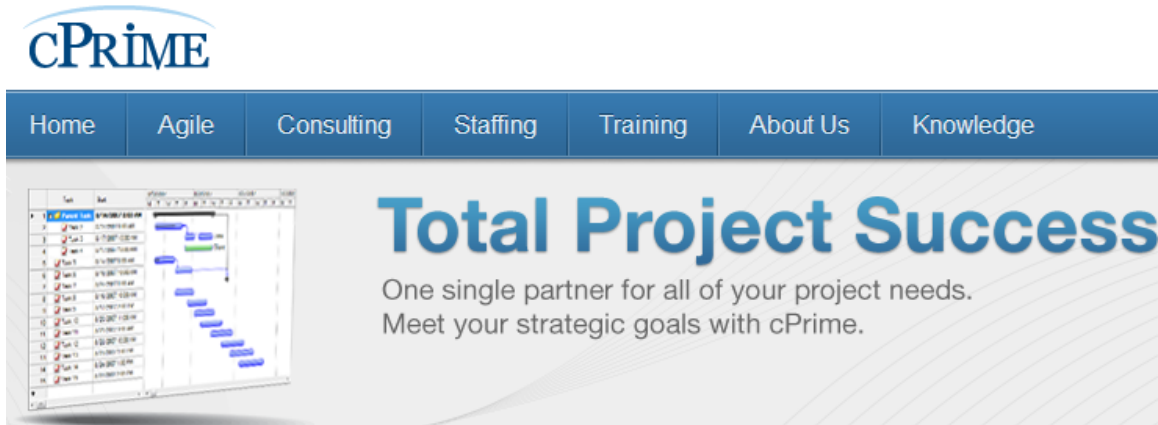


cPRIME CASE STUDY



cPrime is a Silicon Valley company that was founded in 2003 with the goal of providing high quality IT project management services to a diverse range of business clients. The company's success led to the creation of the cPrime Training Center which offers both onsite and online IT training and project management courses for every skill level. The cPrime Training Academy has augmented the company's success and cPrime was recently ranked among the fastest growing companies in the U.S. by Inc 500.

CHALLENGE:

- Create cost-effective, online, and on-demand training tools that provide superior ease of use for both developer and user
- Enhance Brand Recognition
- Provide superior support

SOLUTION:

cPrime augmented its instructor led classroom training programs with eLeaP enabled and hosted online training tools in order to achieve company growth and enhanced brand recognition without incurring any significant IT related costs.

"eLeaP is easy to use and the customer support is great. Whenever we have a problem, it is easy to get a hold of someone and they will take care of it."

--Monte Montoya,
Marketing Manager,
cPrime

RESULTS:

- Enhanced brand recognition and improved market position
- Increased Revenue
- Significant company expansion without increased operating costs

TECHNICAL SITUATION—Limited Training Procedures Stifle Growth

cPrime was created in order to provide corporate clients with high-quality project managers and IT experts on an as-needed basis. The company's success in this area led to the development of the cPrime Training Center in order to equip other individuals with these same skills and abilities.

This venture too has been highly successful and demand for the instruction that cPrime offered quickly outstripped its training procedures. cPrime relied exclusively on instructor led classroom training, and this imposed significant limits on the company. The number of in-person training sessions the cPrime could offer was limited by instructor availability and by scheduling constraints. And relying on in-person training dramatically restricted the ability of the company to offer training to clients outside of a limited geographical area. The ability of cPrime to meet the needs of its clients and to continue growing as a company clearly demanded a change in its modus operandi.

SOLUTION—eLeaP Eliminates Barriers to Growth at cPrime

The executive team at cPrime realized that the best way to ensure the company's continued success and growth was to begin offering courses online. However, they did not want to incur the substantial IT expense and manpower burden required in order to create and maintain their own learning management system. After conducting extensive research, it was clear that eLeaP provided the best solution.

First of all, since eLeaP is a hosted service cPrime could implement a rich array of online courses without having to invest in any additional hardware and without the need to install, maintain, and upgrade a legacy system. eLeaP would take care of all of these back-end issues. Furthermore, since eLeaP is fully scalable, cPrime could seamlessly expand its service as the company continued to grow.

The team at cPrime also appreciated the ease of use that came with eLeaP. On the development side, eLeaP's Course Content Creator Pro made producing highly engaging and interactive training modules a simple copy and paste operation. And on the user side, the eLeaP interface is extremely inviting and user-friendly. Furthermore, clients enjoy the convenience of being able to access the training materials they require at any time, from anywhere, and to work through them at their own pace.

Finally, eLeaP's well-earned reputation for customer support mattered to cPrime. While the platform is so easy to use that problems are rare, the team at cPrime wanted to know that support was available if they needed it. And they haven't been disappointed. Marketing



Manager Monte Montoya has said this: “eLeaP is easy to use and the customer support is great. Whenever we have a problem, it is easy to get a hold of someone and they will take care of it.”

BENEFITS—Enhanced Brand Recognition, Increased Revenue, Company Growth

The benefits of turning to eLeaP have been all that the team at cPrime expected and more. Adding online and on-demand training options immediately allowed the company to better serve its existing clients by offering a richer range of training options. But it also allowed ePrime to begin providing service to a much larger body of clients. Indeed, as Monte Montoya has said, “Now we can offer training to anyone around the world.” An added benefit has been that this increase in company service has been achieved with essentially no increase in operating costs. In fact, the costs associated with developing and implementing online courses are much lower than those associated with in-person instruction. Ultimately, however, the greatest benefit that has come from employing the eLeaP LMS has been enhanced brand recognition for cPrime and a position of greater strength and power in the marketplace. These benefits are themselves productive, of course, generating new clients and continually increasing revenue.

