

Web Sites Help Small Companies Open Up

NEWS


BASIS Takes Training to the Next Generation

By Amer Child

Since BASIS began offering free one-hour seminars over the Internet, the demand for such online education increased steadily. Developers attended these sessions by calling an 800 number for the audio presentation and connected to a Web link with their PC for the slide presentation. From the convenience of their own office, home, or customer site, they listened, watched, and interacted with questions and comments through an online chat session and on occasion, a telephone. In many cases, customer needs and concerns determined the subject. BASIS covered such topics as “Step by Step: How to get Started With the BASIS IDE” and “Fresh Productivity Gains With Visual PRO/5 and BBJ Using the BASIS IDE.” BASIS Partners gained great new insights at such exclusive Webinars as “X”cellerate Your Revenue Stream by Delivering Value to Your Client.”

With an overwhelming positive response, the opportunity for and benefit from offering full product training in this paradigm became obvious. Developers would save the tremendous traveling expenses of hotel and transportation, not to mention travel time. They would learn from the comforts of home or office or both. BASIS would dedicate technical support to assist any student with individual needs. In fact, hosting training in Albuquerque allows BASIS engineers to join any question and answer session where they can share their expertise. This pool of resources would greatly benefit the attendees.

Even before BASIS had a chance to offer an online course, two different companies from two different continents requested training for their developers. Not only was the expense to send their developers for classroom training in the US prohibitive, but with offices in different cities and in one case, different continents, they would still incur significant travel expenses to get their developers in one location for a BASIS-led onsite training. Clearly, the solution was online training.

Well, the results exceeded both BASIS’ and the customers’ most optimistic expectations. With that foundational experience, BASIS will move forward to offer future BASIS Product training online. This new training paradigm allows for additional customer-centric training options while saving customers travel time and money. It also provides a convenient, personal and comfortable environment conducive to individual learning needs. Down the road, pre-recorded courses could be downloadable for review at a more convenient time for the student. More than ever, customer feedback will be a key determinant for BASIS to offer training classes with focus on the topics that will move BASIS developers’ business and software to the next level. BASIS remains committed to delivering better training, in more efficient and cost-effective ways. 



Amer Child
Training & Sales
Support Specialist