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# Anywhere, Anytime Training for the Modern Workforce

The SAP Learning Hub Provides a Competitive Edge

by Richard Strattnner, SAP

Companies are always on the lookout for ways to differentiate themselves and get ahead of the competition, especially in today's increasingly saturated business environment. But even as they assess their competitive differentiators, many organizations still tend to overlook an extremely important aspect of the business: their own employees.

Jeffrey Pfeffer, Professor of Organizational Behavior at Stanford University's Graduate School of Business, points out that "A country, or a company's, competitive advantage in the current economy depends primarily on its people's skill, talent, and educational attainment — its human capital."<sup>1</sup>

Dr. Pfeffer highlights the following case study as an example: "A large US-based multinational firm that evaluated the cost-effectiveness of some 18 training programs found an average improvement in job performance of 17%, with an average return on investment of 45% for the managerial training programs and 418% for sales and technical training."

There's no denying the business benefits of investing in a company's own employees. However, even though most companies understand the positive impact training can deliver, their focus generally remains on other business requirements, such as driving positive shareholder value and near-term profit. These companies often believe that education campaigns will adversely affect employee productivity, taking them away from focusing on the company's top

priorities. So the question becomes, "How and when can we deliver training, without taking away from immediate productivity?" Adding to this challenge is the massive growth in globalization, which has created a more decentralized, mobile workforce that operates away from their corporate offices, making it nearly impossible to schedule traditional onsite training.

## Meet Training Needs with SAP Learning Hub

One potential solution to these challenges is to expand non-traditional classroom training (NTCT). NTCT is an umbrella term used to describe all aspects of remotely delivered training, from self-paced eLearning, to mobile learning applications, to Virtual Live Classrooms (see sidebar on the next page). Following this trend, SAP Education's most recent foray to help companies train their mobile workforce is **SAP Learning Hub**. Designed to provide critical training for organizations on the go, SAP Learning Hub offers on-demand, flexible learning options such as self-study and opportunities to leverage social media and web features for shared learning experiences. SAP Learning Hub features:

- Around-the-clock, online access to SAP Education content, including eLearning, delta training-focused Online Knowledge Products, and participant handbooks
- A hosted and supported learning platform that gives quick and simple access to content, without the need to download or maintain external software



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<sup>1</sup> Harvard Business Press Chapters "A Blueprint for Success: Spend More on Training" by Jeffrey Pfeffer (July 10, 2007).

## The Growing Demand for Remote Training Offerings and SAP Education's Role

The way in which modern workforces now operate — on the go and untethered from their desks — is sparking a need to change how employee training is delivered. As new learners enter the workforce, they are far more comfortable with training done outside the classroom. That's why, along with its ability to reduce time spent out of the office and associated travel costs, remote delivery is rapidly becoming the means by which budget-strapped HR and corporate learning organizations provide training to their workforces. In fact, Ambient Insight Research projects a five-year compound annual growth rate of 9.2% for self-paced eLearning products and services.\*

As a leader in providing educational training to users, SAP has been expanding its training offerings for some time. In fact, for each of the last five years, IDC has ranked SAP Education as a market leader in both size and in strategy due, in large part, to its commitment to remotely delivered training.\*\* And since 1995, SAP Education has been providing best-in-class corporate training in the form of eLearnings, Online Knowledge Products, and Virtual Live Classrooms. SAP Learning Hub is just one example of SAP Education's tradition of offering products and services to a constantly morphing workforce.

\* Ambient Insight Research, "The Worldwide Market for Self-Paced eLearning Products and Services: 2010-2015 Forecast and Analysis" by Sam S. Adkins (July 2011).

\*\* IDC, "IDC MarketScape: Worldwide IT Education and Training 2012 Vendor Analysis" (February 2012).

- Progress and consumption reports to help management see their workforce's growing skill set so they can better allocate resources

Lastly, and perhaps most importantly, SAP Learning Hub has over 1,200 distinct learning titles available, and is kept up to date via monthly uploads of all changes that come out of the SAP Education curriculum development office. Regardless of an employee's solution area or skill level, there is relevant, helpful content available.

### Views from the Boardroom

SAP Learning Hub lends itself particularly well to the needs of SAP consulting workforces and customer competency centers because it covers the complete SAP portfolio, provides various levels of knowledge (overviews, fundamentals, and details), includes the latest content via monthly updates, and is accessible 24 hours a day, 7 days a week. But the real power and benefits of using SAP Learning Hub are best expressed in the words of satisfied customers.

Claudia Brack, Global SAP Community Lead at Capgemini, says:

*"Capgemini believes that learning is transformative, which is the key reason why we decided to use SAP Learning Hub. And with our own internal push towards virtual, constant, and global learning, demonstrated by the launch of the Next Generation Learning concept of our University, we saw the use of this site as a complementary fit. SAP Learning Hub dovetails well with our own efforts to make virtual learning as real as possible. It supports self-study at a user's own time and pace, according to his or her demands, as well as learning in groups via virtual or physical events. This is a very important method of learning for Capgemini."*

Jeff Sagraves, Vice President of Global Practice for SAP Solutions at CSC, says continuous, remote access to SAP educational materials is the company's reason for using SAP Learning Hub.

*"CSC chose SAP Learning Hub to provide unlimited, on-demand access to SAP training — accessible from any location worldwide. We have a global staff with a global client base. Our teams cannot always travel or take time away from the client to perform necessary training in the traditional classroom setting. SAP Learning Hub gives us the flexibility to deliver up-to-date training to our staff, without sacrificing client needs."*

### Gain Your Edge

With the demand for NTCT and the unique attributes offered by SAP Learning Hub, SAP Education is well-positioned to contribute to the development of the entire SAP ecosystem. By providing instant, continuous access to learning materials in multiple formats, SAP Learning Hub helps companies train and educate employees for a real, competitive edge. It's a valuable addition to the SAP Education portfolio and a critical piece in your organization's education strategy. Learn more at [www.sap.com/training-and-education/learning-software-and-services/learning-hub/index.epx](http://www.sap.com/training-and-education/learning-software-and-services/learning-hub/index.epx). ■