



## Empowering People

### CLIENT SUCCESS STORY



#### ABOUT GRASS VALLEY

With a full range of products and services supporting many of the world's most high profile television events, Grass Valley offers the most comprehensive portfolio of flexible and cost-effective digital technologies and systems available. Customers deploying Grass Valley solutions include most of the world's leading broadcast and teleproduction facilities, independent video professionals, as well as emerging content creators and distributors providing broadband, telecommunications, and transmission services. When you're watching news, sports, or entertainment programming, whether on a TV, the Web, or a mobile phone, you're watching Grass Valley at work.

**Vertical/Industry:** Technology

**Region:** Worldwide

**Live Since:** 2008

**Number Of Employees:** 2,600

**Platforms/Solutions:**  
Cornerstone Extended Enterprise

**Business Impact:**  
Cost savings  
Customer satisfaction  
Training for profit

[www.grassvalley.com](http://www.grassvalley.com)

## TRAINING THE EXTENDED ENTERPRISE FOR INCREASED CUSTOMER SATISFACTION

### BUSINESS CHALLENGES AND OBJECTIVES

Grass Valley™, a global provider of broadcast technology and professional services, is a leading provider and innovator in media production services and technology. Their cameras, production switchers, video servers and other products are the choice of many of the largest broadcast networks and production/post-production facilities around the globe. In 2007, Grass Valley realized that it could no longer continue with its existing manual customer training processes and that it needed to expand training options beyond a static collection of courses in product operations and maintenance.

Grass Valley needed a solution that would support Web-based training and a self-service portal for their extended enterprise of customers and resellers around the world. They began a search for an Extended Enterprise solution with these criteria in mind:

- Create online training-for-profit channels that could decrease the need for live training and reduce overall costs
- Provide a self-service platform that would make it quick and easy for customers to purchase content and register for classroom training
- Implement a standard tool to manage both instructor-led training and online content delivery
- Facilitate internal employee development with a platform for hosting seminars and quick-publish content
- Benefit from the ease of implementation and simple ongoing management that a Software-as-a-Service (SaaS) solution provides





“ Without Cornerstone’s Extended Enterprise solution, Grass Valley would lose time and money, and would experience lower sales and reduced customer satisfaction ”

- Tim Ordaz  
Senior Director, Marketing and Business Development

Grass Valley

## THE JOURNEY / SELECTION PROCESS

Grass Valley wanted the Extended Enterprise system they selected to be easy to use and available to clients and resellers worldwide while avoiding a difficult and expensive software and hardware implementation.

Grass Valley developed a formal Request for Proposal (RFP) with a matrix of evaluation requirements and features. Cornerstone OnDemand’s Extended Enterprise platform stood out because of its SaaS delivery capabilities, the professionalism of the company’s representatives and Cornerstone’s ability to tailor the solution. “Cornerstone wanted my input and was willing to tailor features that I described,” said Tim Ordaz, Grass Valley’s senior director of marketing and business development. “It’s unheard of for a vendor to partner with a client on this level.” Grass Valley finalized a contract with Cornerstone at the end of 2007 and completed the implementation of Grass Valley University within three months.

## THE RESULT / BUSINESS IMPACT

Grass Valley University has had a significant impact on the company’s customer enablement efforts. Customers can purchase training in two ways. One is paying for tuition and reserving a seat for classroom-based training. The other is participation in Web-based courses that stream Flash-based content and track completion status and user experience. Two years after launching its Extended Enterprise platform, Grass Valley is:

- **Offering customers value-added training:** When a customer purchases a Grass Valley product they also have the opportunity to invest in training courses focused on teaching users to operate and maintain the product. In some cases Grass Valley leverages the Cornerstone platform to bundle products and training together. Grass Valley’s overall training revenue stream is increasing as the library of Web-based content increases and more purchase options are available.

- **Cutting training costs and driving revenue:** Early on, Grass Valley needed to work more with external third-party content developers, a need that has been reduced as internal capabilities have been enhanced. “Even with the cost of working with a third-party content developer, we are already breaking even with our deal with Cornerstone,” Ordaz said. Now, training has become a revenue channel for Grass Valley. The platform essentially pays for itself.

- **Creating an outstanding user experience:** Grass Valley wanted to create a user experience that was similar to top e-commerce sites. Customers can browse course offerings before log-in, then register for classroom training or purchase streaming online content. Facilitating internal training: Grass Valley University also supports internal employee training needs. To prepare for the annual National Association of Broadcasters convention in Las Vegas, sales teams need to prepare extensively, which used to mean days of PowerPoint training in conference rooms. Now, training time can happen online in advance with 10 different training sessions, which significantly reduce time and cost.

## FUTURE PLANS

Today, Ordaz’s colleagues seek him out with ideas for new Grass Valley University content. As a result of increasing internal demand, Grass Valley University is rolling out worldwide to support training in France, Germany, the United Kingdom, the Netherlands and Australia.

**Cornerstone**  
ONDEMAND

Cornerstone OnDemand is a global provider of comprehensive learning and talent management software and services. Our solution is designed to help organizations empower their people and maximize the productivity of their workforce. To learn more, visit [www.cornerstoneondemand.com](http://www.cornerstoneondemand.com).