

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*

InsightU and IntraLearn Redefine Product Training for Staples in Canada

InsightU's Mission Statement

InsightU's powerful mission statement sums up the company's ambition: "To re-ignite the human spirit at the workplace so that everyone is passionately contributing to the bottom line." How does someone go about accomplishing such a noble ideal? The answer, according to InsightU, is to implement e-Learning for product training.

A wholly-owned subsidiary of The Insight Group Inc., InsightU was founded on the belief that arming sales associates with the right tools and the right information at the right time will better prepare them when working with customers. An increase in the productivity of sales associates has a positive impact on a company's bottom line. Apparently, InsightU is not alone in its belief. IDC forecasts the e-Learning market will reach \$23 billion by 2004.

InsightU develops training, offers an online training provider service (e-PK or electronic Product Knowledge training), and collects online and classroom courses. It also offers books, e-books, tapes, CDs and MP3s that can enhance the product training experience. InsightU partners with a number of different companies that bring a wealth of information pertaining to the retail, sales and manufacturing industries.

InsightU Uses IntraLearn

For the software platform to run all of its online training, InsightU chose IntraLearn products to deliver advanced e-Learning solutions to its clients. InsightU uses IntraLearn software to build product knowledge training modules that provide clients' employees with affordable, online "Just-in-Time" training.

InsightU uses IntraLearn to offer e-PK, product training delivered via the Internet or intranet. InsightU service delivers online training, new product information, product launches and sales training to inside sales reps, external

dealers and retailers and a company's front line sales force. e-PK gets the right information to the right people quickly and easily, empowering a more knowledgeable sales force prepared to sell products more efficiently and effectively.

Staples, Business Depot Chooses e-Learning

Staples chose InsightU to implement new online product training for its entire chain of Canadian Business Depot retail stores. Staples, Business Depot (also operating as Bureau En Gros), a wholly-owned operating unit of Staples, Inc., is Canada's largest supplier of office supplies, business machines, computers,



Training costs controlled effectively and affordably.

office furniture and business services for the small business and home office customer. By 2002, Staples will have more than 200 stores in Canada.

InsightU worked with the company's manufacturing vendors on behalf of Staples, Business Depot to create training courseware for their products. The vendors included leading consumer product manufacturers Canon, Hewlett-Packard, Xerox and Global Furniture.

Staples, Business Depot associates benefits from "Anytime Access" to self-paced product training, making associates more knowledgeable and their sales positions more rewarding.

IntraLearn is a Staple Platform

www.intralearn.com

Kevin Dixon, a founder and Vice President of Business Development at InsightU.com Inc., recalled, "The biggest challenge in implementing Staples, Business Depot's vision for online product training was finding a software platform capable of supporting the sheer scope of the plan. We needed robust interactivity, but also massive scalability. We tried other management systems, but we were impressed with the way IntraLearn performed."

"Fortunately for us and the 8,000 Staples, Business Depot associates, we found in IntraLearn everything we needed in a Learning Management System. IntraLearn possesses comprehensive and unique back-end database features for tracking and reporting, unparalleled flexibility and scalability with multiple learning centers running off a single server, an affordable pricing model, and is easy-to-use tools for creating and publishing courseware on the Web. The software is field-tested and proven. And since we were already a Microsoft shop, IntraLearn's standing as a Microsoft Gold Certified Partner was another seal of approval. In addition, the courseware for Staples in Canada had to be in French and English. IntraLearn was the only platform we found to support multiple languages. We've since standardized on IntraLearn for all of our clients."

"Our hopes are that the e-Learning program will help increase employee morale and retention and enhance customer service. And through it all, the IntraLearn support group has been outstanding."

Kevin Dixon, a founder and Vice President of Business Development at InsightU.com Inc.

Leveraging IntraLearn Software

InsightU enables companies to enjoy the benefits of e-Learning:

- *Employees spend less time in meetings and more time selling*
- *Organizations increase their bottom line with more knowledgeable sales personnel*
- *24/7 access to product training*
- *Product information is updated easily*
- *Training costs are controlled effectively and affordably*
- *Knowledge is shared efficiently across the enterprise*

For more information, visit www.intralearn.com or call (508) 393-2277
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