



# Energy Software Giant

Taps ExpertusONE to Grow Global eLearning Revenue

CASE STUDY

Thanks to ExpertusONE's highly scalable, user-friendly design, the company now delivers its exploration software training worldwide via an ILT - eLearning mix.

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**SECTOR:** Energy Software Company

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**DESCRIPTION:**

World's largest independent E&P company engaged in hydrocarbon exploration.

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**LEARNER TYPES:**

Global Customers

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**CHANGEMAKER:**

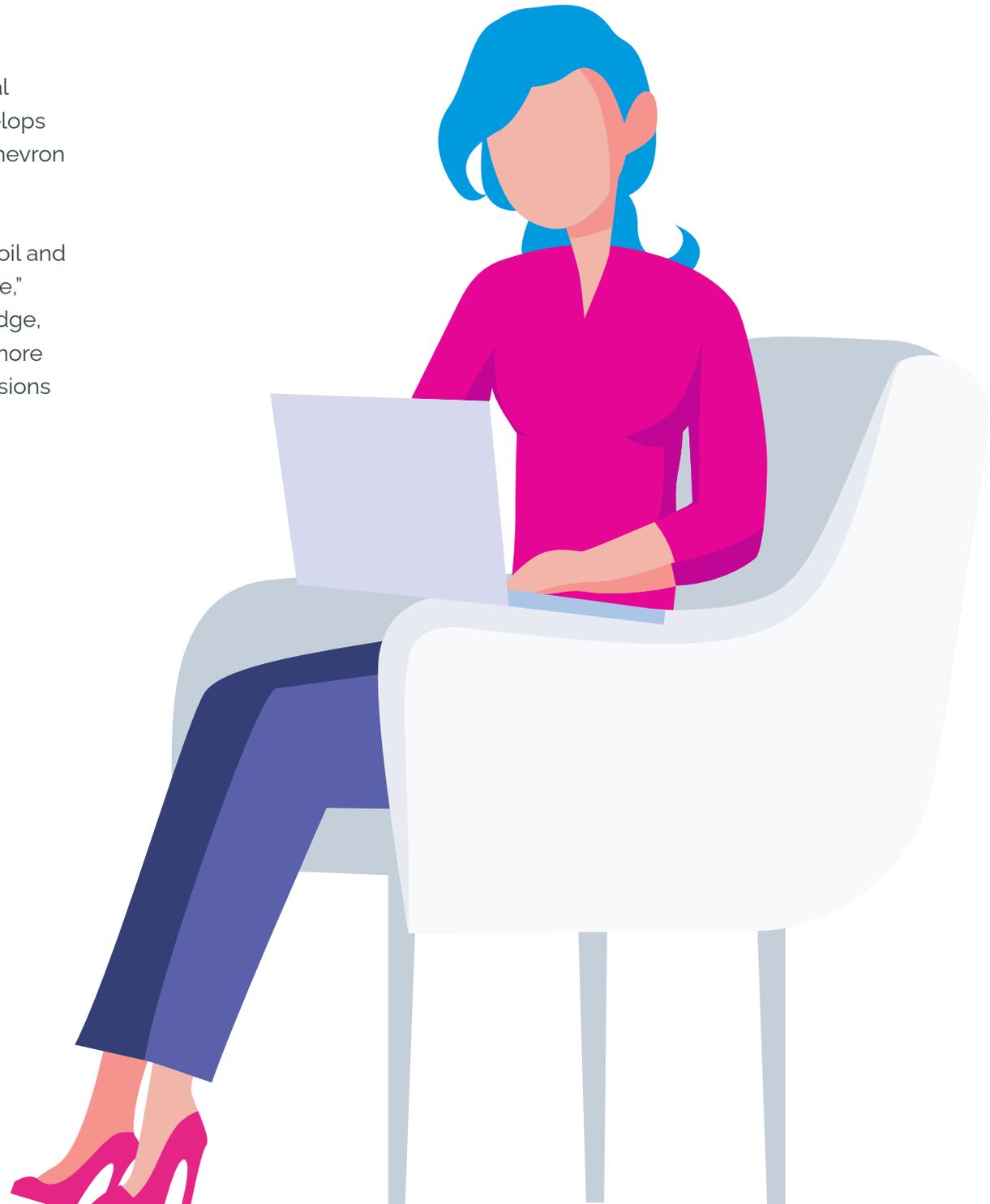
**DIRECTOR OF LEARNING**  
Energy Software Company



## COMPANY OVERVIEW

A subsidiary of a world leader in petroleum and geological exploration, this industry-leading software company develops cutting-edge programs that help energy giants like BP, Chevron and Statoil maximize drilling results.

"Our integrated software and services help the upstream oil and gas industry turn critical information into useful knowledge," the company's director of learning said. "With this knowledge, our clients can see further, deeper, more accurately and more comprehensively than ever. So they can make better decisions with significantly less risk."



## CHALLENGE

Already known for its in-person software training, the company was looking for an easy and effective way to take its award-winning programs virtual, to reach an ever-expanding global customer base.

### Key challenges included the need to:

- **Expand instructor-led training (ILT) program** to include eLearning and global, virtual, self-service access.
- **Create an intuitive, simple to navigate eLearning environment** that matches the company's renowned, high-end software branding (i.e. its corporate look and feel).
- **Increase global training revenue** with an easy to use and access, self-service eCommerce system (that also meets strict industry export regulations).
- **Upgrade current training registration database** to include advanced reporting and analytics for better business insights.



## SOLUTION

After reviewing several top legacy learning management systems, the energy software company selected PeopleONE' modern LMS, ExpertusONE, to take its learning virtual and grow global training demand.

**“With ExpertusONE you can finally deliver a learning environment that’s as engaging as Facebook, as immediate as Twitter and as relevant as Google,” Caleb Johnson, PeopleONE’ Director of Strategic Accounts, said. “And since it unifies all formal, informal and social learning into one, web-based interface, it’s the perfect solution for not only delivering training across today’s global enterprises, but maximizing learning’s use and effectiveness.”**

## Innovative Learning Environment

The software developer chose ExpertusONE because of its innovative unified learning environment – one that integrates ILT, eLearning and social networking for a more comprehensive and immersive training experience. They also liked that ExpertusONE was designed to serve extended learning enterprises (with its cloud reach/scalability and built-in eCommerce functionality). But it was PeopleONE' award-winning learning services and support that sealed the deal.

“We were looking for a complete learning solution beyond great LMS technology,” the director of learning explained. “That’s why we chose to partner with PeopleONE. Their exceptional customer service and training administration support helped us manage our new system’s governance and global business processes for optimal success.”

Other ways ExpertusONE helped the energy exploration software provider hurdle its former training challenges are:

- **Global Deployment** – Learning deploys globally via the cloud with localized languages, experiences and content; customers gain instant access to thousands of online courses, training materials and other learning documents.
- **Scalable Architecture** – Modern SaaS architecture scales with the company's growing user base; also provides exceptional reliability.

- **Intuitive Design** – Easy to use, profile-based design enables customers to quickly find, register and take desired training; “Learning Spotlight” promotes featured courses, most viewed, new releases and real-time training updates.
- **Customizable User Interface** – ExpertusONE's adaptable LMS interface allows for a customized UI that matches the provider's established, high-end corporate brand.
- **Advanced eCommerce** – Best-in-class eCommerce system facilitates intuitive, self-service registration and secure payment; advanced tax model meets strict export compliance and tax rules.
- **Powerful Analytics** – Robust, integrated analytics and mobile reporting tools give clear insight into critical business data (including volume, registration, revenue per customer, etc.) to make informed training decisions.
- **Social Learning & Collaboration** – Offers a virtual classroom experience with chat, blogs, wikis and expert networks. Here's the breakdown.

## About ExpertusONE

ExpertusONE is a powerful and intuitive LMS for training any learning audience. The enterprise-class system:

- Engages and empowers learners and admins
- Enhances learning effectiveness
- Enables distributed learning at scale.

Optimized for learning, ExpertusONE is built on a modern, cloud architecture for continued innovation. Customers can train multiple audiences with the benefits of advanced gamification, mobile, social collaboration and reporting, and use the ExpertusONE API library to extend learning to Salesforce and other systems.

## ExpertusONE At-A-Glance

### Home Page

ExpertusONE has virtualized the enterprise LMS, creating a system that employees, partners and customers want to use and admins want to build their careers around.

### eCommerce – Shopping Cart

Effortlessly manage your commercial learning aspects with ExpertusONE's robust, globalized eCommerce program.

### My Learning – Enrollment

ExpertusONE's intuitive UI and profile-based architecture makes it easy for learners to find, enroll and track training.

### Program Report – Manager's View

Your managers can quickly uncover key issues and new opportunities with ExpertusONE's mobile, interactive reporting dashboards.

## RESULTS

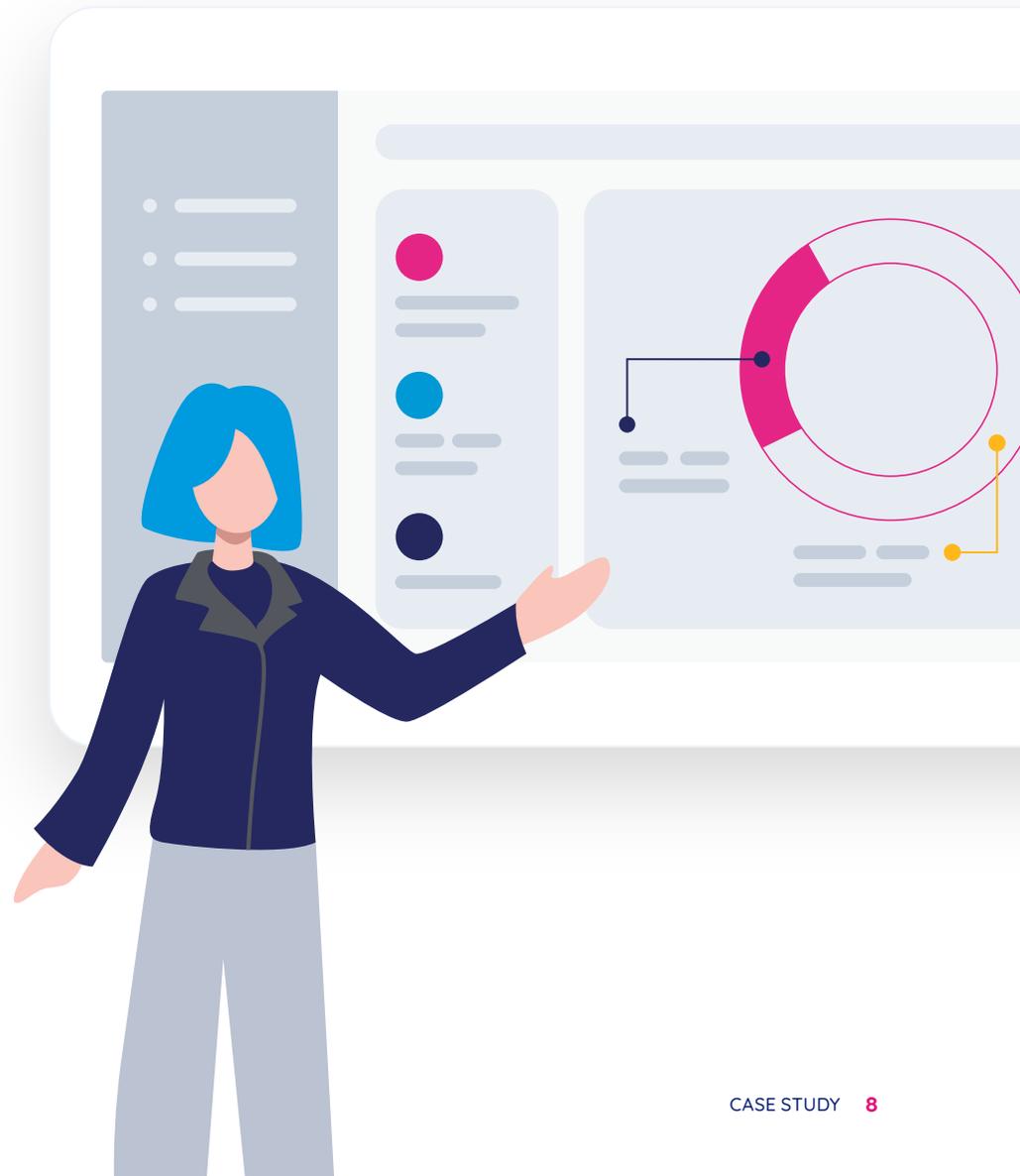
To date, almost 4,000 customers from 20+ countries have registered, taking over 2,500 ILT courses and nearly 600 eLearning courses.

As for revenue, ILT income is expected to top \$10M with a 20% growth in web-based training returns.

“They’re always looking to develop the best learning solutions for overcoming their clients’ current and future challenges.

So in addition to their celebrated customer service and classroom-based training, they now offer just-in-time, web-based training... everything from introductory videos and tutorials to robust eLearning courses,” Johnson reported.

“ExpertusONE made this blended learning program possible. And it’s paying off big in two ways: by reducing their clients’ time away from worksites and expanding their own eCommerce business.”





## Success by the Numbers: ExpertusONE's First Year Business Impact

Registered Users:	37%
ILT Course Enrollment:	53%
ILT Revenue:	124%
eLearning Enrollment:	15%
eLearning Revenue:	10%

Another area of success is the platform's customized look and feel. "Not only does it perfectly reflect this software provider's elite brand image, but the user interface also provides a streamlined way to find, enroll, purchase and attend training from anywhere in the world. It's a win-win," Johnson summarized.

**"With ExpertusONE, we've established our training's web presence, grown our eCommerce revenue, centralized our training programs and gained sound analysis to base future training decisions on," the director of learning concluded.**

"Our customers are thrilled with the new platform and we couldn't be happier with the results. PeopleONE definitely delivered on our learning goals."

## GET IN TOUCH

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