

# Case Study

A magnifying glass with a black handle is positioned over a group of silhouettes of business professionals in suits. The magnifying glass is focused on a central figure, making them appear larger and more prominent than the others. The background is white, and the silhouettes are in a light gray color.

STAM's Long-standing Relationship  
with a Leading Telecommunication  
Infrastructure Provider

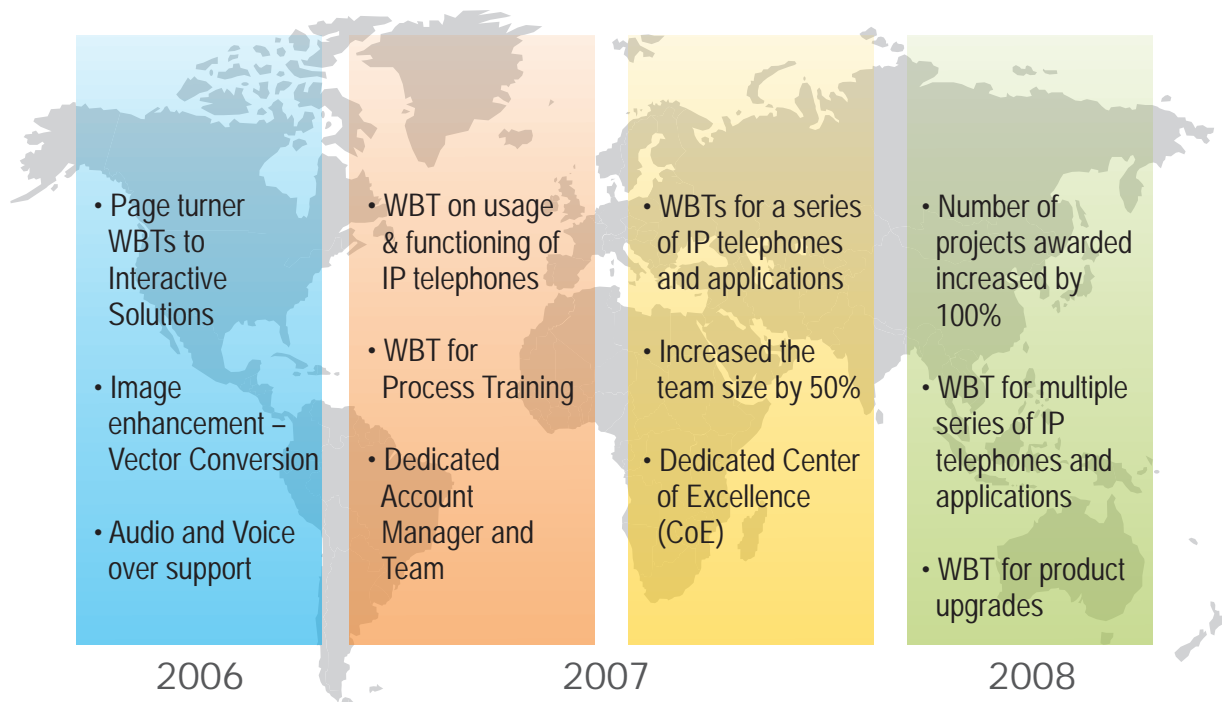


## The Client



The Client is a leading provider of Telecom infrastructure solutions. This telecom company sells voice and data services to their customers that help them achieve marketplace advantage. More than 100,000 businesses worldwide, and more than 90% of the Fortune 500, use our client's solutions for IP Telephony, Unified communications, Contact Centers and Communications-enabled business processes and others.

The graphic presented below depicts STAM's relationship with the Telecom Company over the past three years and the projects and achievements won dating from 2006 to 2008. The relationship began with a single project contract in 2006 and grew in scope with the assignment of multiple projects to us that have resulted in the formation of a long standing relationship with continuing repeat business.



## The Relationship



STAM designed and developed best of breed online training solutions for the client. All of the development work was executed at our "state-of-the-art" Advanced Operations Center in India. The client has received significant cost advantages starting with the first project in 2006. Their expenditures have been reduced for the resources, infrastructure support and project management services purchased from STAM.

## Resources



STAM assigned SMEs to the client's WBT projects. We deployed them to perform the work required to design, develop, customize and maintain each project. As we completed the development work in our offshore environment, we presented the cost savings to the client for resources that were significantly lower than when they performed the same work using their own resources.

## Infrastructure Support



STAM maintains and customizes the WBT content for the client in the offshore center. We also tracked the students' learning activities. This is accomplished from STAM's Operations Center. Therefore, the client did not need to invest in any hardware, software or tools for the WBT course development.

## Project Management



STAM assigned a qualified and dedicated project manager to the client's account and is based at STAM's offshore center. If required, we could have assigned a project manager to be located in the US too if SME were required to be at the client's site. The Project Manager reports directly to the client's program manager and acts as an extension to the client's Project Management team



## Improved Productivity



The client can request that STAM assign additional resources to the project for the purpose of accelerating the pace of the project or to focus on critical business tasks that enhance and add-value to the project. Project scalability is an important part of any project and in this case, it contributed to productivity gains of nearly 40%. Additionally, the client's target audience had 24/7/365 access to all training courses. Each learner was able to formulate their own schedule and pace of the training.

## Reduce Total Cost of Ownership (TCO)

STAM succeeded in reducing the client's TCO. We accomplished this goal by developing a thorough understanding of the client's business goals and learning as well as a deep knowledge of the client's processes and expectations. This led to the dramatic **reduction in TCO**, development time lines and review cycles, so that STAM could manage potential "scope creep" better without delaying the actual project schedule.



## Access to Best of Class Talent



The client acknowledged to STAM on many occasions that the project resources we interviewed and selected were innovative thought-leaders and delivered quality deliverables for them and their students. Our assurance to the client was to maintain these assigned resources for the project's duration in order to provide them with a dedicated team of SMEs, which ensured continuity from start to finish of each project the client assigned to STAM.

## Engaging and Effective Learning Solutions

STAM's development methodology is proven and unique as a world-class training solution. Its main characteristics can be best described for the way it helps the end users retain knowledge during the training session as the technical product or software come alive as you learn how to operate and use them.



Therefore, the methodology embeds in itself the characteristics of "Simulation", "Navigation", "Interaction" and "Customization" and we call it **SINC**. Each WBT course we develop for clients have these attributes so that the learner can be trained at a faster pace in 20-minute "chunks" of product content. This approach achieves much success by helping clients achieve their training goals and objectives which have led them to offer STAM much repeat business. The number of projects awarded by the client has grown by 100% over a short span of 12 months.

## Joint Project Control



STAM has adopted an approach for the execution and management of all client projects that can best be described as collaborative. STAM felt it was important to clearly define each project participant's role and responsibility. Therefore, it was decided to adopt a shared responsibility that would ensure each party accomplished their respective objectives in a cost effective manner.

It was decided that STAM would be responsible for assessment, design, development, hosting and tracking using a learning management system (LMS). This method assures the best possible outcome and emphasizes the importance for having frequent oversight meetings. In this way, issues are identified and resolved before they can become serious matters that could possibly consume considerable time and money to solve.

Our collaborative method ensures the client will have project control and that STAM will oversee the communication path and schedule between and among the participants so it is tightly maintained for the project's success and the client's satisfaction.



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