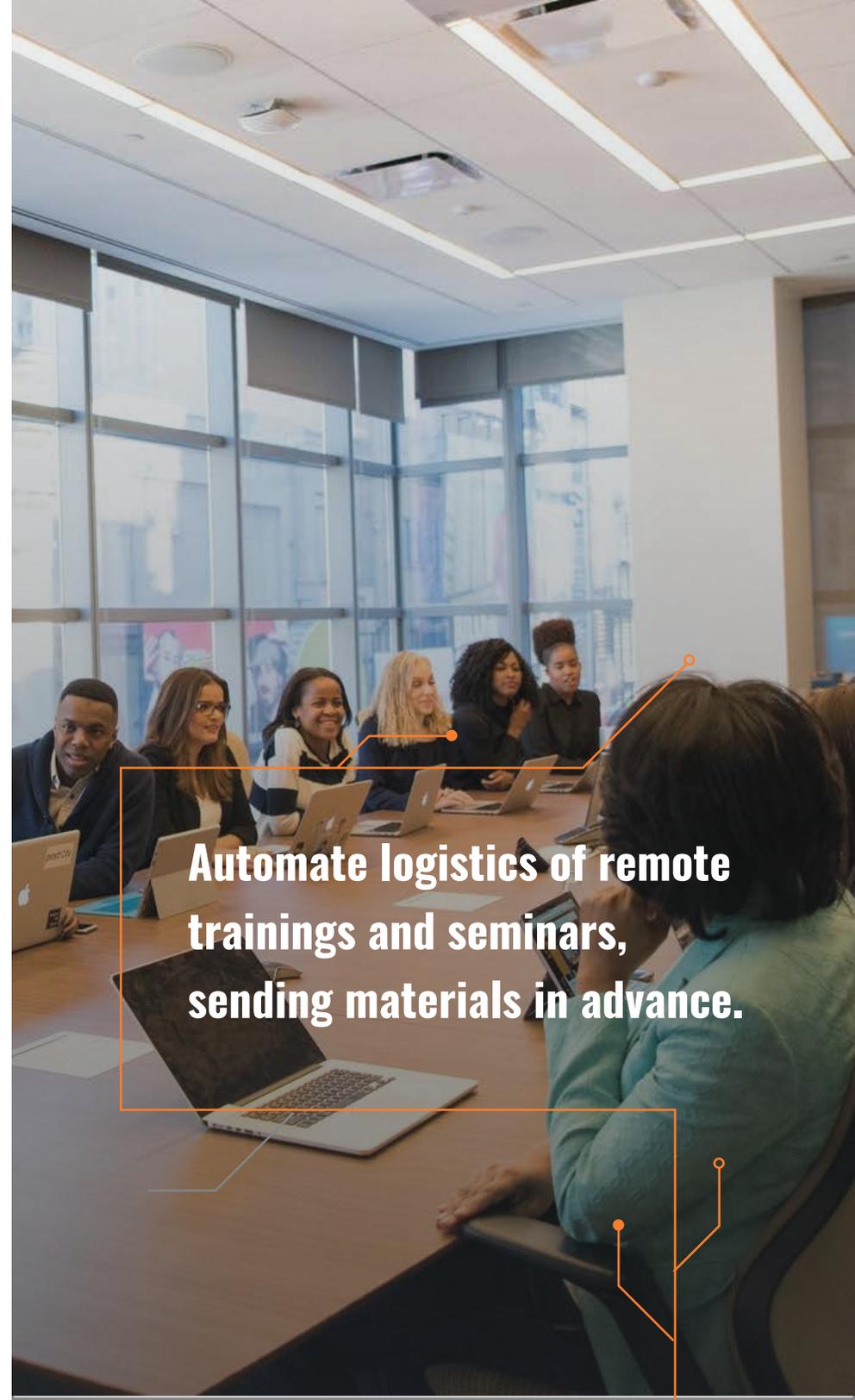
Generates student, instructor, and administrator calendars from the LMS database.

Has hundreds of pre-programmed reports that help to manage training programs, including a class status report, and a custom reports writing feature.

Allows administrators or training managers to schedule instructors and all stakeholders in the training business channel, and to automatically notify them via email. Records of the notifications are all stored in the LMS database.

Send orders to material fulfillment vendors so books and course supplies are delivered on time and provides shipment updates through the LMS database.

Sends frequent updates and notifications to all instructors by email. Specify a bcc to store copies of all notifications.



**Automate logistics of remote trainings and seminars, sending materials in advance.**

# e-Commerce

Key components of the SyberWorks e-Commerce module specific to Information Mapping's e-Learning needs:

Full e-commerce capability that allows companies and students to pay by credit card, purchase order, or generate an invoice from data stored in the LMS database.

Enrollment and waitlist information is stored in the LMS database.

A feature to include multiple students in a single course order, useful for companies purchasing large volumes of training.

The system creates origin codes so an order can be tracked throughout the process and attributed to a specific reseller.

The system supports promotions, discounts, and coupon codes, with the information stored for accounting's use in the LMS database.



**Integrate e-Commerce and registration for seamless training.**

## Online survey

Key components of the SyberWorks online survey module specific to Information Mapping's e-Learning needs:

Automated survey generation post-training delivered by email at the interval of your choice.

Supports common question types, including short answer, long answer, single select, multiple select, and Likert scale.

Stores survey results in the LMS database for easy reporting and insight generation.

Enables comparison of improvements in survey results over time to ensure ongoing quality and customer satisfaction.



**Survey and track quality of training over time.**

## The results: smoother, higher quality training.



**Rachael Amato, Marketing Manager** at Information Mapping states, *"The system has helped us to be better organized and to run our Learning Programs division smoother. We really like that our customers can go online and to purchase our courses, software and publications, whether they are an individual, or a training manager from an organization purchasing a large block of seats in a particular course or set of courses."*

*"We are able to manage and schedule our instructors more efficiently. The system has helped us to reduce human error, and provided opportunities for us to perform quality checks with various vendors along the way as we deliver our courses. The exception report is very useful and helps us spot any anomalies in invoicing, materials fulfillment, and in other important metrics that we track."*

## About SyberWorks

The integrated LMS/DMS for highly regulated industries, SyberWorks has been delivering tailored-to-fit solutions to medical device, biotechnology, and general manufacturing clients for over 25 years.



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