



## SNAPSHOT!

*Technology-driven education and marketing tools have always been part of the BPI toolkit. The challenge is to keep the tools sharp and up to date. In the last decade, the need for the application of new technologies to information delivery has played an increasingly important part in Benchmark's business strategy. Some recent examples:*

- **GE Financial Systems: TIP – Just-in-time curriculum development.** With a new order entry system, a new Seibel CRM system, a unique business model, and the imminent arrival of all new hires to run the all new call center, the Intermodal Transportation group business unit required a fast, effective solution for a major initiative on a very tight budget: BPI helped to develop the two-week curriculum instructional design, which reflected the company's Six Sigma values, and the project plan that called on the strengths of *all* the players. Once the designs were in place, Benchmark's president stayed on to mentor the in-house business managers through writing the content: The SMEs became the courseware developers. The BPI course development team transformed the developers' insights into learning building blocks, editing content and adding the pre- and post tests as the chunks were finished. BPI e-mailed the final exam to the instructors just in time—*minutes* before the last class.
- **IBM Software Group – Quick Consensus.** Benchmark was asked for a quick solution to repurpose an advanced technical course, a five-day instructor-led +lab format, into self-paced distance learning for expert-class IBM business consultants and their business partner peers. Our Principal first observed a day of the classroom version at the Pittsburgh training facility, arranged to have the rest of the class videotaped, and gathered the sparse written material that was available. The BPI team then developed models of three solutions that could be done in the extremely short timeframe. The IBM team selected the most challenging: a Flash/XML interactive CD. The end product, **IBM WebSphere 5.0 e-JumpStart!** is a "first-look" quick reference learning tool (secondary purpose: marketing collateral), which was distributed at the annual IT Consultant/Partners' meeting in Las Vegas. For a back-door peek, see [http://benchpress.com/EJUMPSTART3/ejumpstart\\_1-0.html](http://benchpress.com/EJUMPSTART3/ejumpstart_1-0.html) (proprietary labs disabled).
- **IBM WTTE – Leveraging the Knowledge.** With the knowledge gained in developing **e-JumpStart!** BPI supported the WebSphere Technical Training & Enablement (WTTE) group in their urgent need to stay ahead of the explosion of new WebSphere products. Using various existing instructor-led courseware from internal sources and BPI's original research, we produced one of IBM's first web-based training courses, complete with interactive self-tests—all in record time. Check it out here: <http://www-128.ibm.com/developerworks/websphere/education/enablement/wbt/sw705.html>
- **UPS – Leveraging the relationship.** When UPS R&D, our long-time Connecticut client, migrated to the New Jersey IT group, they took BPI along and handed us off to an IT project team in mid-process of building the next generation of the massive scan-and-link package tracking systems. At home with UPS technology, products and culture, our team fit right in and quickly got up to speed on the new technical specs to develop the team's missing link—technical documentation and training for tech services, hub personnel, product managers and Help desk—we delivered those essentials on time with each custom installation of the systems. No learning curve.
- **BPI – Utility Outfielder.** The *word* is the Alpha and Omega of our work. Whether we articulate management's vision (see *Business Solutions* p. 23, *PriceWaterhouseCoopers*); explain a company to itself (p. 8, *HBO*); develop award-winning college-level IT education (p. 3, *Bell Atlantic-Verizon*); reinvent telephone customer instructions (p. 14, *BellSouth*) or write Help, web content, white papers, product marketing collateral, even ghost-write CEO-bylined feature articles, our hallmark is the accessible, clear, concise, original, authentic written word. *How can we help you?*