

# Global Learning All in One Place

## Cisco Brings Channel Partners Up to Speed



### Situation Analysis

Cisco Systems, Inc. is the worldwide leader in networking for the Internet. Cisco's Internet Protocol-based solutions are the foundation of the Internet and most corporate, education, and government networks around the world. With over 88 percent of its revenues generated through more than 40,000 Channel Partners, Cisco's success in the market is dependent on the companies' knowledge of Cisco products and solutions. Major challenges presented included the following:

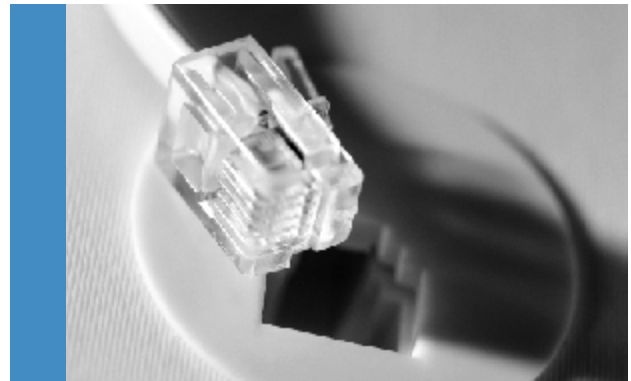
- Increasing the number of Cisco certified network engineers is important to Cisco's continued growth
- Instructor-led training programs could not scale to meet Channel Partner demand
- Cisco Account Managers and System Engineers were spending a substantial portion of their time prescribing and managing learning for Channel Partners
- Traditional knowledge transfer and learning methods were reaching a small percentage of partners
- Channel Partners were required to navigate through multiple Web sites in an attempt to find the training and information needed in their jobs

### Deploying the Solution

INTELLINEX provided the solution to Cisco's business challenge. Leveraging its LEAP application technologies, INTELLINEX collaborated with Cisco to design and implement the Partner E-Learning Connection (PEC) portal. The solution included:

- LEAP Learning Management System to manage and deliver learning via the Internet
- Integration with Cisco's e-learning architecture and other systems that support Channel Partner content services and databases
- Integration with Cisco third-party e-learning content and services
- LEAP eCommerce System for credit card purchase of learning programs
- Conversion of over 350 hours of instructor-led training to Web-based learning
- INTELLINEX ASP platform to host the Partner E-Learning Connection
- INTELLINEX support services through an on-site Solution Management Office

### Company Information



- **Industry:** Information technology
- **Sales FY 2001:** \$22.2 billion
- **Channel Partners:** 40,000+ organizations
- **Channel Partner Target Audience:** Estimated 800,000+ employees
- **Channel Partner Geography:** 132 countries
- **Business Focus:** Networking technologies including advanced routing and switching, storage networking, security, broadband, and content networking

## Business Results

The Cisco Partner E-Learning Connection consolidates over 2,500 hours of e-learning and learning maps (visual packaging of recommended courses for selected tracks such as certification, specialization, solutions, and sales). The PEC delivers learning in a variety of Web-based formats, including hands-on remote labs, interactive media, mobile delivery options for use with hand-held devices, streaming video, live virtual classrooms, and scheduling for instructor-led training classes.

**“We approached Intellinex and asked if they could help us develop a learning solution for the Partner E-Learning Connection. We told them we had only three months to develop the solution - from planning the technology to the site development, content development and portal. They said "yes." And they delivered on time!”**

**Tom Kelly, Vice President, Internet Learning Solutions Group**



**“E-learning is dynamic; to keep on the leading edge and meet the needs of our partners, the site continues to evolve and improve both in content and functionality... The Cisco and Intellinex partnership has enabled us to do this successfully.”**

**Lisa Baumert, Senior Manager, The Partner E-Learning Connection Program**

The PEC is accessible 24/7 to Channel Partners, globally. The INTELLINEX platform has accommodated thousands of daily online users, with over 99 percent uptime. At the May 2002 Cisco Partner Summit meeting, John Chambers, President and CEO, recognized the one-millionth Channel Partner visitor to the PEC in just two years of operation. Cisco recently surveyed its global Channel Partners to measure the overall satisfaction and business impact of the Cisco Partner E-Learning Connection. The results of the survey indicate that channel partner employees using the PEC experienced a positive business impact, increased satisfaction in working with Cisco, and increased productivity for their employees from the knowledge gained through the PEC. Of the 3,650 survey respondents:

- › Seventy-three percent reported a significant increase in their ability to sell and support Cisco products
- › Seventy-two percent have reduced their training costs and expenses by more than half
- › Sixty-three percent reported an increase in customer satisfaction
- › Nearly 60 percent estimate an increase in their Cisco sales of 50 percent or more
- › Overall, by using the PEC, partner estimated revenue, productivity, and satisfaction *increased by an average of 47-65 percent*

**“Cisco provides the same quality and timely education to our channel partners as we offer our own engineers and sales team. As such, the ability to transfer knowledge through the Partner E-Learning Connection is a key component of Cisco's strategy to enable its channel partners to turn change into a competitive advantage.”**

**Kevin MacRitchie, Vice President, Worldwide Channel Technical Operations**