

LEAPS.TV CASE STUDY



LEAPS.TV stands for the Law Enforcement and Public Safety channel; a privately owned company offering online training for law enforcement and public safety personnel. LEAPS.TV has been in operation for just over two years and offers courses covering emergency calling, emergency management, homeland and border security, and a wide range of specific issues of importance to police, sheriffs, constables, firefighters, EMS personnel, and correctional facilities workers

CHALLENGE:

- Create full suite of online courses related to law enforcement/public safety
- Ensure ease of use and cost-effectiveness
- Ensure security of training content

SOLUTION:

LEAPS.TV turned to eLeaP for the secure, hosted LMS that they needed in order to successfully develop and implement a full suite of training courses in the most cost-effective manner possible.

RESULTS:

- Enhanced brand-recognition
- Decreased complexity in developing and delivering content
- Increased availability of high-value staff time (not worrying about online crap)
- Increased revenue

TECHNICAL SITUATION—Unreliable LMS Providers Nearly Scuttle LEAPS at Launch

LEAPS.TV is an ambitious new company that offers a wide range of training services to an equally wide range of personnel. It isn't simply that they offer courses of interest to police, sheriffs, firefighters, EMS personnel, correctional facility personnel and more. They also offer training suited for all types and levels of employees serving in these various professions—from command personnel to office staff and from line-of-fire officers to IT support. Furthermore, many of the LEAPS courses include sophisticated graphics, audio and video files, interactive exercises, as well as tests and assessment modules.

The number and sophistication of LEAPS courses created challenges getting the company up and running. They contracted with one LMS provider and then, when the first was unable to provide the services it promised, with another which also misrepresented its capabilities and so failed to provide LEAPS the service it required. The exorbitant expense of these failures and the tremendous delay in getting its products to market very nearly scuttled LEAPS before it had even been launched. The company was well aware that it could not afford another failed adventure with an unreliable LMS provider.

SOLUTION—eLeaP Serves LEAPS

The team at LEAPS knew that their business model depended on finding a reliable LMS provider—they could not meet the start-up and maintenance costs of developing and implementing their own system nor did they want the burdens of ongoing maintenance and upgrades. However, given their past experience, they took a dramatically different approach when looking at eLeaP. LEAPS Founder and CEO James Cavanagh put it this way: “Our selection process began with liking the eLeaP people, determining they were dependable and

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*--James Cavanagh,
Founder and CEO,
LEAPS.TV*



kept their promises. We built on that trust to assure the system offered the needed capabilities.”

eLeaP not only met LEAPS standards for reliability, it offered the features that mattered most to the company. In the first place, eLeaP offered the capability that LEAPS needed to quickly and easily create and implement a large number of training courses involving complex programs and components. At the same time, however, eLeaP’s user-friendly and intuitive interface allowed the full spectrum of LEAPS’ clients the ability to access and use these training materials with minimal help from the LEAPS staff. In addition, eLeaP provided LEAPS with the reliable uptime that the company demanded, as well as seamless scalability, at a price-point that the fledgling company could comfortably accept. eLeaP’s top-of-the-line encryption technology and SSL also gave the LEAPS team confidence that their proprietary data and course content were completely secure.

BENEFITS—Enhanced Branding, Re-allocated Staff Time, Increased Revenue

After suffering through the delay and expense of two failed attempts to get LEAPS up and running, James Cavanagh’s praise for eLeaP consisted of the simple, but delighted, exclamation: “It actually works.” But actually working was only the beginning of the benefits the company has seen.

On the soft-dollar side, the sophisticated look and feel of the company’s eLeaP site has provided enhanced brand recognition and more seamless integration with the main LEAPS site. And, again according to James Cavanagh, they feel that working with eLeaP has, in effect, increased their own company staff. “We consider eLeaP staff as an extension of our own: eLeaP is a very cost effective way to add qualified help that are available when needed.” The hard-dollar benefits have been as real and tangible. LEAPS has enjoyed reduced development times and superior ease in delivering content. They have also been able to re-allocate staff members who were previously committed to managing the company’s attempts to establish an online presence. And all of these benefits have shown up on the bottom line in significantly increased revenues.

