



## Buckman Laboratories

*A global chemical company is using knowledge management as a strategic advantage.*

### Profile

Buckman Laboratories is a \$320 million privately held specialty chemical company based in Memphis Tennessee. Utilizing advanced chemical treatment technologies; Buckman provides complete solutions for complex industrial problems to companies in 100 countries around the world.

### Challenge

To stay competitive in its global market and offer customers the best service possible, Buckman realized that it would have to leverage knowledge more effectively as a strategic advantage throughout the organization. "We knew that we had to do more than just make information available to Buckman associates," says Sheldon Ellis, Manager of Learning Systems, "We sought a way that would motivate associates to take responsibility for their own career management." Buckman also needed to get product information to its distributed sales force more quickly. "We needed to simultaneously deliver the same high quality product training to all our associates any where in the world whether in Sao Paulo, Brazil or here locally in Memphis," adds Ellis.

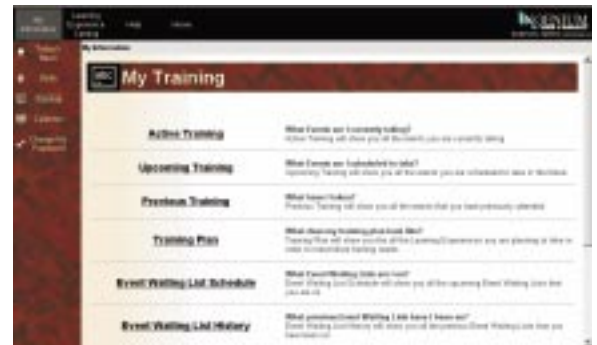
### Solution

The Buckman Learning Center offers career planning tools, and training management courses, allowing associates around the world to easily access the Learning Center right from their PC. Whether signing up for an instructor-led class, taking a class online, checking out a book, reserving a seat in a lecture, etc., students can use the Learning Center to access a multitude of learning resources. Harnessing the power of its company intranet, Asymetrix Ingenium, and ToolBook II Instructor software, the Buckman Learning Center deployed 9,000 hours of multilingual learning to 1,242 associates in over 100 countries in 1998, it's first full year of operation. In the first quarter 1999 alone, they delivered over 12,000 hours of online learning. "Now a sales person can review the technical features of our products, practice sales & negotiation techniques, or review customer financial measures on a laptop computer the night before a client meeting," says Ellis. The Center promotes a culture of knowledge sharing and provides each associate with the resources needed to be successful. "Because Ingenium is skills-based, supervisors can sit down with their staff one on one and map out a career path based on the specific skills that will make each associate successful. This career mapping approach motivates the individual to take responsibility for their own career development," adds Ellis.

### Benefits

With Buckman's Asymetrix-based learning center, information is effectively delivered to the staff – making the whole organization more successful. Furthermore, with online learning, critical information reaches the sales force when it's needed, providing better customer service. "The greatest cost savings of online learning is reducing the opportunity cost of having Buckman sales staff in a classroom instead of in front of the customer, where they add the most value," says Ellis. In many cases, Buckman supplements traditional classroom instruction with online learning. "We find that online learning is a great way to get learners to a common knowledge level, making time in the classroom more effective," adds Ellis.

Case Study Key	
<b>Customer:</b>	Buckman Laboratories International, Inc.
<b>Industry:</b>	Chemical
<b>Application:</b>	Knowledge Management, Sales Training
<b>Product/Service:</b>	ToolBook II Instructor™, Asymetrix Ingenium™
<b>Delivery:</b>	Intranet



*With Ingenium's Web Connect, anyone can administer their personal training online. This screen shot shows some of the ways you can sort and search for information.*



*Here is training on Mill Operating Strategies that can be viewed by Buckman's global sales force right at their computers - at a time and place that is convenient.*