



Case Study: Würth Group

Virtual training rooms

Würth Academy is an advanced training organization within the global Würth Group, making it responsible for a variety of internal training events. Presenters at the Academy use the Netviewer Web conferencing service to support their training events and online seminars. The example they set is being followed by other areas of Würth Group. Netviewer is already highly accepted for support and project work and is expected to become the standard visual real-time communication system throughout the company.

Training from your own desk

Software should make daily tasks easier and more efficient – but that works only when the employees know how to best take advantage of the program they are using. That is why Würth Academy at Würth Group goes to great lengths to educate its employees on how to use common IT applications at the company. They hold multi-day on-site training in addition to short training units.

To expand the scope and keep costs as low as possible (especially for short units), the company plans to expand its use of e-learning. They quickly found the service they were looking for in Netviewer. The main criteria for the decision was its ease of handling. Netviewer is intuitive to operate and does not require installation. The trainer simply sends e-mail invitations to the training event. Participants can start the system directly from a link contained in the e-mail. E-learning consultant Josef Steiner and his colleagues have been offering Netviewer-based weekly one-hour seminars on a variety of topics important for the users. They also use the service to reinforce on-site seminars.



In 1954, Würth was a two-man operation – today the Group employs nearly 64,000 people. Its core business is global merchandising of fastening and assembly materials such as screws, anchors, furniture and construction fittings, tools, and machines. Four-hundred companies in 86 countries belong to the Group. In 2007, Würth achieved sales of approximately 8.5 billion euro.



Interactivity during an online seminar

To encourage reinforcement, a Web session is held a few weeks after the training event so the trainer can answer any remaining questions or further discuss the subjects learned. The service has several advantages for the Academy:

- short, weekly training units over the Internet
- students can participate directly from their desk
- follow-up training to reinforce and solidify material learned and support transfer of knowledge to practical use
- Survey manager and transfer of control to seminar participants provide interactivity
- VoIP function saves phone charges

The various interactive functions of Netviewer, such as the ability to conduct a survey, are met with particular enthusiasm: "I use the surveys to collect information about existing knowledge or to get feedback and actively involve the seminar participants," according to Josef Steiner, "and I find that this is very effective!"

Group-wide standard

Through intensive usage, the Academy is also supporting its declared goal of establishing Netviewer throughout the company as the standard solution for visual real-time communication over the Internet. The areas of usage at the company vary widely:

- project teamwork across great distances
- software rollout at various locations
- global IT support within the Group
- coordination of figures in international controlling
- live events and exhibits including transmission of audio and video
- national and international training events

"Many of the employees learn about Netviewer through our training events, which is steadily producing higher demand for the service," according to Josef Steiner. In particular, video transmission and the voice-over-IP function in Netviewer five make the service attractive for departments and companies at the Würth Group who work together across great distances.

"With Netviewer, we can work much more efficiently at our company while saving time and considerable travel expenses."

JOSEF STEINER
E-LEARNING CONSULTANT

The advantages at a glance

- brief, straightforward training from the employee's desk
- reinforcing follow-ups to on-site seminars
- interactivity encourages learning
- Survey manager
- voice-over-IP function saves telephone charges
- no installation required for trainer or participant
- no licensing costs for participants
- intuitive operation
- multi-level security

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