

Cisco and Express Personnel: Promoting Successful Business Practices through **E-Learning** Using Cisco Enterprise Content Delivery Network Solution



Express Personnel

Express Personnel was founded by Robert A. Funk, William H. Stoller, and James Gray in 1983 from the dissolution of Acme Personnel, a Washington state-based personnel company. In 1999, the company posted US\$1 billion in sales, followed by US\$916 million in 2000 after the sale of its PEO subsidiary. Express projects US\$2 billion in revenues by the year 2004.

The Express companies include Express Personnel Services, Express Consulting Services, and Express Professional Staffing. Through these entities, Express offers a full range of staffing services, including temporary placement, evaluation hire, flexible staffing, professional search, and consulting services. In addition to “Express University” at corporate headquarters in Oklahoma City, two regional training centers have been developed in Portland, Oregon and Rochester, Minnesota.

Challenge

Express Personnel was looking for an effective way to deliver business communications and training to more than 400 Express Personnel agencies worldwide. They wanted the ability to deliver rich content to all their agencies without having to increase WAN bandwidth.

Express wanted a content delivery solution that would enable them to effectively promote successful business practices among their franchises through online training, or e-learning. The solution would enable them to train franchisees and their staff, better preparing them to service clients. Training employees quickly and properly produces more productive employees with higher performance levels and increased job satisfaction.

Solution

Express Personnel Services, a premier staffing services firm headquartered in Oklahoma City, Oklahoma, is using the Cisco Enterprise Content Delivery Network (ECDN) Solution to enhance content delivery and e-learning over their intranet. Using the Cisco ECDN, Express Personnel is able to effectively deliver rich content, such as business communications and online training, to all their agencies and franchises worldwide.

Express Personnel is using Cisco Content Engine and Content Distribution Manager technologies, components of the Cisco ECDN Solution, to enhance content delivery and e-learning over their intranet. Using the Cisco ECDN, Express Personnel is able to deliver rich media content over a limited WAN network without requiring WAN bandwidth upgrades. The delivery of intranet content to employees is accelerated by caching content locally using Cisco Content Engines. Using the Cisco Content Distribution Manager, Express Personnel is also able to manage the ECDN centrally from one location and track employee training.



Deployment

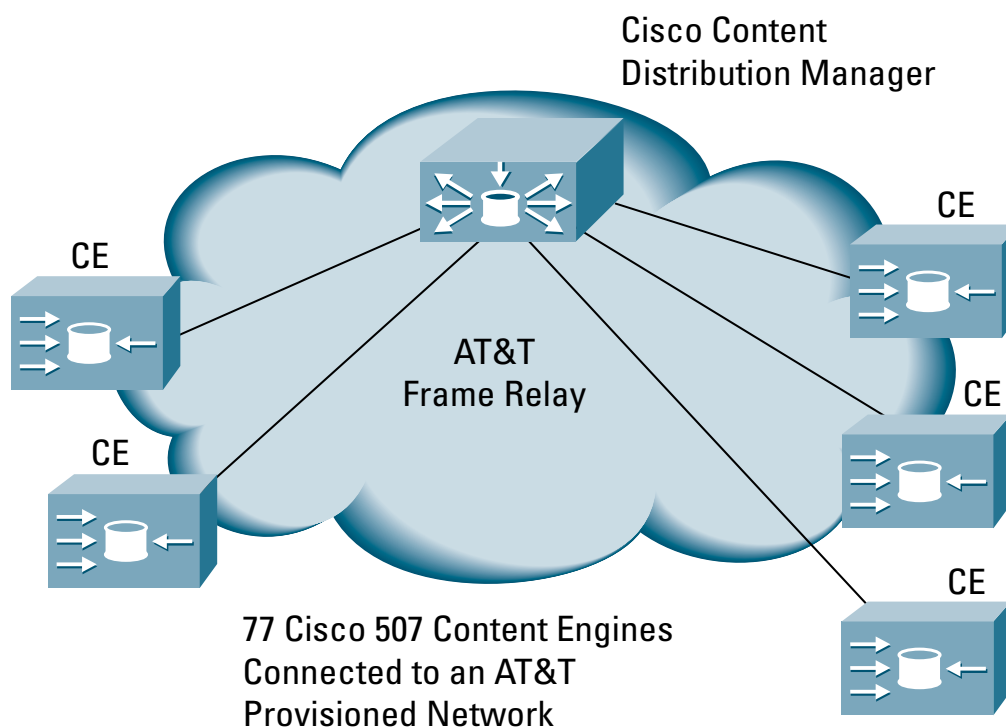
Express Personnel rolled out its Cisco ECDN Solution in a phased approach during the first half of 2001. To produce content and manage the distribution of content over its intranet, Express Personnel contracted with Teletraining Systems, a distance learning company located in Stillwater, Oklahoma.

Teletraining Systems is a leading provider of turnkey, e-learning, and content development solutions. Teletraining Systems assists customers in developing and delivering training materials quickly and effectively using e-learning. Dr. Lorne Parker, President, Teletraining Systems had this to say about the Cisco e-learning solution: “Cisco’s e-learning solution enables us to provide Express Personnel with a rich media training program over the Internet. I have been in the distance learning business for a number of years and there haven’t been too many new, e-learning technologies that have made me as excited as I am about the Cisco ECDN e-learning solution.”

The Cisco Content Distribution Manager is placed onsite at Teletraining Systems. Through the powerful, Web-based graphical user interface, the Cisco Content Distribution Manager enables Express Personnel to configure and monitor Content Engines anywhere in the world and import and preview any rich media—including TV-quality video.

Content is delivered over an AT & T Frame Relay, provisioned network to Cisco Content Engines located at franchise sites throughout Express Personnel’s network. In the first phase of the Cisco CDN deployment, Content Engines were placed at 77 Express Personnel offices, with plans to expand to all locations over time.

Figure 1 How Cisco ECDN Delivers Content to 77 Cisco Content Engines over an AT&T Frame Relay Network.



Benefits

Implementing e-learning solutions using the Cisco ECDN provides Express Personnel with numerous benefits. With the Cisco ECDN, Express Personnel can provide targeted, rich training content to all employees quickly and effectively. The company doesn't have to fly trainers all around the world, saving Express Personnel both time and money. The training can also be customized for each franchise location, enabling Express to provide more relevant and current training materials to employees.

Using the Cisco Content Distribution Manager, Express Personnel is able to manage content at all 400 sites from one, centralized location. This is important to Express Personnel because it eliminates the need to have a Cisco CCIE® professional or other certified engineers resident at each site—a costly alternative.

Express Personnel also uses the Cisco ECDN to monitor and track employee training. Using the Cisco ECDN, Express can track the specific training modules their staff receives, allowing them to monitor which training modules are effective thus creating a rich, learning library for all employees.

“The Cisco ECDN Solution will enable Express to effectively train franchisees and their staff, which will better prepare them to service clients,” says Art Atkinson, Vice President of Franchise Development at Express Personnel Services’ Oklahoma City-based headquarters. “E-learning affords us the ability to train employees quickly and properly, and in the end, to produce more productive employees with higher performance levels and increased job satisfaction. Express franchises will also reap benefits by being able to track the training modules their staff receives.”

In addition to e-learning, the Cisco ECDN solution will also be used for corporate communications, for example, delivering the company president's state of business address, as well as other company messages, to all franchises worldwide. This enables Express Personnel to deliver timely company information to all employees simultaneously.



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