

# OLYMPUS

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— David Delgado, Technical Training Manager,  
Olympus Medical Systems Group



## Olympus expands its reach and lowers the cost of global sales training.



### INDUSTRY

Electronics

### WEBEX APPLICATIONS

WebEx Training Center

### SUMMARY

Use of WebEx Training Center began in Olympus's training group, and has expanded to other areas, including Marketing to demonstrate new applications, and corporate executives for company-wide, "town hall" style meetings.

### ABOUT OLYMPUS

#### Line of Business

Healthcare products, accessories, and related services including gastrointestinal endoscopes, EndoTherapy devices, minimally invasive surgical products, used by medical institutions and research centers

#### Headquarters

Melville, New York

#### Number of Employees

Over 1,100

#### WebEx Customer Since 2002

Olympus is a global precision technology leader, designing and delivering innovative solutions in healthcare and consumer electronics worldwide. Its Medical Systems Group focuses on healthcare products, accessories, and related services including gastrointestinal endoscopes, EndoTherapy devices, and minimally invasive surgical products used by medical institutions and research centers.

#### The Challenge

Olympus regularly engaged its sales staff and engineers in frequent equipment and product training at corporate headquarters in Long Island, NY, a practice that took many months to organize and required significant travel costs to implement. The three to five days necessary for each training session also impacted productivity by taking valuable customer time away from the sales reps and making field engineers less responsive to support requests.

#### The Solution

While initially experimenting with an online meeting application provided by its teleconferencing vendor, Olympus needed more than the average 'vanilla' web meeting capabilities. They wanted to create a true e-learning environment by adopting a solution that offered collaborative functionality such as polling, video, white boarding, application sharing, and testing. And

because so much of its training relied on viewing and working with graphic images, Olympus needed a delivery platform that minimized bandwidth requirements and supported rich media types in an interactive environment. WebEx helped Olympus meet these needs.

Olympus launched the WebEx Training Center solution early in 2002 to train its staff prior to the introduction of a new video imaging and reporting software application called EndoWorks.® According to David Delgado, Technical Training Manager for Olympus, "Initially, we adhered to the polling and testing functions because they were the most useful to us and because they enabled us to get our trainers comfortable with the whole online environment." Over time, however, the company's proficiency with WebEx has increased dramatically. It has already been adopted by the marketing group for demonstrating new software applications and by the division's corporate executives for company-wide, 'town hall' style corporate communications.

The typical training session at Olympus includes application sharing, attendee polling, testing, and use of the white board, which Delgado claims has been an invaluable tool. "We asked a physician who was a subject matter expert to provide the

sales force with some basic training on a particular endoscope,” says Delgado. “Using the white board, he sketched out the particular anatomy involved and the procedures supported, and illustrated how the equipment was used in a very detailed manner and in a completely collaborative environment. It was very powerful.”

### The Benefits

While Olympus offered just five Training Center sessions in 2002, this increased to 91 sessions in 2003, and the company predicts they will exceed that number in 2004. The company’s training cost per employee has also been drastically slashed. Delgado notes, “When you take into account travel, hotel, meals, the venue, and all the other costs associated with an offsite training, we estimate that we have cut these expenses by 96%, now spending just \$61 per session per employee obviously that is a tremendous reduction in costs.”

The company has also increased its ability to bring new initiatives to market. For example, Olympus was ready to begin selling a new type of service contract for flexible endoscopes. By engaging in Training Center sessions to rapidly inform and train their sales staff and field engineers, the company was able to launch the new contracts in just two weeks. “Previously it would have taken a couple of months just to determine training venues,” says Delgado. “With Training Center

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The company has experienced an overall increase in efficiency and productivity as well. Now sales reps don’t lose valuable time in the field and engineers don’t delay in responding to customer support calls. And, according to Delgado, “Webex has enabled us to move out of the classroom and explore other training capabilities, linking directly to recorded sessions from our intranet, and other types of blended learning environments.”

### The Future

Olympus is committed to realizing an ever increasing return on its investment in WebEx by continuing to extend both its use of Training Center and adopt additional capabilities. For example, multi-point video, will enable Olympus to showcase products in multiple angles during surgeries, while simultaneously showing the trainer. Delgado notes, “We feel this is the next best thing to providing hands on training. If they can see it in that kind of detail, while simultaneously viewing the

trainer, we believe it will create confidence in supporting the product line and we’ll see results in the field.”

The company is also excited about integrating Training Center to support e-commerce transactions and payment activities within training sessions, allowing Olympus to make a full range of live and on-demand product trainings available to its customers.

## HIGHLIGHTS

- Olympus trainers take advantage of specialized WebEx functionality, including application sharing, attendee polling, testing, and the white board.
- The number of WebEx training sessions conducted by Olympus continues to grow: from five sessions in 2002 to 91 sessions in 2003, with more predicted for the future.
- The company is accelerating market initiatives by using WebEx Training Center to rapidly inform and train sales staff and field engineers, reducing launch time from two months to just two weeks.