



## Williams Scotsman Reduces Training Costs by More than 30 percent with iLinc



**Williams Scotsman (NASDAQ: WLSC) is the number one provider in the mobile and modular space industry. As a result of significant organic growth and strategic acquisitions, the company serves more than 30,000 customers in 450 diverse industries, winning awards and customer accolades along the way.**

### Challenge:

Find a distance learning solution to replace traditional in-person classes, in order to decrease demands on a small training staff trying to serve a rapidly growing organization.

### Solution:

Implement iLinc to serve diverse learners across more than 100 locations, ultimately increasing trainer productivity by 321 percent, while reducing costs by

### Meeting Increasing Demands for Training

The pace of corporate training has reached an unprecedented rate. Training departments that once had the time and money to print courseware and fly attendees to multi-day sessions are nearly obsolete. Now, it's online or bust. With rapid changes in technology, increased expectations for productivity, and decreased tolerance for non-essential travel, companies are rethinking old training policies and practices. Unlike the many companies struggling to keep pace, Williams Scotsman (WS) has been ahead of the curve in building a new model for corporate training. Throughout the company's 50-year history, WS trainers have delivered traditional live classroom training. The organization began to reach a breaking point, however, when its training staff of only five people became responsible for educating nearly 900 employees, as a result of rapid growth. The company realized a clear and immediate need for a distance learning solution to support its diverse workforce across more than 100 locations in North America and Europe.

According to Ross Thornton, Training Manager, Williams Scotsman, "At that time with so much change and expansion, we knew we'd need to double or triple our training staff or come up with an entirely new solution. After assessing the options, iLinc proved to be the best solution for providing frequent, content-rich training."

### Increasing Training Efficiency

WS implemented its first iLinc software solution in 2000, originally endeavoring to reduce sales team challenges associated with traditional training (e.g. travel time and costs, productivity losses, retention, etc.). With iLinc, trainers could deliver more frequent sessions in shorter durations, which subsequently proved to increase comprehension and retention levels. WS quickly reduced rollout time for new sales functions and tools, while increasing the overall training offerings.

Shortly after the sales rollout, the company expanded its use of iLinc across its entire workforce, producing training on everything from software skills and regulatory compliance to new hire orientation and HR programs. Williams Scotsman's live instructors utilize iLinc to lead and control classes of geographically distributed students with all of the interaction and flexibility of a traditional classroom. Instructors choose from varied forms of synchronized content within the iLinc interface including PowerPoint slides, multimedia authored courseware, Web-based material, streaming video, white boarding, chatting, and shared software applications.

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WS adopted iLinc as the ideal medium for introductory and enhanced function training on the company’s proprietary Sales Force Automation (SFA) software, as well as for more personalized training on on-the-job issues. Notably, in its initial rollout of two proprietary software tools, Williams Scotsman delivered 795 hours of training via iLinc in just nine weeks with no travel disruptions or expenses.

Today, WS has grown its iLinc utilization even further. Several departments rely on iLinc Web and audio conferencing for meetings and online collaboration. And, the training department has developed a comprehensive learning program, Williams Scotsman University (WSU), which delivers both online and traditional classroom courses. WSU staff takes advantage of the ability to record iLinc training sessions and make them available for self-paced study. The result is a full-service experience for learners - synchronous, asynchronous, and in-person options - and continuing success for trainers.

Ronald Hoogerwerf, Senior Training Specialist, Williams Scotsman, pointed out, “Our blended learning model is embraced by our staff because it doesn’t force any one method. The vast majority of courses are taken online via iLinc, but the perception is that individuals can choose to supplement these classes in a way that works for them. It gives our learners more flexibility and enables them to learn more, faster than ever before.”

### **Measuring the Benefits**

WS touts increased efficiency as the most significant benefit of iLinc. The training staff cites their ability, for example, to roll out a new application to 300-400 employees across 100 locations in a period of two to three weeks - a dramatic reduction from the old days of traditional training.

“We’re able to focus our time and energy on content because we don’t have to worry about the iLinc tool,” stated Hoogerwerf. “Even in compressed timeframes, we’re able to focus on curriculum, rather than hassling over the technology. We know the iLinc solution works.”

Williams Scotsman’s long-term success with iLinc stands out as an example of how to achieve technology-driven efficiencies. The company’s results speak for themselves. In 2003, a staff of nine trainers delivered 4935 hours of training (including a small percentage of self-paced study). By 2006, a staff of only six delivered 13,852 hours - a productivity increase of 321 percent per trainer. During that same span, Williams Scotsman reduced training costs by more than 30 percent and increased online training participation by 195 percent.

**Learn More:**

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