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— Seth Weissman, Director of Training, Dexterra



## Dexterra creates and rapidly deploys a scalable online training program with Cisco WebEx.

### Customer and industry

Dexterra, software technology

### Cisco WebEx services

WebEx Training Center, Consulting Services

### Summary

Dexterra needed a scalable training solution to reach its international network of partners. With Cisco WebEx Training Center, the company can now deliver up-to-the-minute training materials online. And by working with WebEx Consulting Services, Dexterra's training team generated dynamic online course materials through a customized wire framing process. The result is a blended training program that enhances the training team's effectiveness, responsiveness, and productivity.

### About Dexterra, Inc.

- **Line of business:**  
Mobile application and platform provider
- **Headquarters:**  
Bothell, WA
- **Number of employees:**  
150
- **Target market:**  
Enterprises and SMBs
- **Cisco WebEx customer since 2007**

With a client base that includes companies of all sizes, Dexterra provides a broad portfolio of mobile applications built on its open mobility platform, Dexterra Concert™, that enables businesses worldwide to manage and optimize their mobile workforces. The company also provides a mobile application development framework that enables both service provider partners and end users to create customized applications that suit even the most specialized needs.

### The challenge

Since Dexterra makes its mobile application framework available to service provider partners, the company must train those partners on each new version of the framework. “Before WebEx, we did a lot of face-to-face training to keep partners up-to-date,” recalls Seth Weissman, Director of Training at Dexterra. “But as we grew, we found that face-to-face training wasn't a very scalable solution for reaching an expanding network of partners.” In order to deliver just-in-time training while reducing the travel expenses associated with classroom instruction, Dexterra began looking for an online training solution that would serve as a solid foundation for a flexible, blended learning program.

### The solution

Dexterra executives chose WebEx Training Center because they were already familiar with the reliable connectivity and interactive features offered by other WebEx solutions. Yet as Weissman began implementing online training for Dexterra's international network of partners, he encountered an immediate challenge in transferring his classroom training materials to the WebEx platform. “I realized very quickly that I should do more than just upload my Microsoft Office PowerPoint training slides into WebEx Training Center,” he explains. “I needed to take advantage of the different forms of interactivity that WebEx made possible.”

With the intensive, one-on-one guidance provided by WebEx Consulting Services, Weissman was able to redesign his course curriculum and generate dynamic online content through a WebEx-enabled consultative process called wire framing. “The wire framing process helps you identify how to approach each learning objective as effectively as possible using the interactive tools at hand,” explains Weissman. “Are you going to use a PowerPoint slide? A screenshot example? A desktop demo? With wire framing, you learn to strategize a high-impact approach to each concept so that you're using the technology to its fullest extent and keeping the students engaged.”

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WebEx consultants helped Weissman develop each of his two-hour classroom sessions into a 90-minute online module, enabling a blended approach to his training program. “In creating materials for the Web, we can now use the same materials to teach these concepts both in classrooms and online,” he says. “We can deliver essentially the same training in both formats according to our customers’ needs.”

Once Weissman learned how to wire frame an entire online course, he was able to independently apply the wire framing process to the rest of his online curriculum, maximizing the insight he gained from his engagement with WebEx Consulting Services. He even worked with WebEx consultants to develop a co-branded PowerPoint template that makes it possible for any instructor to run a training session on last-minute notice. “The template provides backend support so that instructors have step-by-step instructions on how to execute each classroom exercise,” he explains. “So if something happened to me tomorrow, another instructor would be able to step in and handle my course load automatically. That offers huge peace of mind and greater flexibility for all of us.”

### The benefits

WebEx Training Center provides a scalable training platform so that Dexterra can deliver up-to-the-minute materials to its partners and customers. Whether using WebEx to deliver synchronous training to large groups or follow-up sessions with individuals, Weissman and his team can ensure that they thoroughly and flexibly engage with their customers without adding staff.

WebEx reduces the time and expenses associated with travel. “I went from taking at least one work-related trip per month to not traveling at all,” says Weissman. “Before WebEx, if I was traveling to the UK or Australia, I’d take a two-week trip just to make it worthwhile. Now I can deliver that same level of service while putting all of my former travel time to more efficient and productive use.”

By learning how to wire frame his course curriculum, Weissman has broadened his skill set with a process that will improve the quality of learning in each class he teaches. “I’ll now use wire framing in courses I design,” he says. “It’s an excellent way to achieve the right coverage for each concept.” By learning to design courses more effectively and by applying that method to each course going forward, Weissman can deliver targeted training to partners more quickly.

“The WebEx approach to course design and delivery gives us a competitive advantage,” he notes. “With this technology, we can deliver training value to our partners and customers while enhancing our own productivity. It’s making a big difference for us.”

### The future

As Dexterra moves forward with its online training program, Weissman hopes to scale his resources even more creatively, offering follow-up courses on specialized topics for select partners. “We’re going to start using WebEx to deliver advanced mentoring sessions for select partners,” explains Weissman. “We’re even going to offer virtual office hours so that students can drop in and ask questions during pre-set periods. With WebEx, we can now offer one-on-one interaction with our partners without traveling directly to them.”

### Highlights

- WebEx Training Center provides a scalable training platform so Dexterra can deliver up-to-the-minute materials to its partners and customers.
- Working with WebEx Consulting Services, Dexterra’s training team was able to generate dynamic online course materials through a customized and repeatable wire framing process.
- WebEx enables Dexterra’s training team to eliminate travel expenses while delivering the same high levels of service and response.