Sometimes Bigger Isn't Better

When Satcom Direct, a leader in global communications services, support and technology needed a custom-designed Learning Management System (LMS) to distribute and track training and certification - it looked at several companies to determine the best for their needs.

"We met with many of the larger organizations who build LMS platforms and what we found is they were built to work with large numbers and had little flexibility when it came to customizing their products for our needs," said **Mark Mata, Satcom Direct's Director of Training**. *"While we operate in 14 countries and serve a diverse group of aviation, military and emergency response customers, we're still a small business with unique needs."*

Enter Motive Learning. The company is built to provide flexible LMS platforms that address each customer's training and certification requirements. With a focus on the aviation, government and tech industries, Motive Learning specializes in working with small and mid-size businesses and its team delivers personal, high-touch service to each customer.

1

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See a Need, Fill a Need

The first online course that Satcom Direct developed was CyberSAFE, a course that educates users about cyber security-related risks and their responsibilities as an end-user in protecting themselves and their organizations from them. It also helps users to understand security compliance considerations, social engineering, malware and various other data-security-related concepts. CyberSAFE prepares individuals for the certified CyberSAFE credential and is a component of the Satcom Direct Cyber Security Solutions Risk Assessment process for flight departments.

The program was originally delivered exclusively through Instructor Led Training (ILT) and conducted in classroom settings, which restricted the number of individuals who could attend and complete the course. Today, CyberSafe is available as an online, self-paced program. Once the training and exam is successfully completed, participants receive the credentials, and their information is automatically logged into Satcom Direct's and the customer's database. This has eliminated the need for manual processing and the costs associated, while ensuring accurate tracking and accounting of the attendee's training and credentialing.

When Satcom Direct realized the success of this the e-learning program, they converted more activities to Motive Learning's LMS. "We saw the potential to deliver online, on-time training and exams to our industry, and the response has been very positive" Mata said. "With Motive Leaning's ability to design custom programs, not only have we been able to expand our course offerings but we've been able to monetize our platforms by providing training that leads to certifications throughout the aviation industry."

"Being a 'boutique' firm and focusing our attention on defined industry sectors, we're able to develop e-learning programs that many of the bigger LMS software companies can't or won't," said Motive Learning's co-founder Karla Roberts. "Because we provide one-on-one service with each of our clients, we're able to drill down to their exact needs and then put our team to work to give them exactly what they want.

"With Satcom Direct, we started working with them on the setup of the LMS with their processes. Being able to customize the Motive LMS to integrate into Satcom Direct's work flow is an example of how we work with each client to help them achieve their goals. It's where we prove our value."

Growing through Partnership

Identifying a training need in the aviation industry based on the rising demand for onboard internet access, Satcom Direct's team of IT and satellite communication experts created the aeroIT certification to meet that demand. The certification is an information technology certification for the configuration and troubleshooting of networks and satcom systems onboard an aircraft. It is a professional credential offered via a partnership with CompTIA, the leading provider of vendor-neutral IT certifications. Candidates must complete the coursework and pass the proctored exam. Training attendees also earn eight hours of FAA Inspector Authorization credits and successful candidates receive a renewable aeroIT certification that is valid for three years.

aeroIT certification is one of Satcom Direct's flagship products and was its entry into certification in 2014 to address the lack of network knowledge with aviation communications and IT, which is growing rapidly. Satcom Direct recognized the gap that existed in this particular area and filled it with aeroIT.

Taking it one step further, the aeroCNCT certification is geared toward flight department crewmembers to gain device knowledge, confidence, and troubleshooting basics for in-flight connectivity issues. aeroCNCT is more than a certificate; it's a professional credential developed with CompTia to meet industry standards. The three-year certification was developed to create a standard in-cabin connectivity education. The aeroCNCT exam focuses on five areas: network basics; internet and connectivity familiarization; cabin network management; network application and tools; and flight operation preparation.

While both courses are available as ILT at Satcom Direct's world headquarters in Rockledge, Florida, the addition of the Motive LMS has greatly increased its ability to maintain the number of certifications and professionals equipped to manage the complexities of secured aviation communication.

How They Did It

Using Motive Learning's Motive Content Authoring Tool, Satcom Direct created hours of self-paced training content quickly and easily without any previous authoring experience. Deploying the courses and exams through the Motive LMS now enables a 24/7 alternative method for certification.

"We're often asked if we can do 'this' or 'that' by our clients and we always want the answer to be yes!" said Don Roberts, Motive Learning's other co-founder. "We've built our company's reputation on being flexible, responsive and customer-service oriented. Many of our clients come to us after using another LMS and finding that it couldn't adapt to their specific needs. We pride ourselves on being able to do what others can't."

By utilizing the Motive LMS's integrated Content Authoring Tool, Satcom Direct has increased the number of users and improved learner potential by providing 24/7 remote access to training and certification. Training attendees can self-register and easily apply course or exam vouchers. Its ability to track training for both Computer Based Training and ILT course offerings ensures that previous challenges of knowing when certifications were close to expiration have been remedied. The system sends an email reminding those with certifiations to sign up for a recertification class, as well as administrators who can reach out to reinforce the reminder.

What It Means

Along with providing more value to its customers and better training for its employees, the addition of the Motive LMS has meant more revenue for Satcom Direct and savings for its customers. Courses that are necessary for credentialing or certification can now be offered to more people online, reducing the company's training expenses for time and travel.

Other benefits of Motive Learning's LMS features that Satcom Direct has utilized include:

- Auto-enrollment to remediation upon failure. When a user fails a course, they are automatically enrolled in additional content to provide remediation activities so that they can achieve their credential or certification.

- Course and exam vouchers. Vouchers, provided by the Satcom Direct sales team, are applied to needed courses and exams, as an alternative method of payment.

- Certification status. Generates reports for HR or other administrators on whether a user's certification is current or approaching expiration.

What's Next?

I do believe Motive Learning has met our needs at a level we would not have gotten from a bigger company," Mata said. "Other providers were able to accommodate some of our needs, but it would have take a lot of work and cost. Motive Learning was able to provide us the basics of what we need and build on that. We look forward to a long and successful partnership"