



I-CAR, Inter-Industry Conference on Auto Collision Repair

Serving the collision repair industry with near real-time knowledge and expertise

Overview

The need

To keep up with a rapidly changing industry, I-CAR needed a robust learning system to deliver timely and relevant training materials that could reach collision repair professionals in their workplaces.

The solution

I-CAR implemented a learning content management system (LCMS) to deliver its training materials.

The benefits

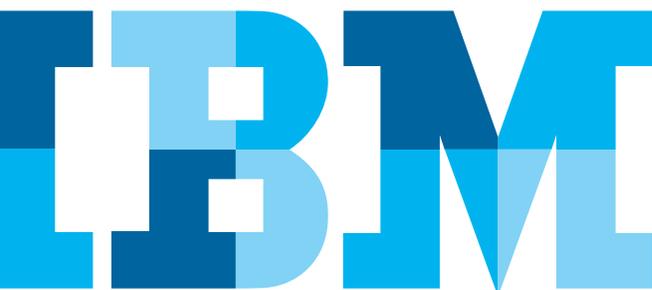
- In less than one year, I-CAR reduced delivery time for its training material by 92 percent.
- New courses can now be added more quickly on a global scale and the time to update courses has been reduced by 75 percent.
- Overall costs have been reduced significantly, helping enable I-CAR to invest those resources back into new material.

I-CAR, formed in 1979, is a not-for-profit organization dedicated to training the collision repair inter-industry. I-CAR is one of the primary suppliers of technical training for the collision repair industry in the United States, Canada, Australia and New Zealand. The organization's training reaches a broad base of students across each segment of the collision repair industry who must understand the latest methods for efficient, high-quality repair. Website: www.i-car.com

I-CAR's vision is that each person in the collision repair industry has the information, knowledge and skills required to perform complete, safe and quality repairs for the ultimate benefit of the consumer. And the organization's mission is to deliver increasingly accessible, on-demand and relevant education, knowledge, services and solutions for the collision repair inter-industry.

Rapidly evolving lightweight vehicle materials and advanced technologies are driving major changes in vehicle construction, and collision repair professionals must find a way to keep pace. In a typical model-year, more than 70 new or re-engineered vehicles are launched in the United States. I-CAR is committed to providing accessible and on-demand training solutions to the industry so individuals are equipped with the information, knowledge and skills needed to properly repair these vehicles.

John Van Alstyne, President and CEO of I-CAR said, "Our strategy as an organization is calling us to do new and different things and our training programs must become increasingly relevant, engaging, accessible and timely. We are looking to enhance everything we do across the board, from our individual course offerings to our entire



Solution component:

- IBM® Kenexa® LCMS Premier
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training curriculum. Key elements of our strategy are to modernize the content we deliver to the industry and expand our curriculum and course offerings. We have to improve our throughput and be able to make near real-time updates to our course content. In the past, doing both were monumental challenges requiring incremental resources and time. We needed a solution that allowed us to be faster and more efficient, but also a solution that would contribute to enhanced quality and an improved user experience.”

The challenge: keeping pace with change and delivering accessible, relevant training

As the expert provider of education and training to the collision repair inter-industry, I-CAR needed a robust system to deliver its training materials that could reach collision repair professionals in their workplaces. I-CAR also needed a learning content management system (LCMS) in which the information could be easily updated at one time regardless of where it was stored and used.

“This system, the LCMS, would replace a static development process that used multimedia documents that were linked together to give the appearance of a robust learning site,” said Lori Barrington, director of I-CAR’s project management office and implementation owner for the learning system.

“We were manually linking 3,500 different links per course to represent our learning system, and it was a long process to make any updates to the information. We needed a more efficient way to do business; we needed something that would help us improve the development, delivery and quality of collision repair training offered to the industry.”

I-CAR develops two distinct products—live, instructor-led and online training. To create the content for these classes, I-CAR would first build the live, instructor-led course, and then go back through the materials and use the content to reconstruct an online course. The online course was nothing more than a static HTML page on the I-CAR website.

“Training represents 95 percent of our revenue as an organization, so it is very important for us to produce and deliver it as efficiently as possible, and at quality levels that meet or exceed the students’ expectation,” Van Alstyne said. “If we are unable to sell training, we are unable to deliver on our vision of training ‘every’ technician.”

The solution: improve training development, delivery and learning effectiveness through an LCMS

To help streamline its development and delivery processes, I-CAR went through an extensive review of providers and many alternatives that could meet its needs. The search team quickly concluded an LCMS was its best option, and selected IBM® Kenexa® LCMS Premier to deliver its materials.

LCMS Premier automates the content lifecycle, helping to make it more effective and cost-efficient. Organizations use LCMS Premier to develop, maintain, manage and deliver personalized training for learners. This solution is robust, adaptable and streamlined to help companies reach their business goals.

“One of the key differentiators that made IBM stand out was the product’s global change capability,” said Dawn Frase, senior director of operation at I-CAR. “That was really attractive to our group as we were looking at different solutions. It had everything we needed in terms of efficiencies and our continuous need to keep content updated.”

When organizations use an LCMS to respond to changing market conditions and share knowledge, they can quickly reduce the time it takes to deliver the content. An LCMS helps enable organizations to better develop, assemble, integrate and reuse content into courses without the need for programming. The quality of the learning content can be improved with an automated workflow and review function, saving valuable time and resources.

Using an LCMS also helps enable organizations to quickly find assets, perform analyses of the content and its usage, modify content and update changes to the learning content at one time, making it easier to deliver content when it is needed. It also helps companies optimize learning effectiveness, foster collaboration and knowledge sharing, maintain corporate standards and ensure compliance.

“Using LCMS Premier allows us to deliver our content online and make a copy of that course easily available to serve it off a local computer, making it easier for us to serve our industry. That was a big deal for us,” Barrington said.

The results: the organization is better poised to arm the industry with the knowledge and skills needed

I-CAR started to benefit from using an LCMS solution almost immediately. In less than one year, the organization has reduced the time it takes to deliver content in multiple formats by 92 percent. Using LCMS Premier helps enable I-CAR to combine two separate developmental processes into one.

LCMS Premier has also helped I-CAR reduce time to revise and update courses by 75 percent, with changes made globally in the same day, if need be. In addition, the time it takes to develop new courses has been reduced 10-15 percent by automating several steps in the process.

Overall, costs to deliver training materials and courses have been reduced significantly, helping enable I-CAR to invest those resources back into the development of new material.

“I-CAR benefited from cost reductions, but the greatest benefit for us is the output,” Barrington said. “The efficiency gain allows us to serve our students and industry better by providing more training and more knowledge sharing opportunities. By using what we are learning from training and applying it to the new course development process, we expect to quickly exceed the 15 percent reduction time.”

Implementing a robust LCMS helped enable I-CAR to eliminate sending material on CD-ROMs, saving the company nearly \$200,000 in the first year alone. These materials are now available in virtually real-time and can be accessed by several different devices, including a smartphone.

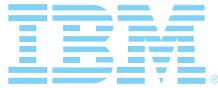
LCMS Premier has also helped enable I-CAR to expand its audience. The organization can better deliver near real-time instructor training, virtual and live classroom training, online self-study training, just-in-time training for collision repair professionals and training for industry partners. This can be done in multiple languages and delivered over multiple platforms, with the ability to analyze how the content is being used.

“At the end of the day, what we have really done is designed a business around an IBM solution,” Van Alstyne said. “It is a critical operating system of the organization—it is our production machine. It is how we develop, deliver and maintain our products. It is the delivery platform for our products. And it is current and flowing with the latest updates so we can educate our industry with the latest and greatest information. This was not an incremental change for I-CAR, this was transformative.”

For more information

To learn how to build a smarter workforce, visit:

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Software Group
Route 100
Somers, NY 10589

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