

Blended Learning Increases Sales Effectiveness

Canon U.S.A. Launches Extended Enterprise System



Situation Analysis

Canon U.S.A., Inc. is a leader in professional and consumer digital imaging solutions and sells its products through an expansive network of retailers and dealers. Within the Company's Imaging Systems Group, the Sales Training Division supports this diverse mix of internal and external sales organizations that are responsible for distributing its digital office solutions.

To optimize salesforce performance, Canon U.S.A.'s Imaging Systems Group sought a comprehensive learning system capable of providing an end-to-end, blended solution for delivering industry and product training to the extended enterprise. The objective was to accelerate and improve the performance of the extended sales force in the midst of new product rollouts and industry changes. Canon U.S.A. also wanted to be able to better leverage instructor time in the classroom.

Deploying the Solution

INTELLINEX met the challenge by creating a private, branded training Web site, the Canon U.S.A. Know-How Learning Zone, accessible by Canon U.S.A.'s internal and external sales force. New Web-based courses were developed for new product rollouts and industry education. The innovative LEAP™ e-learning system, launched in January of 2002, provides solutions to all business requirements. Components include:

- ▶ LEAP™ Learning Management System (LMS) - a single point for locating, registering for, scheduling, accessing, and tracking learning
- ▶ LEAP™ Learning Development System (LDS) - a distributed authoring and content management system providing developers and course administrators with browser-based tools, learning modules, and tips to develop and manage Web-based learning

Company Information



- ▶ **Industry:** Consumer, business-to-business and industrial imaging solutions
 - ▶ **Canon U.S.A., Inc.** is a subsidiary of Canon Inc.
 - ▶ **Sales:** \$26 billion (Canon Inc.)
 - ▶ **Employees:** 11,000 (Canon U.S.A.)
 - ▶ **Business Focus:** Business machines, cameras, optical and other products
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- ▶ Configuration, installation, portal design, and project management
 - ▶ Third-party application and content integration services
 - ▶ Hosting services on the INTELLINEX ASP platform
 - ▶ Jointly staffed Solution Management Office that provides ongoing, on-site management and support services

Business Results

Through INTELLINEX, Canon U.S.A. is positioned to accelerate business results: faster product rollout in the marketplace, greater sales force effectiveness, and better use of sales training resources, all of which ultimately will improve revenue and profit. By building a private, branded Web site available for training of Canon U.S.A.'s external and internal sales forces, the Imaging Systems Group is quickly realizing the benefits of incorporating e-learning throughout its organization, including an estimated 27 percent cost savings.



“The reason we chose INTELLINEX was because INTELLINEX was able to support blended learning solutions with a blended learning system. Through INTELLINEX we are able to integrate advanced delivery technology for low bandwidth environments with robust multiple media. INTELLINEX helped us to create custom applications that integrate with INTELLINEX learning and development systems for Canon online and instructor-led courseware.”

**Mitch Bardwell, Director of Sales Training,
Canon U.S.A. Imaging Systems Group**