

Training turns to online video

Businesses increasingly relying on Internet video to get their messages across

BY PATRICK O'GRADY
pogrady@bizjournals.com

Video may have killed the radio star, but it's giving businesses new ways to train staff and educate customers.

Online video also gives companies a forum to display their wares on specially designed YouTube channels or on their own Web sites.

Marianne Cherney, founder and CEO of online training firm GoGogh.com, has seen her business turned on its head. Two years ago, 80 percent of her clients wanted in-person training. Today, the same number expect it to be streamed to their desktops.

"What we're seeing is everything is going online," she said.

Online video has seen tremendous growth. According to comScore, a Web site that tracks Internet use, more than 157 million people in the U.S. viewed videos in June, watching a total of about 19.4 billion. Google, which owns YouTube, accounted for about 39 percent of those views.

While most sites in the top 10 are entertainment-related, businesses have begun taking notice of the online video surge and have started using it to educate and train buyers about their products.

TRAINING THE MASSES

GoGogh is an example of a business adjusting to new technology and the changing demands of the digital age. Cherney, who has 19 years of experience in the information technology training field, launched the company about three months ago.

The site is designed to provide IT professionals with training on the latest technologies. Cherney said she went digital to cut down on travel and expenses associated with in-person visits, and to provide a lower-cost option available anywhere companies conduct business.

The timing proved right. Many companies were looking to stretch their training dollars in the face of the recession and were looking for alternatives. Online video makes it much easier to train multiple people at different times while maximizing their productivity, Cherney said.

GoGogh's software, developed by Sonic Foundry, allows trainers to incorporate voice, video and PowerPoint slides into a seamless display that can be viewed live or archived for a later date, Cherney said.

"You can create the content very quickly, and we host the content on our servers," she said.

Cherney is expanding her business into a multimedia storehouse of training, where companies or workers can sign up starting at 12 courses for \$198 a year. The site maximizes podcasts as well, and allows instructors to interact with people taking the courses.

GoGogh also has been approached by large corporations interested in setting up internal training sites, Cherney said.

"It's where everything is going," she said. "People are moving faster. They've laid people off. They only



PROVIDED BY TEMPE POLICE DEPARTMENT

Sgt. Michael Pierce of the Tempe Police Department uses Flypaper Studio Inc.'s online video-training program to save time and money. Officers can log in to the program from their patrol car computers.

way they're going to get training is if you bring it to them quickly and cheaply."

Companies are looking at GoGogh and others like it because of tighter budgets, said Kevin Kearney, product line manager for storage protocol products for Chestnut Ridge, N.Y.-based LeCroy Corp.'s Protocol Solutions Group.

"Apart from those considerations, GoGogh provides us with a new way of delivering content that is very much in tune with the way engineers — and everyone else, for that matter — tend to access information these days," he said.

The company offers short- and long-form tutorials, and Kearney said the short-form videos have enabled customers to learn bite-size information at their own pace.

A BETTER WAY

Tempe Police Department officials went with online training largely because its training budget was slashed as the city looked to make up revenue. Another reason was the department needed a way for several hundred police officers to get their required training without having to be removed from their duties for days at a time, said Gina Pinch, training

coordinator for Tempe Police.

"To just get all the officers in a room, we had to schedule 20 sessions," she said.

Tempe Police opted to go with Flypaper Studio Inc., a Phoenix-based startup with a foundation in corporate and educational training. The company's software uses Adobe Flash to incorporate words and pictures into materials that are easy to build, said Jared Vishney, vice president of business development for Flypaper.

Video often is a better way for people to learn, Vishney said.

"I would argue that some of the best educators in the nation are the Discovery Channel and the History Channel, because they present information that is compelling," he said.

Even with its limited budget, the department can offer multiple training programs that officers can view on any department computer, including those installed in patrol cars. While Pinch could not estimate the amount of money the department is saving



Cherney



Vishney

VIDEO: Companies facing tight budgets using online training to save money

FROM PAGE 13

with online training, it has been able to cut in half the amount of time officers spend in training each year, from about four days to two.

"The supervisors and the administrators love it because it pulls people off the street much less," she said.

SURFING CHANNELS

While some companies go to training centers or YouTube for their video, Avnet Inc. four months ago launched its OnDemand Web site, developed by New Angle Media. The site allows the Phoenix-based electronics distributor to host its own vid-

eos or videos from suppliers to provide more product education in a business-to-business environment.

Al Maag, chief communications officer for Avnet, said the idea was to leverage video as a form of social media so companies can provide education through specific channels.

"I knew we had a success when our competitors were calling it up and looking at it," he said.

New Angle, which developed a virtual trade show for Avnet, was looking for a way to showcase business videos without having people wade through a lot of media they weren't interested in, said Business Development Director Steve Roberts.

'I knew we had a success when our competitors were calling it up and looking at it.'



Al Maag
Avnet Inc.

"We went in and understood their business and developed this for that business," he said.

The site lets Avnet partners develop and post their own videos. The system also allows customers to buy those components directly, Roberts said.

Video is a way to keep people more focused on a topic, he said.

"When you read, how much do you remember? When you see it, hear it, you're going to remember it better. You're going to be more engaged," he said.

GET CONNECTED

Avnet Inc.: www.avnet.com

Flypaper Studio Inc.: www.flypaper.com

GoGogh Inc.: www.gogogh.com

New Angle Media: www.newanglemedia.com

FINANCIAL CONFIDENCE SHOWS

I run a business, not a

racing
(adjective)

school. Yet here

I am, driving like a rocket
(noun)

through rush-hour traffic.

I'm toast
(noun)

if I don't get these checks to the bank by

5:00 p.m. Oh, no!
(interjection)

I forgot the checks!

Confidence. In business, it comes from knowing your bank is doing its job so you can concentrate on yours. At M&I Bank, we'll help your business:

- Streamline cash flow
- Maximize profits
- Minimize risk

To learn more, talk to us. And fill in the blanks with confidence.

Call or visit online today and get a free Cash Management Tool Kit.

1-866-978-9412
mibank.com/mytoolkit

Personal | Business & Commercial | Wealth Management



Volunteerism

THE HEART OF BUSINESS AWARDS | 2009



Celebrate the helping hands in our community!

Many Valley companies make volunteerism a key part of their business. Help us celebrate their success and encourage others to do the same.

Thursday, November 10, 2009

5:30 - 8:30 p.m. • \$75 per person

Scottsdale Center for the Performing Arts

For more information or to register, please visit:

<http://bizjournals.com/phoenix/5376>



Community Stewardship

- ◆ Rudy Hacker, Intel
- ◆ Training To YOU, Inc.
- ◆ Tri-Lite Builders

Corporate Volunteer Program of the Year

- ◆ APS
- ◆ Kohl's Department Stores
- ◆ The Boeing Company

Immediate Need

- ◆ Arizona Association of Community Managers
 - ◆ Mr. Handyman of the West Valley
- Most Outstanding Company Project (Large Size Business: 500+ employees)**
- ◆ Prudential
 - ◆ Southwest Airlines
 - ◆ Wells Fargo Bank, N.A.

Most Outstanding Company Project (Medium Size Business: 100-499 employees)

- ◆ McCarthy Building Companies, Inc. - Heart Hats
- ◆ McMurry Charities
- ◆ The Capital Group Companies

Most Outstanding Company Project (Small Size Business: 10-99 employees)

- ◆ FOX Sports Arizona
- ◆ Interior Motives

Most Outstanding Partnership

- ◆ McMurry / UMOM
- ◆ The Williams Real Estate Group / Phoenix Children's Hospital
- ◆ Wells Fargo Bank, N.A. / Junior Achievement

Volunteer Executive of the Year

- ◆ Ron Amstutz, Desert Schools Federal Credit Union
- ◆ Shelle Cleveland, Ashley Cleveland Group
- ◆ Al Maag, Avnet, Inc.

Volunteer Spirit

- ◆ Cheryl Calvert, Robson Communities
- ◆ Priscilla Kadi, Avnet, Inc.
- ◆ Kristy Kevitt, Smith Group



PRESENTING SPONSOR:



PREMIER SPONSOR:



SPONSOR:



HOST PARTNER:



EVENT PARTNER:



Contact Mike Mall for Advertising/Sponsorship information 602.308.6525 or mmall@bizjournals.com

TECHNOLOGY SOUND OFF

Joan Panos

Manager of corporate e-learning and performance consulting
Qwest Communications International Inc.



ONLINE TRAINING: Qwest offers its employees a variety of online learning resources. These resources range from short-module topics, to entire courses, to online books and references. Many of the resources include audio and video.

BENEFITS AND DRAWBACKS: Online learning can reach employees virtually anyplace, anytime. This can save a company a lot of money when compared to "bricks and mortar" training, and it makes information and training convenient, immediate and accessible for geographically dispersed employees. Classroom training, however, does typically include the opportunity to network, share best practices and mingle with peers, so it can sometimes enhance the learning experience in a way that could be missing from the online learning experience.

SAVINGS: Costs associated with classroom training typically increase the longer the training is offered. For example, employee and facilitator travel costs and materials, as well as facility costs, increase and accumulate over time. Conversely, with online learning, while the development costs may be high for the most part, once the online course is developed and available, the per-student costs decrease and can become negligible if a large number of students take the course.

Andrew Jennings

Acting risk manager
City of Glendale



ONLINE TRAINING: Several of our departments use Internet-based safety training through outside vendors. A few departments have also created their own custom presentations they post on our intranet. In my department, we have created some of our own intranet-based videos and Power-Point shows for safety training. We also post resources like class handouts, supervisor training briefs, sign-in sheets and downloadable computer-based training modules, so supervisors can do their own employee training or review what they have learned in one of our classes.

BENEFITS AND DRAWBACKS: The best benefit is that online training is available 24/7 to any amount of people that can access it at any time. I like the idea that I can create online training packages that will train employees over and over again, without me having to travel from department to department. Our utilities department, for example, recorded over 2,400 hours of employees taking online safety training in a year. Even if you had 30 employees in one classroom, it would take an instructor 80 hours to train everyone on all those topics. The worst drawbacks about online training are not being able to directly answer class questions and not being able to have class participants engage in activities together. Participants certainly can e-mail questions, but the human element and quick responses to their questions are not there.

SAVINGS: The savings we have seen is in the reduced use of overtime for holding classroom

training sessions, and also time saved by the instructors not having to teach a class over and over. It is very difficult to measure the overtime savings, but it definitely frees up the resources of instructors to work on other projects. They can create more training topics and focus less on repetition and scheduling classes.

James Powers

CEO
iLinc Communications Inc.

ONLINE TRAINING: As a virtual classroom solution provider, we see companies every day who are experiencing success doing online

1. What kind of online training does your company offer?
2. What are the benefits and drawbacks of online training?
3. What kind of savings did your company realize from online training?

training. iLinc stands out from the crowd because of our robust interactive features, including our built-in videoconferencing functionality. With only a webcam, online training instructors can add a personal component to online training.




BENEFITS AND DRAWBACKS: The best benefit of online training is increased organizational productivity. iLinc's features enable organizations to achieve more by eliminating the travel time associated with traditional corporate training. In addition, iLinc's roots in virtual classroom have resulted in a Web

conferencing solution that is designed to help instructors host truly interactive sessions. The drawback to online training is that it's often not as easy to ascertain whether or not students are fully engaged.

SAVINGS: Our patent-pending Green Meter ... automatically tracks cost savings and carbon emissions avoided by meeting online in lieu of traveling. This technology has empowered many of our customers, including the state of Arizona, to successfully implement telecommuting programs and remote collaboration initiatives — and to measure their results.

—Compiled by Kristena Hansen




our **roots** run deep

- insight
- commitment
- value
- professionalism
- independence
- specialization
- expertise

CPAs since 1954


Together with CBIZ,

**ONE OF THE NATION'S
TOP TEN ACCOUNTING PROVIDERS**



Mayer
Hoffman
McCann P.C.
An Independent CPA Firm

Contact Chuck McLane
602.264.6835 • www.mhm-pc.com



Your company may also benefit from the wide range of financial, insurance and other consulting services that may be provided through our association with CBIZ.

BY THE NUMBERS

Online video

BY ADAM KRESS
akress@bizjournals.com

As technology brings us faster connection speeds and countless Web-enabled mobile devices, it's no wonder that viewership of online videos is skyrocketing. Wider viewership of online videos has resulted in growth in the adoption of video training as more people become used to receiving information in this format.

The latest numbers from comScore Inc. show a record number of videos were viewed online in July, the latest month for which data is available. The comScore Video Metrix service shows 158 million U.S. Internet users watched online videos that month.

In July, Google continued to rank as the top U.S. video property, with a record 8.9 billion videos viewed on its sites, representing 42 percent of all videos viewed online. Google owns YouTube.com.

During July 2009:

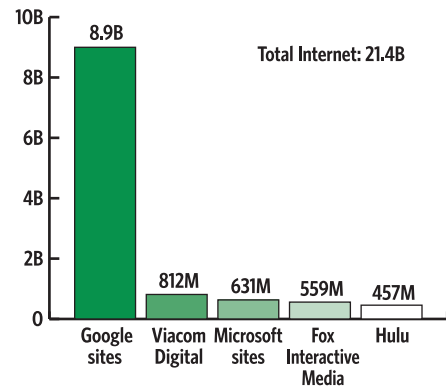
- 81 percent of the total U.S. Internet audience viewed online video.
- Duration of the average online video was 3.7 minutes.
- The average online video viewer watched 8.3 hours of video.
- Each person who visited YouTube.com watched an average of 74 videos.



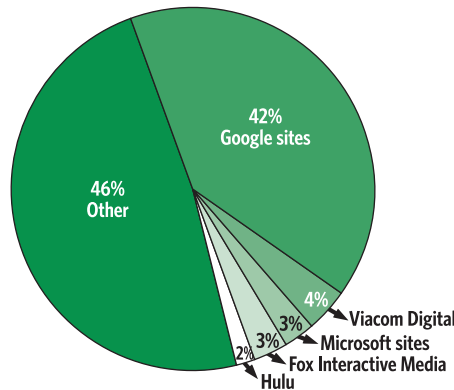
Source: comScore Video Metrix

TRACKING ONLINE VIDEO

Top U.S. online video content sites, by number of videos viewed in July 2009:



Top U.S. online video content sites by share of videos viewed, July 2009:



Note: Rankings do not include video server networks. Online video includes both streaming and progressive download video. Source: comScore Inc.

ENJOY CLEAR SAVINGS WITHOUT ANY STATIC

12 Month CD

1.45% APY On balances of \$1,000 and over.

18 Month CD

1.50% APY On balances of \$1,000 and over.

- Ahwatukee** 4025 E. Chandler Blvd.
- Biltmore** 2200 E. Camelback Rd.
- Central & Camelback** 24 E. Camelback Rd.
- Chandler- Fulton Ranch** 4979 S. Alma School Rd.
- Chandler- Ray/101** 2975 West Ray Rd.
- Maricopa** 20750 N. John Wayne Pkwy.

- Mesa** 1545 S. Power Rd.
- Paradise Valley** 10633 N. Tatum Blvd.
- Scottsdale** 6900 E. Camelback Rd.
- Shea/101** 8764 E. Shea Blvd.
- Sun City** 10706 W. Bell Rd.
- Surprise** 14543 W. Grand Ave.

AMTRUST BANK
amtrust.com | 888-AMTRUST

Minimum deposit to open account is \$1,000 (maximum of \$500,000). Annual Percentage Yields (APYs) accurate as of 9/29/09. Rates may change at any time before account is opened. There will be a penalty for early withdrawal for CDs.



StarCity Telesis

“Wireless Solutions For a Wired World”



“When only the best will do...the best look to StarCity”

- Mobile E-Mail
- Mobile Broadband
- Wireless Integration
- Payroll Apps
- GPS

“Increase profits... first yours, then ours.”
— Robbie Vega, CEO/Owner

“When it comes to customer service, why pay your employees to do our job.”
— Scott Tenney, Vice President/Owner

StarCity Telesis
602.267.7767

©2009 Sprint. Sprint and the logo are trademarks of Sprint. Other marks are the property of their respective owners.

