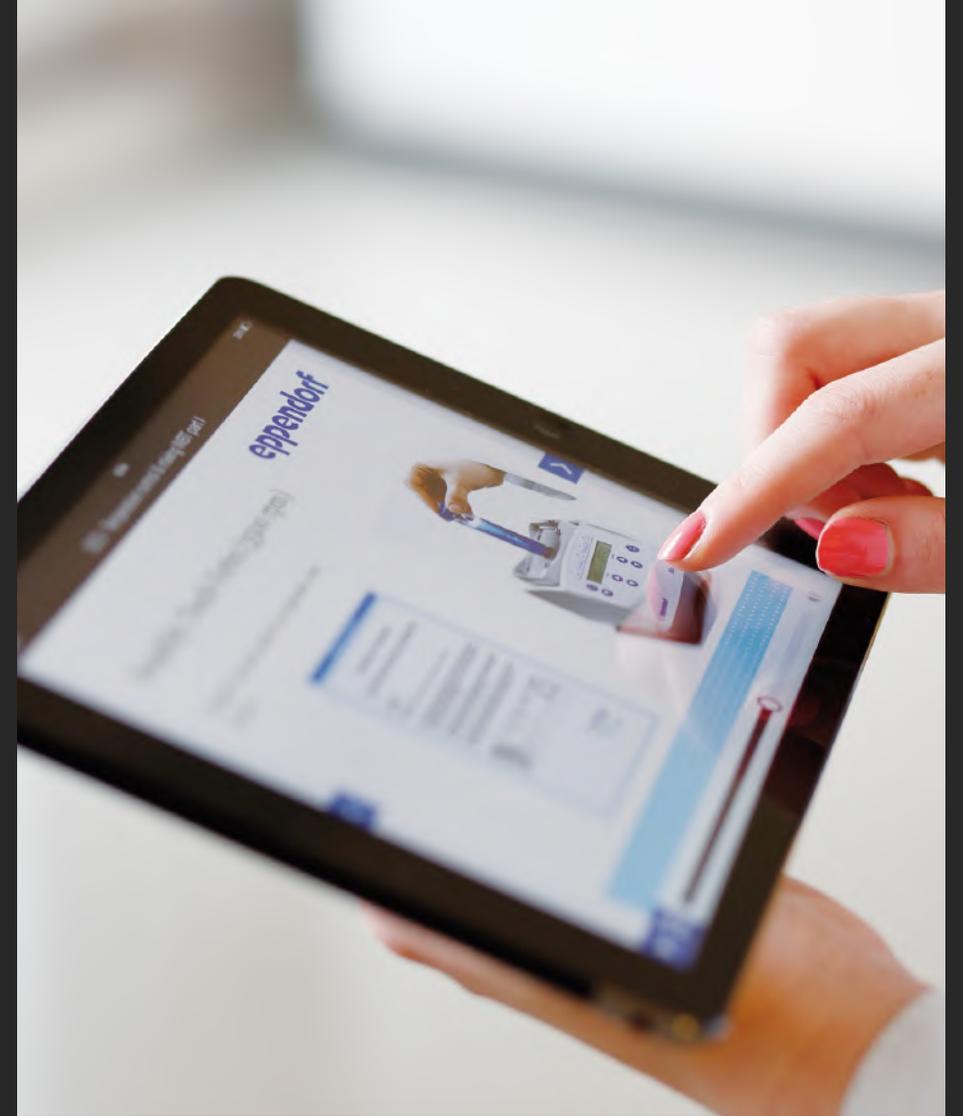


Case Study Eppendorf

Fully flexible training concept for Extended Enterprise



eppendorf

A strong partnership turns a vision into reality

The Customer

- Headquartered in Hamburg, Germany, Eppendorf AG, develops, produces and markets products and services for laboratories all over the world. These products are used, among others, in industries such as pharma and biotechnology, as well as in the food-processing industry.
- In many areas of laboratory equipment, the company is the world market leader.
- The internationally established group has a workforce of almost 3,000 employees worldwide at 34 sites and posted sales of more than €530 million in 2014.

The Challenges

- Increasing number of legal requirements
- Rapid global growth of the group
- A growing workforce at many sites
- Constant expansion of the product portfolio
- Shorter time-to-market

The Solution

- “Eppendorf Academy” - a central training platform operated in Microsoft Azure Cloud
- Comprehensive blended learning concept
- All courses administered in a Learning Management System (LMS); simple reporting and user management
- Intensive use of mobile apps

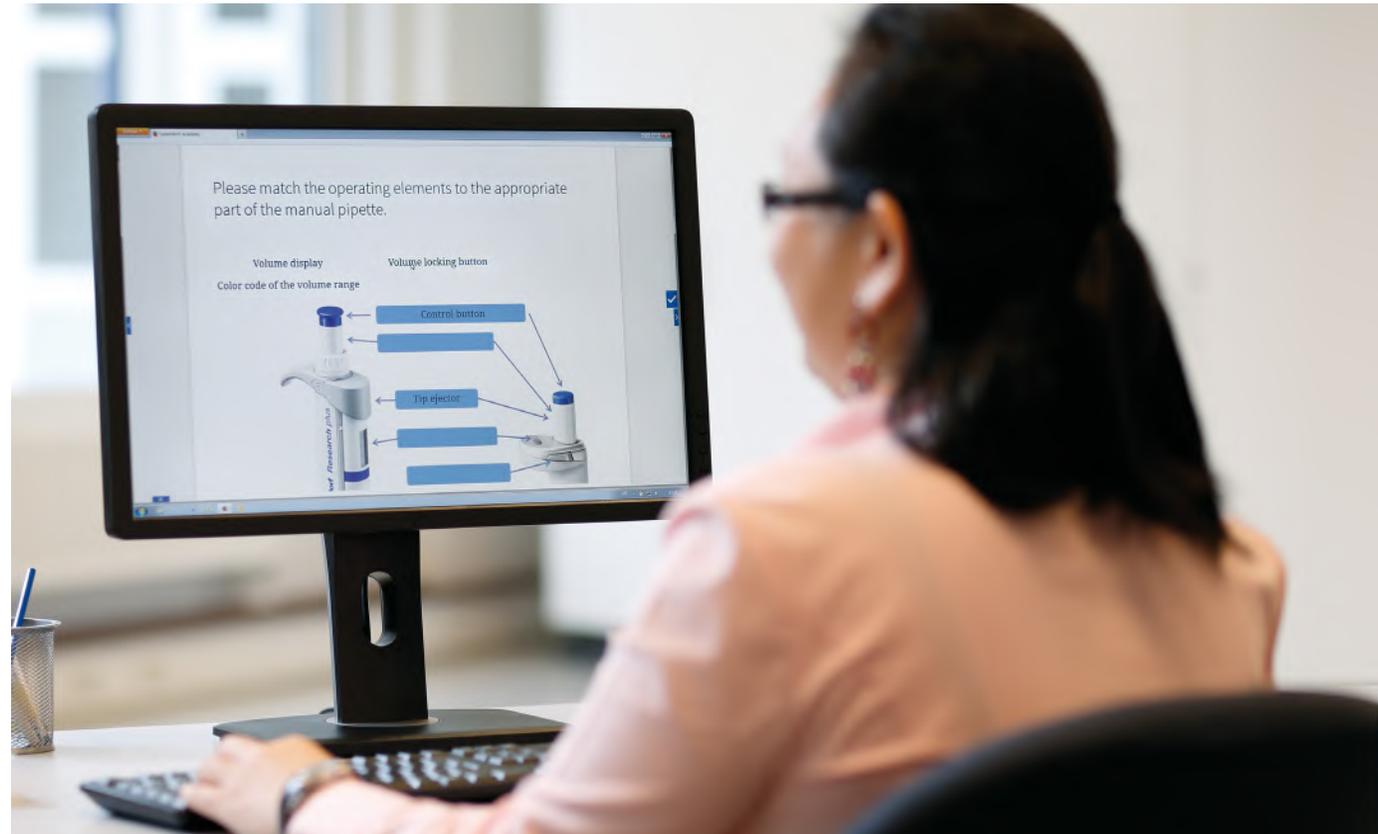
The Advantages

- Fast and simple creation, conversion and implementation of new training courses
 - Immediate and easy integration of feedback from administrators, specialists and students themselves
 - Continuous course improvement through direct implementation
 - One point of contact for all technical and conceptual issues
 - Secure mobile access to learning content at any time from any device
 - Direct access to learning content at any site worldwide
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About Eppendorf AG

For about 70 years, the name Eppendorf has stood for quality, reliability and the spirit of innovation. The company, which is based in Hamburg, develops, manufactures and markets laboratory equipment and services. The broad product range of Eppendorf Group extends from devices and consumables such as pipettes and reaction vessels to highly accurate laboratory machines that encompass the latest technology, such as bioreactors and cell manipulation systems.

Comprehensive and competent customer service goes without saying, as does the constant search for excellence in product development. At 34 sites around the world, Eppendorf's skilled staff supports customers in the selection, use and maintenance of their proven products and solutions.





Several sites: A clear roadmap for professional development

An optimised distribution structure and a growing product portfolio: Eppendorf AG operates on an expanding international stage, which provided new challenges for the training of its employees and external target groups.

An integrated blended learning concept for all sites across the world.

Employees and external partners needed to acquire the necessary knowledge quickly to advise customers once a new product or service had been launched. Dull, old-fashioned and labour-intensive training processes only obstructed the achievement of such a challenge.

A professional blended learning system across all sites would be the most efficient way to transfer this knowledge in a simple and well-organized manner. The use of a cloud-based solution was, therefore, a certainty from the beginning.

Getting there faster with a competent e-learning expert

Eppendorf AG had been open to e-learning and had been using it to some extent. Due to a positive past learning experience, the company decided to extend its e-learning strategy at the group level.

Fast access to training materials

To speed up the process, the company decided to adopt a Learning Management System. This enabled faster access to training materials for the growing target groups, spread worldwide over a number of sites.

As an internationally focused full service provider, imc AG, with its award-winning LMS, the imc Learning Suite, was selected in a tender carried out in 2012.

The aim was to complement or replace the existing training courses with a blended learning approach. The imc authoring tool Content Studio was selected for the production of interactive and multimedia learning content.



“We are already seeing significant benefits in the speed with which we are reaching many employees, regardless of time and place. This means, that e-learning and blended learning are best suited to transfer knowledge about our existing products, but especially when introducing new products, and complement our mix of relevant training content.”

Dr Dietmar Kahle, Director Learn Management, Eppendorf AG

A modern learning culture for diverse target groups

After Eppendorf AG decided to implement the training strategy with imc, work on the implementation started immediately. The “International Sales Meeting” in May 2014 offered the perfect opportunity to announce the new “Eppendorf Academy” to all employees and get them involved.

In a first step, training and development materials for marketing and sales staff were professionalised. The offer was then extended to service technicians and centres of competence. Gradually, the entire Group, across all 34 sites, would be drawn in.

Eppendorf AG understood the importance of continuous learning as part of its global professional development processes. In order to realise this, employees needed to participate in most of the courses. In addition, they could give their suggestions for improvement via a feedback sheet at the end of a course.

Through this intensive feedback culture, it is possible to identify and rectify shortcomings in the content, and verify with the students how the learning helps them to perform their everyday tasks.

The imc Learning Suite, hosted in Microsoft Azure Cloud, is scalable to an almost unlimited extent and is available immediately.

Eppendorf AG also used feedback from its local organisations, which constantly provided new suggestions for continuous quality improvement to its courses. This was a successful project, where 90% of users assessed the courses as helpful or very helpful.



Strengthening international networks and extending target groups

Eppendorf AG did not wish to stop there despite the milestones achieved to date with the training in e-learning. For the future, the Hamburg-based company is planning the localisation of existing content into several languages, increased the use of local content and catalogues, and the development of refresher courses for experienced employees.

The target group would be expanded to specialist dealers and to end customers, providing access to selected training content. Eppendorf is currently considering making high-quality content, produced in-house, available to end customers via its own e-shop. Providing all international employees and partners with suitable content under the "Eppendorf Academy" umbrella was the priorities for the trainers so that the learners, whether in sales, marketing, manufacturing or competence centres, received customised training.

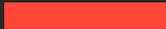
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“The Eppendorf Academy offers us many benefits and I am convinced that the concept is adding value to the sales team.”

Managing director of a local Eppendorf sales and marketing company



Rewrite the way we learn



About imc

imc has been working with organisations across the private and public sectors for over 23 years to redefine the way that learning is designed and implemented through a combination of technology systems and tools, content and strategy.

More than 1,200 commercial enterprises, government organisations and educational institutes with over 5 million users around the world rely on imc's holistic and bespoke solutions.

We are located at 12 offices around the world with 300 employees to serve your complex requirements. imc focuses on supporting organisations where learning is key to the business performance and viability, beyond a feel-good measure and a nice-to-have.

[Contact us now](#)

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