



McAfee | Santa Clara, California
www.mcafee.com

Industry: Computer Software

Region: : Global

Deployed Applications:

SumTotal Learn: Enterprise, Extended Enterprise, Mobile, SumTotal Workforce Analytics and Planning (cloud)

Users: 92,000+

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— Ashley Graham

McAfee Manager of Learning Operations



www.youtube.com/sumtsystems

Providing Learning and Analytics at the Point of Need

McAfee is the world's largest dedicated security technology company. Delivering proactive and proven solutions and services that help secure systems and networks around the world, McAfee protects consumers and businesses of all sizes from the latest malware and emerging online threats.

BUSINESS CHALLENGES

- ✦ Deliver training to highly segmented global employee base that includes: technical support, sales, operations, information technology and research and development
- ✦ Provide certifications and continuing education to 85,000 channel partner representatives, which provide 75% of company's revenue
- ✦ Segment learning options based on audience to deliver right learning to the right user

SOLUTION

- ✦ Implemented SumTotal Learn: Enterprise, Extended Enterprise, Mobile (cloud) applications to address learning on demand and Sumtotal Workforce Analytics and Planning to address need for real-time cross-functional data
- ✦ Integrated learning platform with Customer Relationship Management (CRM) software

RESULTS

- ✦ Ability to deliver pervasive learning and highly customized programs to the point of need, with plans to rollout mobile learning
- ✦ Captured nearly 1.4 million course completions in 2012. Currently averaging more than 133,000 completions per month, of which about 35% are e-learning courses
- ✦ Used built-in flexibility to enhance user interface and deliver analytics to appropriate audience without customizations
- ✦ Restructured sales kick-off event allowed sales team to complete training that previously took two to three weeks in four hours and give managers' access to real-time data to reduce effort required to ensure training compliance

DIFFERENT AUDIENCES, DIFFERENT NEEDS

Staying on the forefront in the fight against malware, spyware, viruses and other security threats takes a well-informed and trained workforce. As the world's largest dedicated security technology company, McAfee knows this and is investing in technologies to provide its employees and partners the training they need to succeed.

Providing real-time learning can be a challenge for a global enterprise. McAfee has about 7,500 employees worldwide and a highly segmented employee base that includes technical support, sales operations, information technology and research and development. Beyond that, McAfee has a network of more than 8,000 reseller and partner organizations with about 85,000 representatives. Together, they contribute about 75% of the company's revenue.

Each of these geographically dispersed learner groups has a unique set of training needs to excel at their jobs. For example, the channel partners must be certified and have direct access to continuing education, and that information needs to link to the CRM. The inside sales team needs to be able to quickly retrieve materials from the field. The research and development team, the largest set of employees within McAfee, requires up-to-date training and materials to help them stay ahead of the times on the latest security threats.

"We are solving business challenges by being able to provide customized interactions and easy-to-use training at the point of need," said Ashley Graham, McAfee's manager of learning operations.

EVOLVING WITH BUSINESS NEEDS

McAfee partnered with SumTotal to address its unique set of learning needs. The company implemented SumTotal Learn: Enterprise and Extended Enterprise (cloud) as the foundation for its training program to replace an older system. SumTotal's Talent Expansion® applications allow the company to provide shared content for employees and partners while letting it segment that content to provide a personalized experience for users.

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As McAfee rolled out the learning management system (LMS) and got feedback from managers, the learning team determined a need for more robust insights into the workforce so the company also implemented SumTotal Workforce Analytics and Planning.

"The use of analytics is providing real-time data that they have never had before, which is making learning fun and meaningful for the organization," Graham said. "It provides insights into our training programs that give executives visibility into what impacts the programs are having on the business and make decisions that positively impact the bottom line."

As learning began to take off within the company, Graham's team looked for ways to provide even more pervasive access. The company plans to rollout SumTotal Learn: Mobile to deliver podcasts and documents to the remote sales team.

"Through the use of mobile, we are able to empower our employees to get the training they need when they need it to drive value for themselves and their customers," Graham said.

RESETTING FOR SALES KICK OFF

As McAfee's business needs have changed, it's used SumTotal's solutions to adapt. A perfect example is the company's annual sales conference. The event is used to generate enthusiasm and excitement for the upcoming year by providing information about new and existing products, strategic direction on product positioning and sharing prior years' successes. As a prerequisite to attending the event, participants are required to complete several hours of mandatory training on products, strategies and sales tools and resources.

After using SumTotal's LMS the first year for pre-sales training, McAfee's learning team gathered feedback from end users and managers. They discovered a greater need for interactivity and real-time data and worked with SumTotal to address those needs. McAfee's creative team used SumTotal's news page features and other configurability options to rework the sales kick-off conference the next year and replace it with a virtual event with great success.

The usability improvements included instant feedback upon completion of training and overall attainment, a progress bar for

each learning activity objective, and gamification via a visual map that became colorized as users completed learning objectives.

"We are able to offer a highly customized experience, really beyond Web 2.0, that is fun to use and interactive. Users can come in, take their training, know where they are in their training path and get the learning they need to do their jobs and do them well," Graham said. "The SumTotal Learn application is so highly configurable that you're not locked into one solution. It's given us the flexibility to address business needs that we wouldn't be able to accomplish with other solutions."

As a result of these changes, sales employees reported a vastly improved experience. The seamless program interaction and advanced user interface allowed McAfee's sales team to complete training that previously took two to three weeks in four hours. In fact, they completed about 300,000 courses within three weeks. Also, the managers' access to real-time data greatly reduced the effort required to ensure compliance with the training program and reward and encourage action, as needed. Graham said this

allowed both employees and managers to focus on what really matters – increasing sales.

"At McAfee, the future is usability and compelling education, not just in the content but in the interaction. It's in real-time reporting and data, and the ability to provide to our management a good picture of where exactly our learners are in their learning path to expand their skills for the positions they have today and where they want to be tomorrow," Graham said.

Graham went on to describe the partnership between McAfee and SumTotal as outstanding.

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McAfee used the advanced custom news page functionality in SumTotal Learn to incorporate gamification into its sales kick-off training program.

The screenshot displays the SumTotal Learn user interface for a McAfee training program. On the left, a sidebar lists five challenges: Challenge 1, Challenge 2, Challenge 3, Challenge 4, and Final Challenge, each accompanied by a progress bar. The main content area is titled "2013 ON DEMAND TRAINING" and greets the user as "qa_sko021 qa_sko021". Below the header, there's a section "Up and coming in 2013!" with two featured items: "Consumer Sales Training Q1 2013 Schedule" and "CES McAfee Twin Peaks Demo". A large world map titled "THE RACE FOR SAFE" is shown, with several location pins placed across different continents. At the bottom, there's a navigation bar with links for "Looking for your other McAfee University Links?", "Edit Profile", "Edit Preferences", "Training Transcript", "Training Schedule", and "Training Analysis", along with a search bar.