

CREATING a difference in Enterprise Application Training

Tata Interactive Systems' CREAT methodology is helping change the way the world learns.

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Enterprise Application Training (EAT) is one of Tata Interactive Systems' (TIS) key offerings to its global clientele and is one of the nine key practices at TIS. In recent weeks, EAT's Customised Range of Enterprise Application Training (CREAT) methodology has been attracting a host of clients because of its flexibility and comprehensiveness.

TIS's CREAT methodology, employed for all its EAT projects, comprises six solution components spanning the entire enterprise application training spectrum, from training needs analysis to custom solution development and post-implementation support.

'CREAT offers end-to-end solutions with a high degree of flexibility both in terms of the development process that can adapt to the client's business situation as well as the ability to customise content - features that rigid off-the-shelf courses fail to offer,' commented Alan Samuel, head of UK operations for TIS. 'This enables CREAT to deliver in-time training that is mapped an organisation's needs.

'To clients, this means getting their employees up to speed on systems and software applications with minimal productivity losses or downtime.'

TIS has already seen a 200 per cent increase in its EAT revenues during the financial year 2007/08. This has largely been a result of TIS acquiring impressive global accounts, including a telecom leader in Australia, one of the largest communications holding companies in the US, as well as a key strategic partnership with a European major.

The EAT practice has also acquired new clients in the fast moving consumer goods (FMCG) and healthcare sectors, as well as forging partnerships with systems integrators to develop application training.

The EAT practice has designed and developed training for a variety of applications including SAP, Oracle Applications, PeopleSoft and Siebel. It has also developed training on many custom-built applications such as reservations systems in the airlines sector; agency management systems in insurance, and supply chain management systems for logistics.

'One of the key benefits of TIS's CREAT is the rapid creation of quality products. The EAT Practice has built a tradition of quality-in-time, with TIS delivering over 150 hours of learning for a telecom client within a challenging time-frame of 16 weeks,' said Samuel. 'As a comprehensive enterprise application training package, CREAT answers every possible IT training demand.'

About the CREAT Methodology:1. CREAT AnalyseTM

Comprehensive Training Needs Analysis (TNA) involving analysis of diverse needs, chalking out unique training plans and role-based curriculum design.2. CREAT DesignTM

Application-specific training design including instructional and technical specifications and prototypes.3. CREAT DevelopTM

Content creation including ILT and WBT, facilitated WBT, e-tutoring, LMS customisation, and communication development.4. CREAT DeployTM

Deployment including hosting and reporting, train-the-trainer, and stand-up training.5. CREAT AssessTM

Evaluation of results using three-tier assessments.6. CREAT SupportTM

User performance support following implementation.

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Tata Interactive Systems (TIS), a global leader in e-learning, is a part of the \$22bn Tata Group. Truly international, TIS has a presence across the US, Canada, UK, Australia, New Zealand, the Middle East, Japan, India, and mainland Europe. TIS offers corporations, universities, schools, publishers, and government institutions a diversified and innovative bouquet of learning and training solutions including Simulation-based Learning Objects (SimBLs™), Story-based Learning Objects (StoBLs™), courseware and curriculum design, special-needs education, assessments, electronic performance support systems (EPSS), mobile learning, along with other corporate training and consultancy services. Our multi-disciplinary expertise and 16 years' experience across domains helps us design e-learning programmes that are unique to clients' requirements and specifically crafted to boost knowledge retention and application.

Apart from holding ISO 9001 certification, TIS is the only e-learning organisation in the world to be assessed at Level 5 in both the SEI-CMM and P-CMM frameworks. TIS's quest for excellence is reflected in numerous prestigious industry awards, including a Silver Brandon Hall Excellence in Learning Award 2005 and 2004, APEX Award of Excellence in 2005 and 2006, BETT Awards in 2004 and 2006, and two Business World-NID Design Excellence awards.

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