

ORACLE®

Live Virtual Classrooms (VILT)

Nick Beard

Snr. Director

OU Direct, Partners & DACH

Oracle University



The Vision of the Future – IT Training

Microsoft

1998

“In 5 Years time there will be no classroom training”

The Vision of the Future – IT Training



Elliot Masie
1998



Free?

The Vision 2013! – IT Training



The Vision of the Future – IT Training



**Learning 1.0
Structured Learning**

ILT, WBT, Virtual
Top-down, Push
Centralized Content
Taxonomies
Company-Identified Experts
Scheduled and Planned
Localized Search

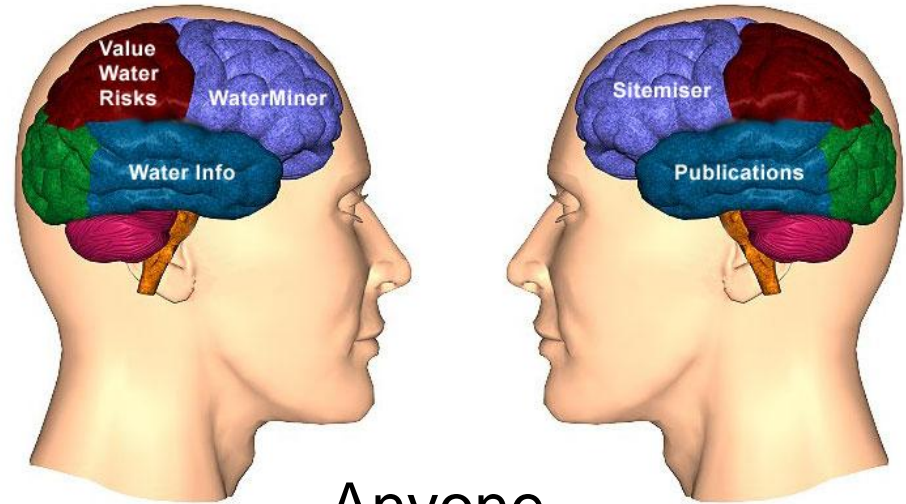
**Learning 2.0
Collaborative Learning**

Blogs, Wikis, Informal
Self-service, Pull
User-Generated Content
Tags
Community-Identified Experts
Real-Time, On-Demand
Google-Like Searching

**ASTD
2009**



Future Learning Visions



Anyone,
Anywhere,
Any time
can publish their knowledge to
their peers

Where are we now?

- In-Class ILT is still dominant
- The market has moved with technology
- The new technologies are liked and being used by our customers
- Customers do see the value of learning over the internet
- We are adapting to the needs of the market
- Customers have more choice of modality

The Future

- Customer drivers – the workplace has changed
 - Less travel
 - Less time
 - Just-in-time
- LVC is an evolutionary step
- Asynchronous learning is growing
- The breadth of choice of modality, scheduling & competition and delivery cost will ultimately mean the decline of ILT (In-Class & LVC)
- Learning what you need, when you need it will be what drives our industry

LVC Approach - Commitment

- 1st Step – Public Schedule (Local language & English)
 - Consolidated demand – low fill courses – LVC only (Restrict Choice) – pan-geographies
 - Sell to instructors
 - Hold customers' hand – free demo's, pre-course tests (connectivity), e-kits, Online producers
- 2nd Step – Volume Courses
 - Alternating LVC/In-Class schedule
 - Move cancelled In-Class to LVC
 - LVC – guarantee-to-run
 - Lower cost resourcing form other countries

LVC Value Proposition

- Drivers
 - The market
 - Cost savings
 - Cancellations
 - Timing
- Benefits to customer
 - No travel costs
 - Lower cost base – fewer cancellations
 - Different timezones
- Benefits to Oracle
 - Better fill rates from aggregating demand across EMEA
 - Can use low cost instructors from other countries (eg India)
 - Increase cost from addition of a “Producer” is reduced by resourcing in India
 - Not dependant on Delivery partners in obscure locations
 - Better quality control

Oracle - Experience

- US adoption of LVC
 - Triggers
 - Recession
 - Travel costs
 - Increased in-class cancellations
 - Customer sat
 - Sales rep confidence
 - 2,000 courses in portfolio – aggregation of demand
 - Option of courses in different timezones
 - Global coverage for private events

Oracle - Experience

- EMEA Experience
 - Biggest percentage – UK (Language)
 - Weakest area – South Europe
 - Language
 - Cultural
 - Challenges
 - More LVC & TOD courses we offer – less demand for In-Class – schedule management
 - Internet connectivity in MEA
 - Quality score higher than in-class

Challenges of selling LVC



Future Challenges

- Customer demand is growing
 - Change Management
 - Our own teams
 - Our customers
 - Partners – investment in bricks & mortar – less willing to sell ILT alternatives
 - Classroom reduction is an emotive subject

Questions



Appendix