



Mine Safety Appliances Company

www.msanet.com

Industry

Manufacturing

Challenges

- Reduce reliance on video and DVD training programs
- Expand customer access to high-quality training

Solution

- Adobe Connect for eLearning
- MSA is using Adobe Connect to provide on-demand training to help dealers maximize sales opportunities and teach customers how to safely operate complex equipment.

Results

- Engaged dealers and customers with interactive, on-demand training
- Reduced cost of training by simplifying content production and delivery
- Increased dealer knowledge and performance, driving new revenues
- Accelerated development of training materials for worldwide audience
- Improved customer training boosts compliance as mandated by regulatory agencies

Systems at a glance

- Adobe Connect
- Adobe Acrobat 3D
- Adobe Captivate*
- Adobe Presenter
- Adobe Flash*
- Adobe Reader*

Mine Safety Appliances (MSA) Company

Manufacturer uses Adobe® Connect™ to cost effectively reach staff, dealers, and customers worldwide with vital product safety and usage training

Internal and external training on demand

When an MSA customer spends thousands of dollars on a sophisticated instrument like a thermal imaging camera, knowing how to use it is essential to the success of the transaction. At the same time, MSA dealers need to know how to position products to maximize sales and support opportunities, with a focus on operational safety.

Established in 1914, MSA is a global leader in the development, manufacture, and supply of sophisticated safety products that typically integrate any combination of electronics, mechanical systems, and advanced materials to protect users against hazardous or life-threatening situations. Workers around the world in fire service, homeland security, and other industries, as well as the military, use MSA's comprehensive product line that includes self-contained breathing apparatus, gas masks, gas detection instruments, head protection, respirators, and thermal imaging cameras.

Given the complexity of its products, MSA wants to ensure that dealers and customers always have current product and training information on hand. After completing a thorough training assessment, the company turned to Adobe Connect software to build a web-based training suite that would meet several business objectives.

Overall, the Adobe solution needed to reduce training costs and integrate seamlessly with the company's IT structure, as well as avoid the need for specialized client software. Additionally, the training solution needed to minimize the impact on IT support, be easy for trainees and content providers to use without learning new skills, and avoid the expense of specialized design and support staff. The company also sought to shorten the cycle of creating content and delivering it to employees, dealers, and customers globally.

Adding value to business model

"Dealers and customers were clamoring for web-based training," says Susie Sapsara, eMarketing manager at MSA. "Adobe Connect made it possible for us to meet their demands."

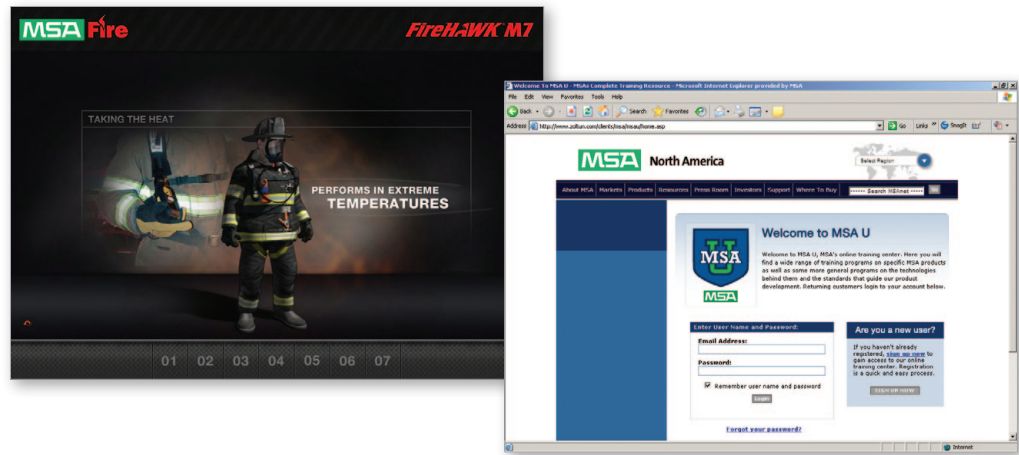
The goal was to improve the diversity and availability of training materials, which were previously available only on video and DVD. Tapes and DVDs were time-consuming and expensive for MSA to produce using a staff of internal and external resources that had to coordinate scripting and production with content experts. Most importantly, customers wanted everyone using MSA products in their organizations to be more engaged with training and have greater flexibility in viewing content at their convenience.

Now using the Adobe software, MSA can enable its customers to easily participate in training and precisely measure success in a variety of ways, such as by testing proficiency on sophisticated equipment. The interactive training also makes it easier for customers to meet education requirements of various regulatory agencies.

"We can provide our customers with the ability to track training attendance, quiz attendees, and award certificates of completion," says Sapsara. "Using Adobe Connect for eLearning definitely adds value to our business model."

More than 100 courses comprise the web-based MSA University—alive with Adobe Flash video content, interactivity, and how-to scenarios recorded in Adobe Captivate software and dropped into Microsoft PowerPoint slides. 14,000 members can access the material anywhere, anytime—picking up and leaving off at will.

MSA turned to Adobe Connect software in response to its customers and dealers requests for web-based training. Nearly 100 courses—alive with Adobe Flash video content, interactivity, and how-to scenarios recorded in Adobe Captivate—comprise the MSA University. MSA can now enable its customers to easily participate in training and precisely measure success in a variety of ways. The interactive training also makes it easier for customers to meet education requirements of various regulatory agencies.



"With Adobe software, we're engaging our customers and business partners in ways never before possible."

Susie Sapsara
eMarketing manager, MSA

Rapid, cost effective development

According to Sapsara, the organization has streamlined the development process and minimized turnaround time to deploy courses—saving both time and money. Subject matter experts are creating slides in the familiar working environment of Microsoft PowerPoint and handing them off to eTraining staff to drop Adobe Flash video and other specially scripted content into Adobe Connect courses.

"We are putting our resources to work more effectively—keeping content-expert involvement to a minimum, while providing engaging training in a variety of media, thereby meeting the demands of our customers," says Sapsara.

Virtual collaboration

MSA's eLearning model includes integrating PodCast and Talking Avatars in Adobe Connect sessions to introduce new products and to provide time-sensitive updates from regulatory agencies. Additionally, the organization held a virtual trade show that included several live webcasts using Adobe Connect. "Many of our products are driven by government-agency standards," says Sapsara. "With Adobe Connect, we have a way to rapidly and cost effectively disseminate that information worldwide."

Staff in other departments is capitalizing on the effectiveness of holding ad-hoc as well as regularly scheduled meetings—leveraging Adobe Connect features such as screen sharing and white boarding. Large-scale webcasts are held six or seven times a year. Typically, up to 300 people attend.

Generating sales leads

When a visitor browses the free MSA University courses, their contact information is fed from Adobe Connect to MSA's customer relationship management system, providing valuable sales leads. Users are asked to create an account and also asked if they want to be contacted by a sales representative or receive product information. The custom Adobe Connect front end is programmed to hit on MSA's server and provide seamless integration between the organization's existing IT structure and XML services capabilities supported by Adobe Connect.

For MSA, additional Adobe solutions further enhance the company's customer training and services. Due to the highly engineered nature of MSA's products, detailed technical drawings can be essential components of training courses. MSA is using Adobe Acrobat 3D software to convert 3D CAD images to interactive 3D models in Adobe Portable Document Format (PDF) that customers can view and rotate using free Adobe Reader software.

Concludes Sapsara, "With Adobe software, we're engaging our customers and business partners in ways never before possible."



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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