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SPECTRO Analytical Instruments (Asia-Pacific) Ltd.

## SPECTRO finds training success with WebEx Training Center.



### INDUSTRY

Testing Equipment Manufacturing

### WEBEX APPLICATIONS

WebEx Training Center

### SUMMARY

The SARS crisis in 2003 prompted SPECTRO to consider web-based training as an alternative to costly and time consuming face to face training. WebEx Training Center enabled the company to save significant amount in travel time and costs, greatly enhancing training process with highly interactive and involved online interaction

### ABOUT SPECTRO

#### Line of Business

Development, manufacturing and distribution of elemental analysers.

#### Headquarters

Kleve, Germany

#### Number of Employees

Over 400 staff in 11 SPECTRO offices worldwide

#### WebEx Customer Since 2003

SPECTRO Analytical Instruments GmbH is a global leader in elemental analysis instruments. The world's biggest petrochemical and manufacturing companies use SPECTRO instruments and monitors, including its flagship Arc/Spark, ICP and XRF spectrometers, to test the quality and safety of metals and other elements customers use in their business.

Founded in 1979 as a three-man enterprise, Germany-based SPECTRO has three regional centers worldwide located in Kleve, Germany (Europe); Marlborough, Massachusetts, USA (NAFTA); and Hong Kong, China (Asia-Pacific). The company today employs over 400 people around the world with Asia Pacific offices in Hong Kong, Beijing, Shanghai and Guandong Province in the People's Republic of China. It also maintains a team of distributors throughout Asia, serving the elemental analysis requirements of both small enterprises and large multinational corporations.

### The Challenge

Products and processes involved in elemental analysis are constantly evolving and the greatest challenge for SPECTRO was keeping its people up-to-date with new developments and up-to-speed with emerging technologies. "We cannot meet at a drop of a hat, we need to carefully plan our schedules and consider the costs involved in flying people on training missions or customer service calls," says Joachim Raber, technical support manager, SPECTRO Analytical Instruments (Asia-Pacific) Ltd.

SPECTRO releases at least one new or enhanced product every quarter to keep pace with market demand for its analytical solutions. Keeping its Asia Pacific staff and customers current required multiple training sessions a week. Raber and his colleagues used to spend a great deal of time every quarter traveling from session to session. To make matters worse, SPECTRO sales staff would book ad hoc customer training sessions for customers or distributors that requested hands-on training.

The SARS crisis in 2003 prompted SPECTRO to reconsider the way it handled its training program. "There were travel restrictions all over the world, but we needed to keep our training programs and support functions going," Raber explains.

Thus, when the company considered implementing a web-based helpdesk solution to remotely assist users of SPECTRO during that period, it also looked into available web-based training applications that it could use for training meetings.

### The Solution

Although the company knew it needed to find a technology solution for its training issues, SPECTRO did not want to hire additional staff to manage a solution or reallocate resources to invest in costly infrastructure on non-core business processes.

The company also has a security policy that poses stringent control on linking remote networks within the organization, making it challenging for them to set up remote connectivity instantly. "We

needed an efficient, trustworthy and respected service partner that can provide us with secure and reliable means of web-based communications,” Raber says.

WebEx Training Center answered SPECTRO’s requirement for zero-maintenance, secure, cost-effective and reliable web training application. “Without doubt, WebEx Training Center is one of the industry’s most interactive online classrooms for the delivery of live and on-demand online training,” Raber remarks.

WebEx Training Center, being a browser-based service, requires no software installation and SPECTRO staff was using the service immediately after the company subscribed to the service mid-2003.

### The Benefits

There was some resistance from users when the idea of online training was first broached. “But testing the system, they realize that it’s the closest thing to being there, without having to pack their suitcases and leave the office. WebEx Training Center has enabled us to bring SPECTROs’ best practices in an online environment,” says Raber.

The most obvious benefit SPECTRO derived from using WebEx Training Center is cost savings. By not having to require its staff to travel to training and customer sites, SPECTRO saves a significant amount in travel cost.

For Raber and his teammates, online training means multiple days saved on travel time every quarter. “It was a big waste traveling two days to get to and from the training site, when we could simply be staying in our offices,

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performing urgent tasks and concentrating on growing our business while keeping ourselves informed,” he says.

That said, WebEx Training Center also enhanced the company’s training process. “WebEx Training Center provides the capabilities we needed to transform existing content into highly interactive and involved online training programs. Our staff was able to discuss the most detailed technical aspects like they were in face-to-face communication,” Raber adds.

### The Future

SPECTRO believes that nothing beats face-to-face meeting in delivering quality customer service and Raber sees WebEx Training Center as a complementary service and after sales service. “We take customer service very seriously. Clinching business means constant communication with our customers, understanding their needs and finding ways to serve them better. WebEx provides us yet another effective way of increasing its profile as a service-driven organization. WebEx solution will become an integral part of our customer support service,” says Raber.

## HIGHLIGHTS

- Instead of flying staff to training sites, SPECTRO opted to conduct online training using WebEx solution saving significant amount in travel time and cost.
- SPECTRO staff now enjoys faster access to most up to date product information required to be effective in their jobs.
- Company is looking to capitalize WebEx Training Center as a customer and after-sales support medium.