# GROWTH ENGINEERING

# TECH DATA ACADEMY
## creating the perfect learning experience & driving aggressive business growth

In 2013, HP and Azlan set an aggressive growth target together. It was soon realised that if they wanted their partners and their internal teams to hit these targets, there would need to be some serious investment in a training and education plan that would allow both organisations to quickly up-skill and achieve their goals.

- **Goal 1:** Increase solution selling.
- **Goal 2:** Improve the understanding of HP Solutions and how they are sold .
- **Goal 3:** Improve support and training for new product launches.
- **Goal 4:** Outgrow the market and all competition

Azlan responded to their learning goals by partnering with Growth Engineering to create the Tech Data Academy and launching the 'HP Sales Excellence Programme'. Over the course of this case study you will see how this solution helped Azlan & HP to meet their business goals and engineer business growth.

## The Players:

**Tech Data Corporation** is a wholesale distributor of technology products. They are currently 119th in the Fortune 500.

**Azlan** are the Enterprise Specialist Distribution division of Tech Data. Azlan are Europe's largest value-added distributor of infrastructure and networking products.

**Hewlett-Packard** Company or HP is a multinational information technology corporation. It provides hardware, software and services to consumers, small and medium-sized businesses and large enterprises.

**Growth Engineering** are a UK-based learning technologies company. They created and continue to develop The Academy Platform, which was recently voted the world's best Gamified Learning Management System.

### The Tech Data Academy:
- A Learning Management System
- A 100% online solution
- Hosts training content for the HPSEP
- Loaded with Gamification & Social Features

### The HP Sales Excellence Programme:
- ISMM Sales Training Content
- 'Selling HP' Bespoke Content
- Sales Assessments & Tests
- Built using Gamification & The Discovery Method

Delivering face-to-face sales training on this scale would have been highly impractical. With partners spread throughout Europe, it would have been difficult (and expensive) to organise the training process. That's why Growth Engineering's **online solution** provided the perfect fit. What's more, one of the key innovations of the Tech Data Academy was the Platform's focus on engaging learners. With a huge amount of training content to dispense this was an important element in the programme.

**Gamification** functionality was used to help HP partners engage with the training content available. By satisfying basic needs for reward, status, achievement, self-expression and competition, the gamified Tech Data Academy can provide learners with all-new levels of motivation. Functionality includes:

Badges + Achievements + Experience Points + Levels + Leaderboards

HP & Azlan also wanted to improve their partners' understanding of how to position and sell HP products. To help achieve this goal, they worked in partnership with Growth Engineering to create **dynamic eLearning units** tailored to exact requirements. Throughout the eLearning, the learner is given badges and points for overcoming certain obstacles and for performing well – that's right, the eLearning content itself is gamified. This raised levels of engagement with the course and helped persuade HP partners to come back for more and more.

The quiz sections in these eLearning courses are particularly innovative. Before learners start a quiz, they get an introduction to all of the extra gamification features that are available in this unit. The fun quiz options are:
+ **'Freeze time'**: More time to answer the quiz questions
+ **'50/50'**: Removes two incorrect answers
+ **'Get help from Genie'**: Provides a clue
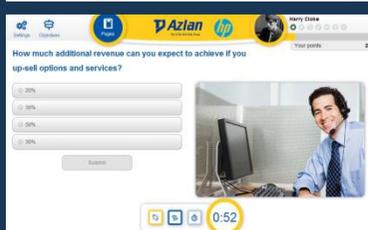
# THE RESULTS

✓ **Improve solution-selling skills** – HP Partners were introduced to a library of accredited training content from the ISMM. These skills have already started to bleed through into partners' everyday work experiences and we're already seeing some great results.

✓ **Improve the understanding of HP Solutions and how they are sold** – Bespoke eLearning pieces, high-impact video and special downloadables were used to help partners get a better understanding of HP products. This has helped drive sales growth and it's clear from the learning community on the Tech Data Academy that there's now a better level of understanding.

✓ **Improve support and training for new product launches** – Tech Data Academy is used to support new product launches. Salespeople now have a better understanding of products, features, benefits and unique selling points.

> **Natalie O'Beirnes:** *(2 hours ago)*
> I've learned that just when you think you know all about a product or range, the academy adds something new to your repetoire!
> ☆ Featured   💬 Comments   ⊗ Bin it.

## PROACTIVE USERS ON *HP TECH DATA ACADEMY* OUT-PERFORM INACTIVE USERS BY *75%* IN TERMS OF YEAR-ON-YEAR *SALES GROWTH*

A HP Services Business Development Manager in Germany received training between October 2013 and January 2014. She is currently 30th on the TD Academy leaderboards. Following this training, her sales growth rose by an average of **678%** across six different customer accounts. There are similar success stories across the entire Academy.

> *"I truly believe that the TD Academy platform is delivering the right tools and environment for a great learning experience. Something which is a necessity to keep the attention of today's learners."* – Fiona Challis, HP Education & Training Manager

*After completing the 'HP Store Fabric Challenge', the average scores were:*

*TD Employee score: 87% / Partner score: 88%*

*After completing the 'HP Proactive Care Challenge', the average scores were:*

*TD Employee score: 98% / Partner score: 95%*

The amount of real-world learning per ISMM Certificate is 88 hours. By taking their learning online with Growth Engineering, each individual learner was able to complete an ISMM Certificate in just 44 hours. This creates a time saving of 44 hours. If the average salesperson's salary runs at £20 per hour, that's **£800** saved per learner. That's before we've included travel costs (which would have been huge) and the cost of running the Academy vs hiring a training company and running workshops (we estimate that the Academy is **50%** cheaper than the alternative approach). With hundreds of learners potentially set to work through ISMM certificates, you can see how much money Azlan & HP will save through having adopted this approach.

## Learner Testimonials

Dominic Sabaditsch (learner commenting on a piece of content): *"5 minutes and you are fit to explain the value-add to your customer – very good."*

Jon Dalstein (learner commenting on a piece of content): *"Good way to learn. Quick and easy…"*

Deep Gohil (learner commenting on a piece of ISMM content): *"Very informative in understanding the Laws and Regulations that MUST be adhered to and considered."*

Gabor Boeszoemeny – 1st place in the Tech Data Academy Leaderboards (learner commenting on a piece of content): *"Good information about how fast the number of devices grow and what that means to your IT."*

## GROWTH ENGINEERING
## CONTACT US

*If we've piqued your interest, we want to hear from you!*

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