

## EDUCATION SOLUTIONS

*Virtual Classroom**Online Interactive**Database-driven**Individual Ports**Live Conferencing**Tracking and Analysis**Automatic Test Results**e-Commerce enabled**Online Registration**Automatic Language  
Conversion**Windows 2000 Technology*

## Chomerics Improves Product Training with e-Learning from IntraLearn

### e-Learning Across the Enterprise

e-Learning has become an invaluable tool for the enterprise. Efficient knowledge transfer between all of a company's extended community—employees, partners, customers—provides a real competitive edge. From Customer Relationship Management to product training for distributors, e-Learning leverages the interactive capabilities of the Internet to accelerate business cycles. Deployed across the enterprise, e-Learning can expedite all aspects of an organization's operations, from time-to-market for a new product introduction to consumer buying decisions. Chomerics is in the vanguard of applying e-Learning to business.

Chomerics, a division of Parker Hannifin Corporation, is the world's largest manufacturer of EMI (electromagnetic interference) shielding materials and thermal management materials. Chomerics is headquartered in Boston, MA with locations worldwide, including Brazil, England and Hong Kong. Chomerics is a division of the Seal Group of the Parker Hannifin Corp. Parker Seal is one of the world's largest and most experienced manufacturers of elastomer and other sealing and shielding devices.

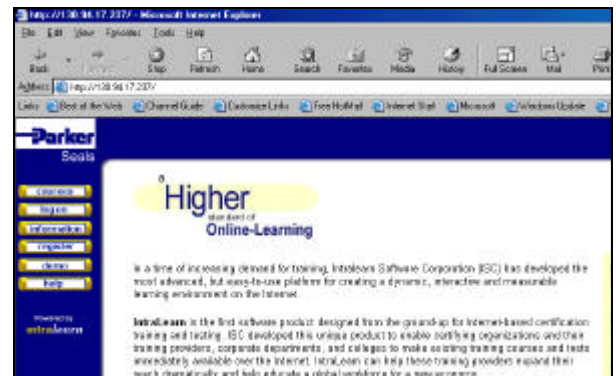
Chomerics products have been designed into thousands of applications and help guarantee the performance, integrity, survivability, and maintainability of communications equipment, radars, aircraft, missiles, spacecraft, computers, fire control systems and industrial electronics.

### A High-Tech Solution to High-Tech Training

In 1999, Terri Connolly, Sales Training Manager at Chomerics needed to offer training programs nationwide for Chomerics distributors. There were 24 distributors in North America, each with multiple representatives needing product training. Terri's project would serve as a pilot program for the rest of the company worldwide, so she had to implement a solution with the scalability to go global. Terri

developed and launched a traditional, classroom-based training regimen, but she also began to explore e-Learning.

As she evaluated e-Learning solutions, none possessed the integration of front-and back-end functionality, scalability, and versatility that she required. Most were just authoring tools and lacked the power to manage an entire online program. In a serendipitous touch, the company that was creating Chomerics' Web site showed Terri a new product they developed: the IntraLearn e-Learning Management System (LMS). It was just what she needed; the power of an LMS coupled with optimal ease-of-use. According to Connolly, "We have very techni-



*Front-and back-end functionality, scalability, and versatility.*

cal source material, and IntraLearn allowed me to put up very robust information, much greater than what I could cover in a single classroom. The learning itself is actually much more effective than in the classroom as well. All of our distributors have continual access to the courses, so are much more likely to reach a deeper understanding of the material, and with IntraLearn, we can track and gauge how each representative is receiving the material. There was neither the interactivity nor the accountability when we presented our material in the old, lecture style. My managers initially wanted to continue face-to-face instruction for students, but we discovered that our distributors get more out of self-paced, Web-based courseware. The content in IntraLearn's Web modules is much more thorough."

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## e-Learning: A Positive Impact throughout the Business

www.intralearn.com

Philip Mecagni, Vice President of Professional Services for IntraLearn, commented on the Chomerics project, "Chomerics shares our vision of the value of e-Learning for the enterprise. With e-Learning, Chomerics has lowered costs, reached more people and can be updated easily. Since IntraLearn is one of the only LMS's with Windows 2000-certification, it is very easy for the IntraLearn software to convert PowerPoint-based materials to online courseware. So easy, in fact, that Chomerics performed their own course conversion and created their pilot themselves. The parent company, Parker Hannifin, will find it easy to extend the program to all of their offices and distributors around the world. IntraLearn allows them to create multiple learning centers running off of a single server, each one localized for specific regions."

**"Prior to IntraLearn, product training consisted of stand-up, lecture-style classes with minimal interaction. Now, with IntraLearn, we get feedback and measure how much knowledge is transferred during training. We better understand our training program, what works and doesn't work, and of course we reach many more people. The reaction from our distributors has been overwhelming. They love us for not only saving them travel expenses and time, but also for the quality and 24/7 access they have to the material. Chomerics' executives love the e-Learning programs, especially the improved relations with their distributors and the savings to the bottom line. Now that we have launched nationwide, we plan to take the program worldwide, and IntraLearn possesses the massive scalability we need."**

Terri Connolly, Sales Training Manager at Chomerics

### IntraLearn Enables Sales Training Departments to:

- *Increase the overall effectiveness and quality of sales training*
- *Cut costs and save on travel time and expenses*
- *Include more robust information than in a traditional classroom*
- *Measure knowledge transfer to students*
- *Provide a new and flexible learning method to trainees*
- *Train more employees, dealers and distributors*

For more information, visit [www.intralearn.com](http://www.intralearn.com) or call (508) 393-2277  
or Chomerics, visit [www.chomerics.com](http://www.chomerics.com)  
or call (781) 935-4850

**intralearn**  
software

155B Otis Street, Northboro, MA 01532  
P: 508-393-2277 F: 508-393-6841  
E-mail: [sales@intralearn.com](mailto:sales@intralearn.com)

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