



Education that ships with the Product

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Agenda

- Introduction to Embedded Training
- Two approaches
 - PTC University Learning Connector – Spencer Cutting and Kim Springston
 - IBM Business Analytics How-to Videos program – Rissella Weiss
- Poll and discussion



Education that ships with the Product

Background

Traditionally, the Product (software) and its Education are separate offerings:

- customers are expected to pay for both
- even when Education is thrown in for free, still separate entities
- documentation, unlike Education, comes free with the Product

Challenges with the traditional model

- Very often users – even if trained - need just-in-time, task-specific guidance to be successful
- Some products are marketed as simple, end-user friendly, not requiring extensive training

Solution

Ship education with the Product

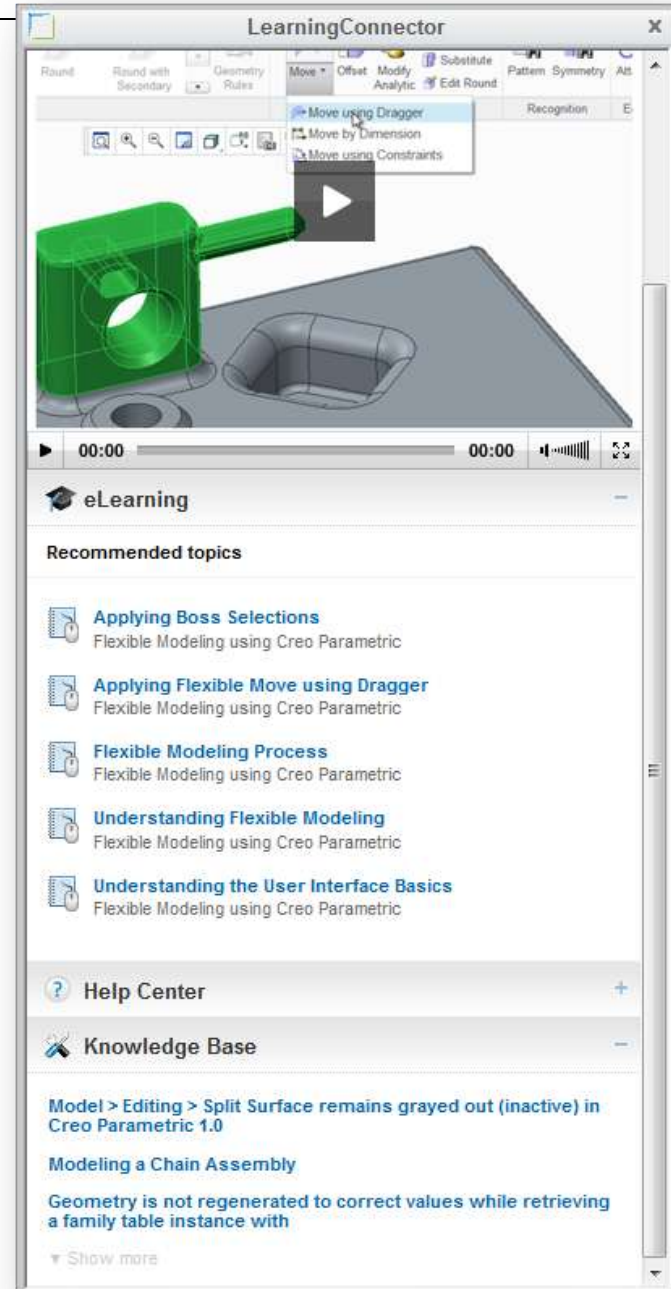
- Provide quick access to task specific education
- Realize the promise of easy to use Products



PTC University LearningConnector

- Award-winning technology
- Access relevant topics directly from within PTC software
 - Context-sensitive
 - Take training when you need it
 - Without interrupting your work
- Access extensive content
 - Getting started tutorials
 - Recommended eLearning topics
 - Help Center & PTC Knowledge Base

→ demo



LearningConnector

Round Round with Secondary Geometry Rules Move Offset Modify Analytic Substitute Pattern Symmetry Alt

Move using Dragger
Move by Dimension
Move using Constraints

00:00 00:00

eLearning

Recommended topics

- [Applying Boss Selections](#)
Flexible Modeling using Creo Parametric
- [Applying Flexible Move using Dragger](#)
Flexible Modeling using Creo Parametric
- [Flexible Modeling Process](#)
Flexible Modeling using Creo Parametric
- [Understanding Flexible Modeling](#)
Flexible Modeling using Creo Parametric
- [Understanding the User Interface Basics](#)
Flexible Modeling using Creo Parametric

Help Center

Knowledge Base

Model > Editing > Split Surface remains grayed out (inactive) in Creo Parametric 1.0

Modeling a Chain Assembly

Geometry is not regenerated to correct values while retrieving a family table instance with

Show more

IBM Business Analytics How-to Videos (HTVs)

How-to Videos:

- Short, task-specific recordings with professional audio which augment the Help system of a Product
- Linked directly from the start up screen and the Help menu, the [HTVs](#) provide users with quick visual training on common tasks within the product.

HTVs can be accessed from the Getting Started Page by clicking one of the thumbnails.

HTVs can be accessed from the Help menu by Clicking the Help icon, then clicking How-to Videos.

Rep Days	Win / Loss %	Win / Loss Target
1487	67.79%	
498	63.02%	
1949	67.61%	

Year Line	Growth	Win / Loss %	Shipping Cost
	6%	6.9%	\$1,984,426.54
	7%	20.1%	\$2,424,143.87
	7%	22.6%	\$2,198,947.17
	7%		
	21%	29.5%	\$1,382,656.29
	26%	24.5%	\$1,487,654.56
	29%	41.6%	\$795,960.55
	32%		
	28%	27.5%	\$2,005,482.40
	31%	32.4%	\$1,534,886.81
	32%	46.3%	\$985,560.18
	39%		



A few more details

Design and architecture

- Being defined to be part of the Product, the HTVs are free
- Each video is 1-4 minutes long, focusing on one task or one feature
- The HTVs are hosted on a streaming server, externally to the Product install
- The videos reside in a container that supports navigation, offers thumbs up/down, and enables data tracking on the number of views



Uptake

Since first introduced in 2010, the number of views per month multiplied by seven, while at the same time the corresponding for-fee training was not cannibalized → embedded training serves a real need!

→ demo



Poll and discussion

→ Poll

Food for thought/for discussion

- When does it make instructional design and/or business sense to offer education that is embedded in the Product?
- We saw two forms of embedded training. What other forms are there?
- What differentiates free Help (documentation) from free embedded training?
- Free vs. fee? Could both exist side by side for embedded training (tiered approach)?



What's coming next in the eLVC SIG...

Plans for the next few months include (list not final and is not in a particular order!)

- eLearning customization: how to easily customize off-the-shelf eLearning offerings to customers' own environment?
- On-site training combined with virtual classroom: what to do when customers ask for both?
- Mobile learning: more about what our members are doing in the mLearning space
- What does eLearning mean to you? eLearning is a very broad term that basically includes any education not delivered in a classroom with an instructor. Because it is so broad, it means different things to different companies. What does it mean to our members?

If you have other ideas or wishes, please let me know!

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