



## ASG Group

### The true partnership approach to learning

#### About ASG Group

Established in 1986, ASG Group (ASG) is an award-winning, wholly Australian-owned IT business solutions provider in Australia, offering IT management and consulting services, business intelligence and thought leadership. ASG match their human resources with proven solutions, partnering closely with their clients to help them achieve their goals.

#### Business & Learning Challenge

Prior to joining forces with Skillsoft, ASG had a minimal training platform for their employees. Class-led training was rare and costly with employees not having the consistent opportunity in obtaining training on a professional and personal level. As a result, ASG was not able to boost their competitive advantage with their most important asset – their staff. Formal learning programmes were common cuts during the Global Financial Crisis (GFC) amongst IT businesses; however, ASG was determined to inject a comprehensive training program which was consistent with the services that were offered to their customers, providing top-notch value to both staff and customers.

Sian Fussell, ASG's Organisational Development Manager, said, "It is imperative that ASG is kept abreast with the latest and ever-changing technologies, and how these technology trends can be used in daily operations and delivery service. The key to success in keeping our workforce up-to-date is the rapid development and deployment of skill development programs that provide the relevant learning, anywhere, anytime. Many of our staff are placed around the country on client sites which meant that we needed a flexible way to deliver training, and felt that online delivery of learning assets is a fast and efficient way to deliver comprehensive, consistent, high-quality learning opportunities to our workforce."

With a limited budget, ASG sought a suite of training solutions that was true value for money and a platform that attracted IT employees to log on and complete fruitful and productive courses that align to key certifications needed by ASG.



#### Challenge

- Minimal training platform for employees; classroom-led training was costly and inconsistent
- Employees need to keep up with the latest and ever-changing technologies, and apply to daily work
- Training was not comprehensive and employees found difficulty engaging to obtain key certifications and complete courses

#### Solution

- Implement Skillsoft's entire IT, Business and Desktop collection which offered multiple self-paced learning modalities
- Launch internal marketing campaign with executive support and testimonials from pilot program participants to drive adoption and engagement in new learning program

#### Results

- Program rollout successful with high levels of employee satisfaction
- Measureable cost savings competitive edge for the business in enhanced employee productivity and effectiveness

## ASG's Approach & Business Outcome

ASG licensed SkillChoice Complete; the entire collection of Skillsoft's IT, Business and Desktop courses, and Books24x7, Skillsoft's online library comprising over 2,700 courses and 20,000 books online. Over the last 12 months, there have been over 450 active users at ASG out of 600 users. Of these, over 300 users have completed a number of IT courses including ITIL, Cisco ICND, Windows 7, Microsoft Exchange Server 2012, and popular business courses including communication, management and project management.

In addition, more than 300 users have used the Skillsoft elearning platform to access bespoke online courses developed by ASG themselves. And close to 200 learners have participated in active reading on the Books24x7 platform, proving the multi-modal solution is both engaging and relevant.

Over 80% of ASG's licensed staff has actively used the resource which is a very high uptake in the short period of nine months since Skillsoft was launched to the business.

ASG showed executive support for launch through a short video to all staff showing how they used it along with other testimonials from people who were included in the pilot. A competition was tied into the launch to entice time-poor employees to examine the online library of IT, business and desktop courses, and books. The result created a strong and positive response, with the Skillsoft elearning package simply speaking for itself.

The project management courses I did assisted me in honing my project management knowledge. Being a PMP-certified professional, my goal was to do PMI-affiliated courses and Skillsoft assisted me in achieving my goals.

Thank you ASG for providing such wide range of courses and giving the employees an opportunity to sharpen their knowledge in relevant areas of Information Technology.

*Gautam K.  
ASG's Technical Solutions group*

In May 2012, ASG asked employees to complete an online survey to measure the impact of the Skillsoft elearning program. Significant findings included:

- 86% of the 104 survey respondents would recommend the ASG elearning program to their colleagues signifying the program supports staff in meeting business challenges and providing a competitive edge.
- An average of 2 hours a month was saved using the Books24x7 online library, equating to a savings of \$24,300 in productivity value spent back to the business.
- Quality of work had improved by 36.1%.
- Job satisfaction also improved by 38.5% and training was no longer an area of dissatisfaction.
- Each learner generated a value of \$294 in time savings over a 12-month period by taking learning online compared to traditional classroom-led training.
- Participants using Books24x7 to search for information compared to alternative sources, enjoyed \$675 in time savings per staff, per year, resulting in a total savings of \$24,300 that year for ASG.
- 80 surveyed employees experienced skills gain amounting to \$182,520 over a 12-month period.

Since the introduction of Skillsoft solutions, learning is a significant component of ASG's working regime. Employees are now completing certified courses including PRINCE2 Foundation and ITIL v3 Foundation through blended learning. The creation of blended learning programs have further enhanced the learning experience of the employees with elearning as the first port of call, prior to face-to-face training sessions, creating a

harmonious balance between the traditional and innovative forms of training. This keeps the learning fresh, vibrant and interesting.

Today, ASG continues to leverage their learning program to create a competitive edge in their highly skilled workforce, providing added value and the excellence in standards their customers have come to expect and rely on. Moreover, on-going relevant skills upgrading has led to enhancements in daily operations and delivery service, and greater productivity and quality of work overall.

## Why Skillsoft & Elearning

ASG chose to partner with Skillsoft because of its comprehensive solutions that meet ASG's requirements (platform and content) and Skillsoft's reputation as a leader in this field. ASG's imperative to keep their staff abreast of current technologies quickly and efficiently as a leading IT solutions company, was fully met with Skillsoft solutions.

Skillsoft was able to offer a cost-effective and streamlined solution enabling the opportunity for all staff to have easy access to development and work support tools.

According to Sian Fussell, the beauty and uniqueness of Skillsoft lies in its ability to create a solid affiliation with the client. "At ASG, we believe in taking a true partnering approach with people that we work with. Skillsoft has played a vital role, working with us to create a package that best suits our employees."

"Classroom-led training will always have an important place in a corporation but it was logistically impossible and financially challenging to deliver to everyone. That is where elearning addresses the key efficiencies – in quality, time and money."

Elearning possesses the richness and diversity of services not prevalent with classroom-led training, including online mentoring, video content, simulations, skills audit and content rich programs.

ASG

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ASG E-LEARNING

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Welcome to the ASG e-Learning Centre, your 24x7 gateway to learning resources for skills improvement, professional development, performance support, and more. Use ASG e-learning easy-to-navigate interface to find answers to questions, develop professional skills, and take targeted learning. Simply log in to start exploring the learning and performance support resources available to you.

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ASG Group's Learning Centre home page

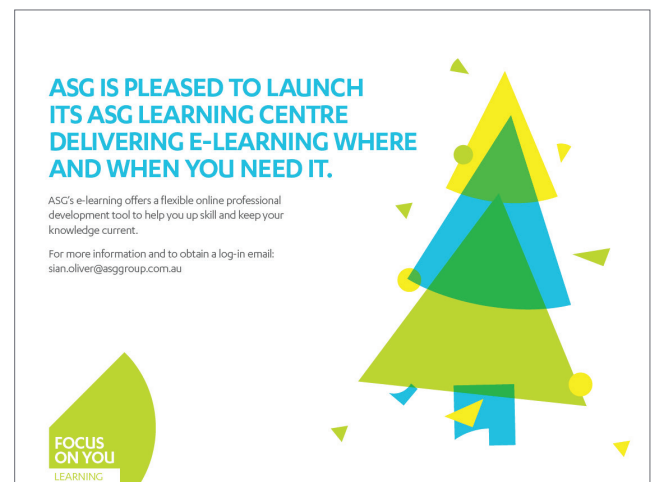
The elearning platform has the capacity, technology and resources to identify and nurture key training needs for an organisation, and at the same time, take full stock of business growth objectives and the necessity to keeping employees engaged and enthused in their roles.

Elearning solutions can use technology to integrate relevant and crucial educational resources to achieve a specific goal, and at the same time, reduce significant costs through the efficiencies of online training.

Elearning also creates a blueprint for the organisation's learning transformation, while enhancing organisational performance in the process – in a speed which holds no comparisons to class-led training.

### ASG's Key Takeaways

- Work with a learning partner that supports your business objectives.
- Gain executive support early and embed this into the launch messaging to encourage staff to engage.
- Engage employees from the start to gain buy-in and continually promote new offerings Partner with managers to develop role aligned content.
- Use blended and collaborative learning to integrate elearning and leverage different learning styles. This style has numerous organisational and personal benefits. Being able to show employees the diversity of learning tools supports employee engagement.



ASG Learning Centre launch campaign



For more information or to learn more,  
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