



## Case Study Eppendorf

Fully flexible training concept for Extended Enterprise

**eppendorf**

# A strong partnership turns a vision into reality

## The Customer

With its headquarters in Hamburg, Germany, Eppendorf AG is a company that develops, produces and markets products and services for laboratories all over the world. These products are used amongst others, in industries such as pharma and biotechnology, as well as in the food-processing industry.

In many areas of laboratory equipment, the company is the world market leader.

The internationally established group employs almost 3,000 employees worldwide at 34 sites and posted sales of more than €530 million in 2014.

## The Challenges

- Increasing number of legal requirements
- Rapid global growth of the group
- A growing workforce at many sites
- Constant expansion of the product portfolio
- Shorter time-to-market

## The Solution

- “Eppendorf Academy” - a central training platform operated in Microsoft Azure Cloud
- Comprehensive blended learning concept
- All courses administered in a Learning Management System (LMS); simple reporting and user management
- Intensive use of mobile apps

## The Advantages

- Fast and simple creation, conversion and implementation of new training courses
- Feedback of administrators, specialists, as well as students themselves can be integrated immediately with ease
- Continuous course improvement through direct implementation
- One point of contact for all technical and conceptual issues
- Secure mobile access to learning content at any time from any device
- Direct access to learning content at any site worldwide

# About Eppendorf AG

For about 70 years, the name Eppendorf stands for quality, reliability and the spirit of innovation. The company, which is based in Hamburg, develops, manufactures and markets laboratory equipment and services. The broad product range of Eppendorf Group reaches from devices and consumables such as pipettes and reaction vessels to highly accurate laboratory machines, reflecting the latest technology, such as bioreactors and cell manipulation systems.

The comprehensive and competent customer service goes without saying, as does the constant search for excellence in product development. At 34 sites around the world, Eppendorf's skilled staff accompany customers in the selection, use and maintenance of their proven products and solutions.



## Several sites: A clear roadmap for the professional development

An optimised distribution structure and a growing product portfolio: Eppendorf AG has been on a course of success for many years. Operating on an international stage, this progress provides new challenges regarding the training of its employees and external target groups.

An integrated blended learning concept for all sites across the world.

Employees and external partners have to be capable of acquiring the necessary knowledge quickly to advise customers competently once a new product or service has been launched. Dull, old-fashioned and labour-intensive training processes only obstruct the achievement of such a challenge.

Consequently, it became clear to the training specialists at Eppendorf AG that a comprehensive and professionally launched concept for blended learning across all sites would be the most efficient way to arrange the

training processes in a simple manner, and to speed them up throughout the company at the same time. The use of a cloud-based solution was therefore a certainty from the beginning.



# Getting there faster with a competent e-learning expert

In the past ten years, Eppendorf AG has been open towards e-learning and has been using it to some extent in some departments. Due to its positive experience initially, four years ago the company decided to introduce an e-learning strategy at group level, in which the former isolated solutions were to be replaced by a comprehensive and consistent approach.

## Fast access to training materials.

To speed up the process it was decided to use a Learning Management System. This facilitated faster access to training materials by the growing target groups, spread worldwide over a number of sites.

As an internationally focused full service provider, IMC AG, with its award-winning LMS, the IMC Learning Suite has been selected in a tender carried out in 2012.

The aim was to complement or replace the existing presence training courses with e-learning offers as defined by a blended learning approach. The IMC authoring tool Content Studio was selected for the production of interactive and multimedia learning content.

“We are already seeing significant benefits in the speed with which we are reaching many employees, regardless of time and place. This means, that e-learning and blended learning are best suited to transfer knowledge about our existing products, but especially when introducing new products, and complement our mix of relevant training content.”

*Dr Dietmar Kahle, Director Learn Management, Eppendorf AG*

# A modern learning culture for heterogeneous target groups

After Eppendorf AG decided to implement the training strategy with IMC, work on the implementation started immediately. The “International Sales Meeting” in May 2014 offered the perfect opportunity to announce the new “Eppendorf Academy” to all employees to get them involved.

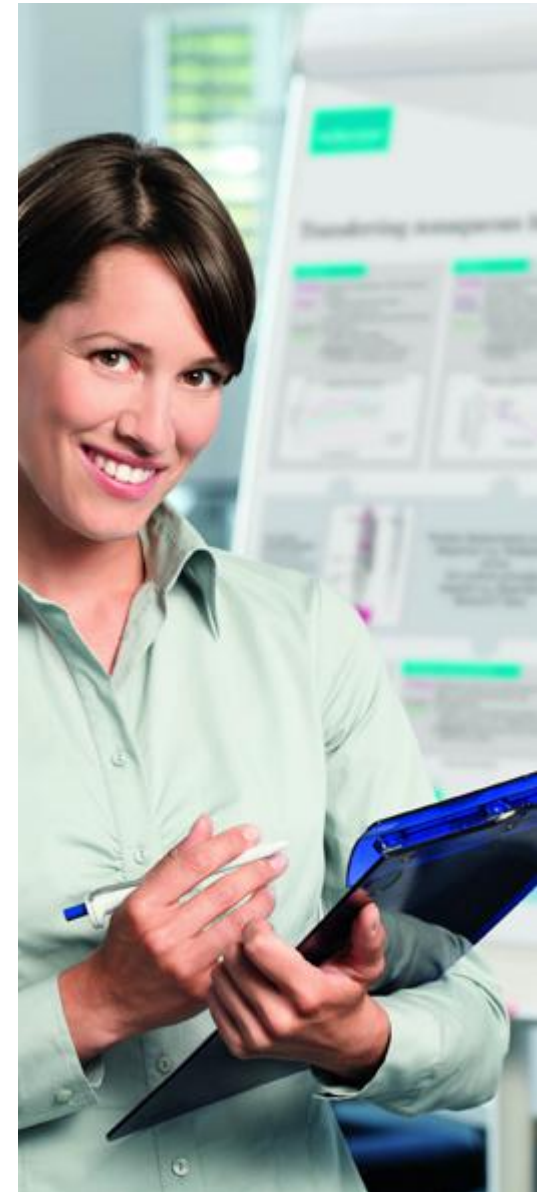
In a first step, training and development material for marketing and sales staff were professionalised. The offer was then extended to service technicians and centres of competence. Gradually, the entire Group, across all 34 sites, will be drawn in. The IMC Learning Suite is hosted in Microsoft Azure Cloud, which supports this ambitious project. The system is scalable to an almost unlimited extent and is available immediately.

It has been as important to the training specialists at Eppendorf AG to lend a new and improved dynamic to all global professional development processes, as it has been to communicate to all employees how important continuous learning and the acquisition of knowledge is. This is why attendance at many of the courses offered is mandatory. New employees are made aware of the importance of training at Eppendorf. In addition, each course member has the opportunity to assess the content and its presentation via a feedback sheet at the end of a course and make his or her own remarks and suggestions for improvement.

Through this intensive feedback culture, not only is it possible to identify and rectify shortcomings in the content, but it is also possible to verify in direct dialogue with the students to what extent the content is beneficial to them in performing their everyday tasks and where there is potential for improvement.

**The system is scalable to an almost unlimited extent and is available immediately.**

Eppendorf AG also uses feedback from its local organisations, which constantly provide new suggestions for continuous quality improvement to its courses. The resonance of the participants is convincing: 90% of users in the company assessed the courses so far as helpful or very helpful.

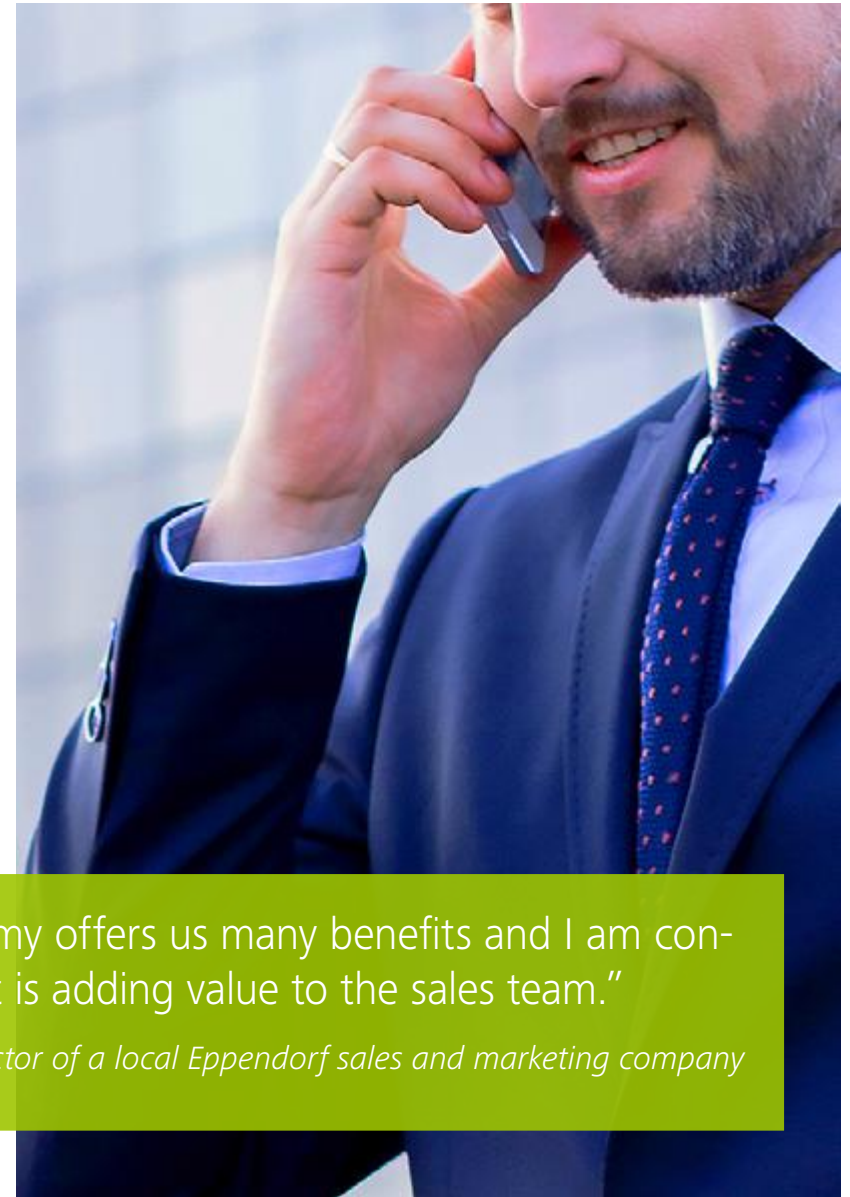


## Strengthening international networks and extending target groups

Despite the milestones achieved to date with the training in the fields of e-learning and training projects, Eppendorf AG does not wish to rest on its laurels. For the future, the Hamburg-based company is planning the localisation of existing content into several languages, increased use of local content and catalogues, and to develop refresher courses for experienced employees.

Selected content will not only be provided for employees, but also for specialist dealers and later, to end customers. Eppendorf is currently considering making high-quality content, produced in-house, available to end customers via its own e-shop.

The most important thing for training professionals at Eppendorf AG, however, is to provide all international employees and partners of the group with suitable content under the “Eppendorf Academy” umbrella, so that each of them, whether in sales, in marketing, in manufacturing or competence centres, receives customised training.



“The Eppendorf Academy offers us many benefits and I am convinced that the concept is adding value to the sales team.”

*Managing director of a local Eppendorf sales and marketing company*

# About IMC

Internationally renowned for our learning technologies we are passionate about creating innovative and reliable learning solutions that put our clients at the forefront of learning and development.

For 20 years we have been helping organisations to plan, develop and implement professional learning strategies. Our multi-award winning products and services portfolio includes the Learning and Talent Management System, IMC Learning Suite, the innovative Electronic Performance Support System (EPSS), IMC Process Guide, and the intuitively usable authoring software, IMC Content Studio. For creators of digital content IMC now offers the free cloud service IMC Teach. Additionally, customised and standardised learning contents for subjects such as compliance learning are part of the IMC portfolio.

Worldwide more than 1,000 customers with over 5 million users in businesses, public institutions and educational institutions of all sectors and sizes trust in IMC.

**Germany**  
**Head Office Saarbrücken**  
imc information multimedia  
communication AG  
Scheer Tower | Uni-Campus Nord  
66123 Saarbrücken  
Ph. +49 681 9476-0

**Germany**  
**Freiburg**  
imc information multimedia  
communication AG  
Stühlingerstraße 21  
79106 Freiburg  
Ph. +49 761 15 14 66 20

**Germany**  
**Munich**  
imc information multimedia  
communication AG  
Bavariastraße 7a  
80336 Munich  
Ph. +49 89 9789 224 00

**Australia**  
**Melbourne**  
imc information multimedia  
communication AG  
Level 3, 11 Queens Road  
Melbourne, VIC, 3000  
Ph. +61 3 9820 5500

**Austria**  
**Graz**  
imc information multimedia  
communication GmbH  
St. Peter Hauptstraße 27  
8042 Graz  
Ph. +43 316 253 665 0

**Romania**  
**Sibiu**  
IMC Information Multimedia  
Communication SRL  
Str. Nicolaus Olahus, Nr. 5  
Corp A, Etaj 15  
550370 Sibiu  
Ph. +40 269 225 060

**Switzerland**  
**Wallisellen**  
imc information multimedia  
communication AG  
Industriestrasse 50b  
8304 Wallisellen  
Ph. +41 43 299 99 00

**United Kingdom**  
**London**  
IMC (UK) LEARNING LTD  
Golden Cross House  
8 Duncannon Street  
Greater London, WC2N 4JF  
Ph. +44 207 801 6260

**USA**  
**Phoenix**  
imc information multimedia  
communication Corp.  
6424 E Greenway Pkwy  
Suite 100-337  
Phoenix, AZ 85254  
Ph. +1 480 256-1025

[info@im-c.com](mailto:info@im-c.com)  
[www.im-c.com](http://www.im-c.com)

