

EMS CONSULTING GROUP, INC. CASE STUDY



EMS Consulting Group is a management consulting firm specializing in helping client corporations to implement lean manufacturing principles. The company's unique blend of manufacturing experience, business and financial expertise, and a "hands-on" approach has garnered a diverse client base. EMS has worked with industrial and consumer products corporations, defense and aerospace companies, and biotech and medical device companies.

CHALLENGE:

- Create online, on-demand instructional media to reach an expanded client base
- Expand catalogue of available training and instructional courses
- Maintain cost-control and reduce course development costs

SOLUTION:

EMS Consulting Group turned to eLeaP in order to develop an expanded catalogue of courses that could be offered online and on-demand to a global client base. eLeaP allowed EMS to do so while keeping development and operating costs very low.

RESULTS:

- Expansion to global client base and to clients who prefer self-paced training
- Enhanced competitive advantage
- 25% increase in public training revenues

TECHNICAL SITUATION—Lean Consulting Group Employs Bloated Training Procedures

EMS Consulting Group is a highly successful company consisting of full-time lean consultants with diverse industry experience. In just seven years, the company has developed a solid reputation for identify and prioritize opportunities that will increase profitability for their client's as well as for helping them to develop and implement plans to exploit these opportunities.

But while EMS helped many other companies in diverse sectors of the economy to capitalize on lean manufacturing principles, it was itself relying exclusively on old-fashioned and somewhat bloated training procedures. All of the instruction and training that they offered to client companies was conducted through instructor led, classroom presentations; and it did not take a highly-trained lean consultant to realize that this was inefficient and limited the company's capacity for growth. In fact, in-person instruction limited the company's capacity for growth in at least two very important ways. It limited to the number of clients that EMS could reach to those who could be served by one or more of the company's consultants/instructors. And it limited the variety and range of instructional and training courses that EMS could offer clients because the development costs associated with creating new courses and securing well-qualified staff to conduct them was prohibitive (especially when considering the limited range of clients to whom EMS could offer the course on an in-person basis).

"We were able to expand our client base as well as offer additional services and value to our clients."

*--Darren Dolcemascolo,
President EMS Consulting
Group*

SOLUTION—eLeaP Opens Doors to Growth at EMS

You would expect a consulting group specializing in lean manufacturing principles to discover and implement the leanest and most cost-effective solution to the challenges facing their own company—and EMS did just that. It was clear to the entire team that the solution to their growth-challenges consisted in implementing a suite of online and on-demand instructional and training products. But it was also clear that EMS should not assume the additional IT expenses associated developing and maintaining their own LMS. eLeaP's secure, hosted, and scalable LMS was an ideal solution because it offered very low costs of development and ownership and because all of the responsibility for maintaining and updating the system would be assumed by eLeaP.



Furthermore, with eLeaP the cost of developing and implementing new courses was very low. In fact, with eLeaP's Course Content Creator Pro, developing new online courses requires no programming expertise and is, in effect, a simple copy and paste operation. This ease of use on the development side meant that EMS could cost-effectively add to its catalogue of instructional and training products and thus attract an even larger client base. This point was highlighted by EMS President Darren Dolcemascolo: "We were able to expand our client base," he remarked, "as well as offer additional services and value to our clients."

And clients have consistently given the new EMS online offerings a rating of "Excellent." They extol the ease of use provided by the intuitive eLeaP interface and the convenience of being able to log into training exercises at any time and to work through them at their own pace.

BENEFITS—Expanded Client Base, Enhanced Competitive Advantage, Increased Revenue

Implementing a catalogue of online courses with the eLeaP LMS brought immediate and very tangible benefits to EMS. They are now able to reach a fully global client base and to offer services to any group of clients, anywhere, and anytime; and they have been able to achieve this global reach without incurring any travel costs associated with offering in-person instruction. Furthermore, the ease of use and on-demand availability of these courses has provided EMS with a distinct competitive advantage over other consulting groups who are still functioning entirely on an in-person basis. And this competitive advantage is producing measurable gains. In fact, since implementing its online courses with eLeaP, LMS has enjoyed a 25% increase in public training revenue.

