



DEXLER INFORMATION SOLUTIONS

INNOVATION IN ONLINE EDUCATION

QUICK FACTS

Industry

Professional services – education

Employees

Approximately 150

Headquarters

Bangalore, India

Web Site

www.dexler.com

SAP® Solution and Services

Providing online education with the SAP® Enterprise Learning environment

Dexler Information Solutions Pvt. Ltd, a leader in providing technology-based education services over the Internet, found its growth stifled by the legacy e-learning application in place. Dexler replaced it with the SAP® Enterprise Learning environment, revised its business processes to match the software's best practices, and added innovative enhancements. With ceilings on growth eliminated, Dexler's training revenues are growing 100% year on year.

Key Challenges

- Transform a product meant for internal use (Pure HCM) into a commerce-based platform for external customers
- Serve global geographies
- Offer a cost-effective learning environment via virtual classroom training
- Achieve competitive differentiation with niche products and services in the same space
- Provide the reliability and scalability needed by enterprise customers

Implementation Best Practices

- Understood current business needs and growing demand for scale
- Enjoyed strong support of Dexler Information Solutions Pvt. Ltd executives
- Mapped business processes end to end
- Adopted best practices and enabling technology for software-as-a-service (SaaS) and platform-as-a-service (PaaS)
- Paid close attention to change management
- Integrated with collaboration and e-commerce Web sites
- Ensured more than adequate, relevant content availability

Financial and Strategic Benefits

- Integrated and automated talent management, knowledge management, and learning management
- Improved visibility into and control over content management, delivery, and deployment
- Gained confidence in validity of reports
- Reduce latency of content delivery across geographical locations using content delivery network services
- On track to increase training revenues by 100% in 1 year and achieve payback on investment within 2 years

Why SAP Was Selected

- Security, deployment ease, and compliance with standards
- Commitment to support
- Comprehensive road map
- Scalability and flexibility
- Support for enterprise customer strategy
- Ease of integration into current environment
- Open architecture for online training procurement and access

Low Total Cost of Ownership

- Finished on schedule and within budget in 5 months using only internal resources
- Leveraged existing infrastructure to minimize cost of serving PaaS and SaaS customers
- Held support costs constant while rapidly ramping up revenues
- On track to reduce cost of providing customer service by 50%

Operational Benefits

Key Performance Indicator	Impact
Scalability for additional Dexler PaaS achievable within 2 weeks	Up from baseline 450 to 200,000 concurrent trainees
Number of people who can be registered per day	+2,000 users
Customer service-level agreements met	99.9% (up from 95.5%)
Productivity of e-learning staff	+67%
Cycle times to perform key business processes	-67%
Response times for customers	Improved by 96%
Number of countries where learning is available	56



“We built a powerful, external-facing, retail-enabled, social learning environment in five months. That would have been impossible with anything less than the quality of SAP solutions and support.”

Dushyant Shetty, Head of Technology, Dexler Information Solutions Pvt. Ltd

Leadership in Innovation for Online Education

Dexler Information Solutions Pvt. Ltd is a fast-growing provider of Web-based training services for IT professionals. Recognizing the power of the Internet for providing classroom-quality education at the fraction of the cost, Dexler is an innovation leader in this rapidly growing field.

The e-learning application that Dexler used in the past could not support its growth goals. Dexler wanted to offer software-as-a-service and platform-as-a-service to enterprise customers that had exacting reliability and scalability requirements. The firm also wanted to better align its business processes with industry best practices, and needed the right application as the base. Compliance with industry standards was necessary to keep pace with customer requirements. Dexler chose the SAP® Enterprise Learning environment because it met these essential criteria and came with SAP solutions' customary security, deployment ease, long-range supportability, support for heuristic learning, and road map for the future.

Learning on Demand Project

Dexler began the implementation by examining all its business processes to identify areas for improvement and to find ways to serve customers better through additional channels. During blueprinting, Dexler recognized two opportunities to add significant value for its clients.

- Collaboration environment. Students in an e-learning course often have occasion to exchange notes and tips, ask questions of one another, or work together on class projects. Therefore, as a competitive distinction, Dexler decided to integrate a collaboration environment into the SAP Enterprise Learning deployment. The company found a powerful solution to satisfy this need, Jive SBS from Jive Software, which enables social interaction both within and among organizations using Web 2.0 tools.
- E-commerce. Innovating further, Dexler realized that during the process of learning over the Internet, customers often need to order additional training courses or materials. The firm wanted to make this as quick and easy as possible. To fill this need, Dexler selected a strong e-commerce solution and integrated it closely into the SAP Enterprise Learning environment. This allows Dexler to offer bundling, subscriptions, flexible catalogs, discount structures, and gift coupons to enterprise customers without compromising security. Adding e-commerce provided an important service to clients and at the same time boosted the firm's revenues.

Using only its own resources, Dexler brought the complete SAP Enterprise Learning environment, including these enhancements, into production within five months, on schedule and within budget.

Revenue Growth of 100%

Immediately Dexler and its customers began seeing the benefits. Dexler's busi-

ness processes, now aligned with best practices supported by SAP, are more efficient than ever. The firm's 21 e-learning staffers, who used to be all-consumed serving existing clients, are so much more efficient that 7 are devoted to new clients and another 7 are dedicated to e-learning innovations. This extra productivity is important because without it Dexler would be challenged to keep up with the surge in demand for its services, which are on track to grow 100% in the solution's first year. Over 2.5 million SAP consultants have access to Dexler's portals, and over 4,000 clients have received more than 1 million hours of training already.

Dexler attributes this extraordinary success to the combination of benefits it now offers customers: reliable and effective training for a much lower cost than classroom education, the convenience of online collaboration and e-commerce, and scalability to satisfy the demands of the largest of enterprise customers.

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