

Standard Chartered Bank

LearnAhead by Web Synergies

Web Synergies' LearnAhead 2.3 is a set of innovative building block services and technologies designed to provide user-definable modules linking customer needs with backend Learning Management Systems (LMS) through workflow and Web-enabled applications. The design approach focuses heavily on the customer's market goals translating to critical outputs. The business processing rules and the workflow are then designed to suit the operational mode of the organization.



► Background

Standard Chartered Bank's learning division, SCLEARNING, manages the training activities of the entire bank. The Bank wished to extend its internal training activities to external clientele through the establishment of a physical school in its headquarters, Hong Kong, to offer not just classroom based courses but also e-Learning in a blended learning format, combining the best of both approaches.

► Challenge and Solution

Standard Chartered Bank required an integrated system to run the complete school operation effectively. The Bank also required a highly visible and interactive website and a backend system that would seamlessly provide online students with information and communication capabilities with learning administrators and instructors.

Web Synergies' approach was to discover the current strengths of the internal training organization, match it with the target market opportunity, and then build the business processes into a holistic IT system required to fill the gap. This resulted in a right-fit solution as opposed to a forced-fit product requiring re-work and customization.

Benefits and Recommendations

A single platform means all learning and training activities are managed and integrated, allowing learners easy access to all e-Learning content from anywhere. The solution is also learner-centric, allowing learners to access course modules, handouts, references, assignments, links, announcements, course schedules, results summaries, and other reports. Moreover, learners can share knowledge through Discussion Forums and through learner's communities and make reservations for on-line tutoring or mentoring. Administration is also simplified to let administration officers maintain courses and course schedules, add content with assessments, and to view reports quickly, allowing for more efficient control over the whole administrative process. Configurable reporting also enables the capture of course/module level assessment results, allowing students' learning activities to be tracked and providing metric reports directly into the system for reports and analyses.

User Education

Successful implementation does not mean 100% success — optimum usage can be achieved only by proper education of users on the system. Continuous support to the users to solve intermittent issues on the operation of the system will encourage users to make full use of its functionalities.

Continuous Improvement

Continuous improvements to the functionality of the system will enable the client to continue using the system on an ongoing basis. There will be a roadmap for the system to visualize future benefits on the current platform.

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Solution Overview

Customer name: Standard Chartered Bank

Challenge: Develop and implement a highly visible and interactive Web-system that seamlessly integrates students and learning administrators and instructors in a cost effective, holistic and blended learning environment that combines flexibly the ubiquity of e-Learning and the time-tested effectiveness of classroom learning

Solution: An AICC compliant Learning Management System which is a set of innovative building block services and technologies designed to provide user-definable modules linking customer needs with backend processes through workflow and Web-enabled applications

Benefits:

- Single platform
- Built-in Sales Channels facility
- Point of Sales
- Learner-centric
- Easy of use and administration
- Well defined reporting
- AICC compliant

Recommendations:

- A continuous program of user support/education
- A roadmap for future improvements

► Why the MS platform was chosen and which products were used

Microsoft® technologies offer higher performance than other existing technologies on the market. Microsoft products also allow for open integration and scalability, and offer support from a world leader in Infocomm technology; Microsoft® Windows® 2003 Server, Microsoft® SQL Server™ 2000, .NET Framework 1.1, Visual Studio.NET using ASP.NET and VB.NET, and .NET Crystal Reports were used.

Partner Profile

Web Synergies (S) Private Limited was founded in 1998 by Mr. Gideon Lim, a veteran of the Web industry in Singapore. Web Synergies is now a regional IT company with offices in Singapore and India, occupying niche markets in the enterprise application development, multimedia, wireless and Web development, electronic commerce, hosting and Internet application arenas.

The company's clientele encompasses Fortune 50 companies, SMEs, and Government bodies. Clients include Sony, Standard Chartered Bank, Hewlett Packard, Caterpillar, Konica Minolta, Great Eastern Life Insurance, QBE Insurance Singapore, NEC, Singapore Computer Systems, SPRING Singapore, and the Singapore Police Force, among others. Web Synergies' clients are mostly located in Singapore, Japan, and Hong Kong but also in Europe and the United States.

As a one-stop interactive Web agency working on diverse computing platforms, Web Synergies provides holistic business IT solutions in enterprise programming with an equally strong focus on eye-catching multimedia and Web design developments.

Web Synergies has been a Microsoft Certified Partner and HP iLUIP partner since 2003.

Partner Contact Information

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Case Studies - SCB

09/04

Job No: MICSB035038 Description: CSI Education_ Standard Chartered Bank File: MICSB035038 SCB_O
Size: 210mm(H) x 148mm(W) Color: 4c Screen: XXX# Operater: Hong Date: 08/03/05 Laser: 3

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