

CHALLENGE

Canon U.S.A. is a leading manufacturer and distributor of printers, computer peripherals and optical products, in addition to its core camera product business. The company operates in an industry where communication and effective sales training are the keys to success. Canon invested in an AICC-compliant Learning Management System (LMS), but still faced challenges in reaching its geographically-dispersed sales representatives and partners. The company relied on expensive methods such as CD-ROM distribution, travel, and instructor-led training courses. Canon also faced the challenge of producing reports and was unable to ensure the security of its training and sales materials once they were in the hands of its sales force.

Canon realized it needed a training solution for its sales force, partners, and external distributors that could achieve the following communication goals:

- Reach mobile, geographically dispersed personnel, even those on low bandwidth
- Target, track and provide feedback on the learning process
- Reduce training costs
- Provide high-quality content to all professionals at the same time

SOLUTION

Canon selected Ignite Content Delivery Solution for its sales and distribution organization to deliver high-quality sales training materials. Sales representatives and partners are now able to access video-based product training materials and courses on demand, regardless of the mobile user's Internet connection speed. Content delivered through Ignite is secured through extensive encryption to prevent unauthorized copying, printing or forwarding.

Ignite integrated with Canon's existing Intellinex Learning Management System (LMS). This integration to the LMS enabled all the content to be delivered in the context of Intellinex and allowed all interactions, including training sessions viewed offline, to be tracked back to the Intellinex reporting engine.

"The timely distribution of updated training materials has a direct correlation with success in sales. Keeping our people posted on new product developments and materials only serves to strengthen the Canon brand."

Mitch Bardwell

Director & Assistant General Manager 
Imaging Systems Group, Canon U.S.A., Inc.

RESULTS

By using Ignite, Canon was able to reduce costs associated with training and increase the productivity of its sales force and external distributors. Quantified results include:

- Increased employee and partner usage of sales training by more than 100%
- Reduced travel costs and production and distribution of hard copy training materials by 85%
- Increased reach of quality training programs and improved sales resource efficiency
- Delivered an on-demand method of selecting and receiving priority sales training materials within the company portal
- Delivered a scalable training platform that measures success of learning and development initiatives
- Successfully integrated to LMS, enabling tracking of training offline

Canon U.S.A., Inc. delivers consumer, business-to-business, and industrial imaging solutions. The Company is listed as one of Fortune's Most Admired Companies in America and is rated #35 on the BusinessWeek list of "Top 100 Brands." Its parent company, Canon Inc. (NYSE:CAJ), is a top patent holder of technology, ranking second overall in the U.S. in 2005, with global revenues of \$31.8 billion.

For more information about the Ignite Content Delivery Solution, visit www.ignitetech.com.