

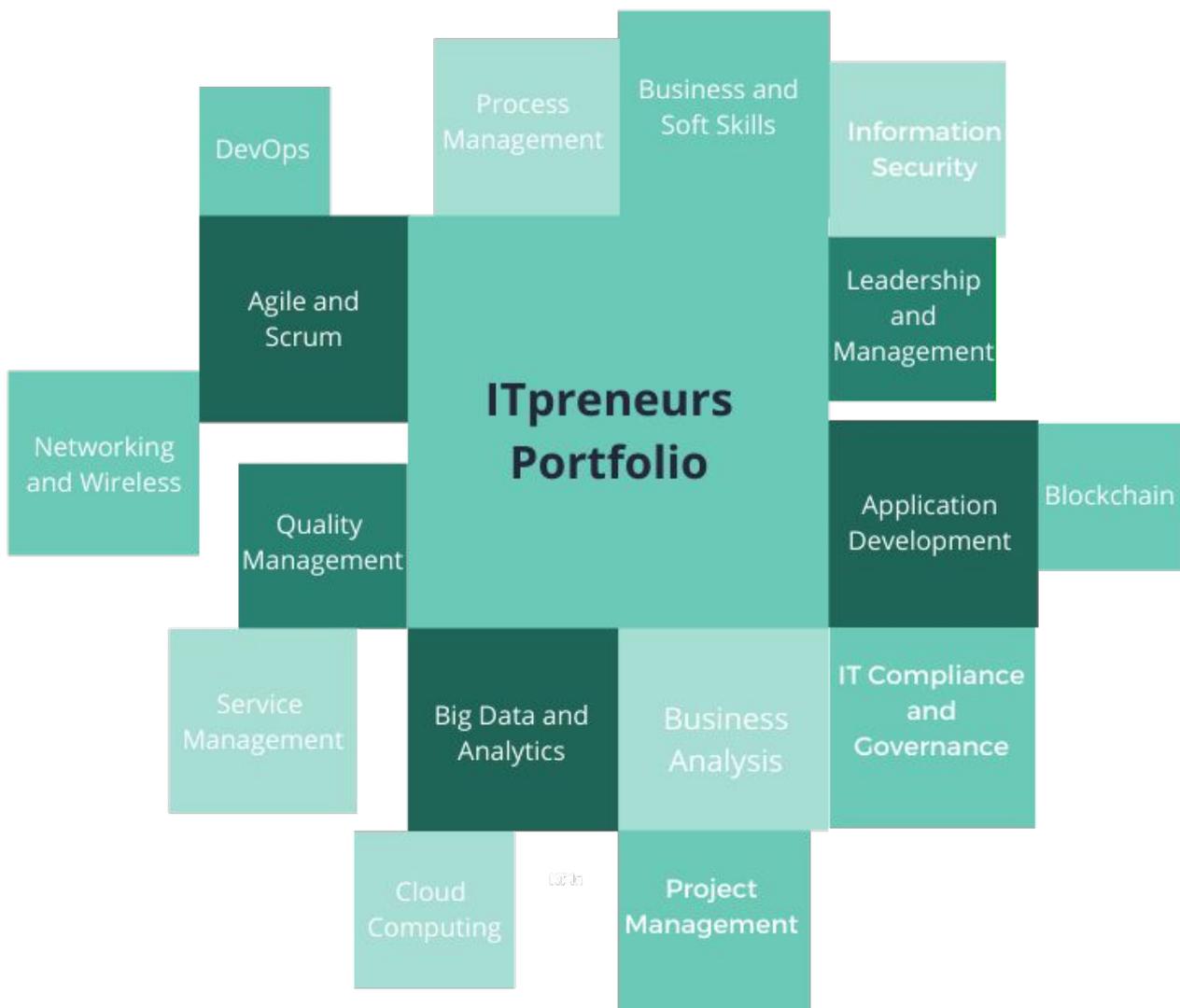
Enabling sales growth, operational efficiency, and cost savings

Client Story



About the Client

ITpreneurs is the leading provider of IT training content and services worldwide. The company's courseware covers both technical and management competencies with a special focus on IT Best Practices Frameworks. Besides creating high quality, white-labeled courseware, ITpreneurs also offers a diverse service portfolio to facilitate accreditations, exams and instructors. ITpreneurs currently provides 400+ certifications, 1000+ courseware titles for over 500 training providers worldwide.



Business Challenges

To grow business and build reputation, ITpreneurs needed to develop cutting-edge training content, and service its partners quickly and discerningly. ITpreneurs' partners varied in their size, demands and presence across the globe. The earnest goal of delivering quality, speed, and customization, began to soak in a lot of energy and resources. The whole enterprise became labor-intensive and faced its biggest challenges in:

1. Managing partner communication

A big team was needed to handle partner requests and queries, contact instructors, check for their availability, etc. Doing all this manually to cover global time-zones became a big operational task.

2. Managing sales and deliveries

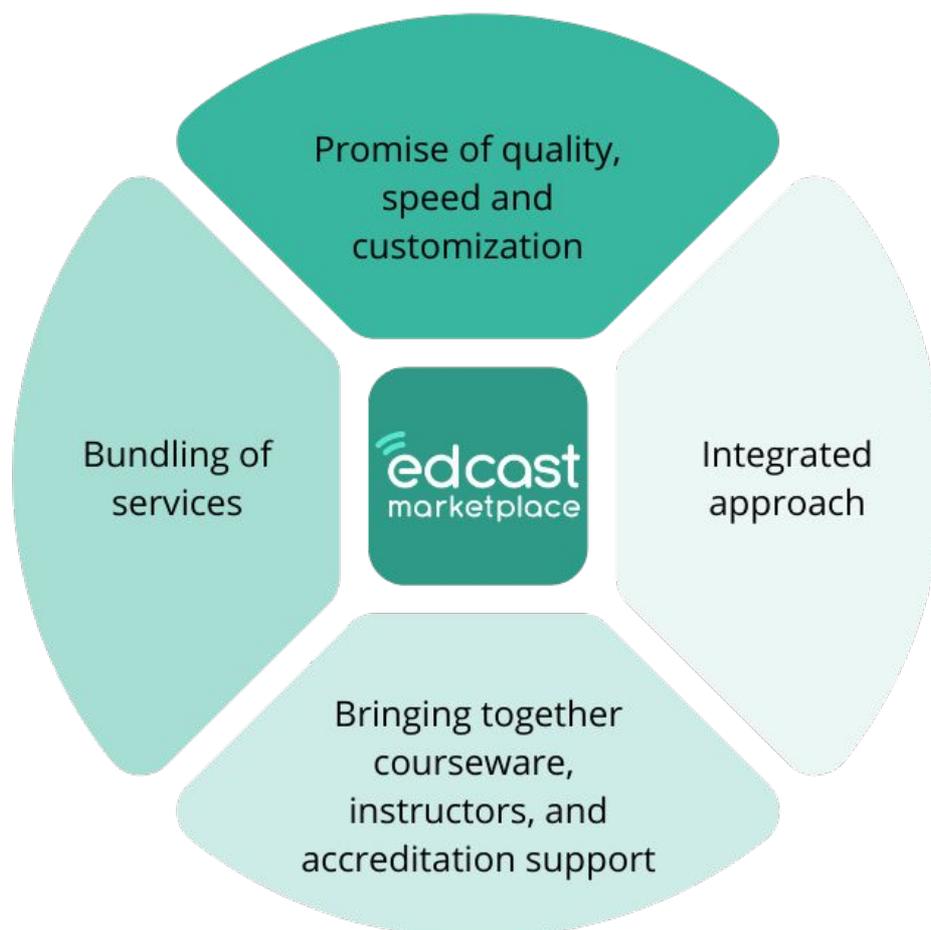
Manually handling multiple price lists for various products/regions and invoicing different customers to offer differential pricing became a big ERP burden. Also, servicing customers' branding needs meant maintaining hundreds of versions of the same courseware. All this required a lot of attention from sales, finance, and operations teams.

3. Building and maintaining IT infrastructure

In an attempt to automate processes around content development and delivery, ITpreneurs soon realized that it was draining its limited tech resources and diverting them away from its core competencies.

EdCast Solution

About two years ago, EdCast Marketplace brought digital innovation, process automation, and scalability to simplify the complex training ecosystem for ITpreneurs. Marketplace offered ITpreneurs a big business advantage by bringing together courseware, instructors, and accreditation support on a single platform. This integrated approach enabled ITpreneurs to bundle its services and easily fulfill the promise of quality, speed and customization. Marketplace also provided ITpreneurs with convenient tools to support customer segmentation, differential pricing, invoicing, and order fulfillment for ITpreneurs' buyers anywhere in the world. ITpreneurs was thrilled by the simplicity of the solution to streamline multiple delivery formats like eBooks, eLearning, printed materials, etc. and fulfill all kinds of branding needs for its partners. The Marketplace global service desk eased the burden of customer support by handling all operational queries related to the platform and deliveries.



Business Benefits

By using integrated capabilities of EdCast's powerful B2B Marketplace, ITpreneurs has significantly reduced its organizational spend and attention to operations and customer support. The company reallocates these funds and energies to focus on its core activities and business processes such as content development, marketing, and servicing the ever-changing demands of their training partners. After becoming a Seller on EdCast Marketplace, ITpreneurs has achieved solid gains through:

1. Operational cost savings

The company reduced its resource investment in invoicing operations by almost 50%. Instead of invoicing thousands of its customers separately, ITpreneurs just has to invoice one entity- the EdCast Marketplace.

2. Increased Productivity

The company has freed up almost 66% of its service desk resources as the Marketplace Global Service Desk handles bulk of the platform and delivery related customer queries, 24x7, across all time-zones. The freed-up resources are able to support new content development projects like their latest, hugely successful ITIL® 4 courseware.

3. Convenience and convergence to streamline sales

No other platform matches EdCast Marketplace in seamlessly integrating courseware, instructors, and accreditation support, at a single place. ITpreneurs values the remarkable convenience of customer segmentation, differential pricing, brand customization, and accreditation capabilities provided by the Marketplace as critical to its growth and reputation.

4. IT support and maintenance

EdCast Marketplace enables ITpreneurs to harness the power of digital innovation without investing any resources in maintaining a fully-automated platform to deliver streamlined sales and a great customer experience.

5. Increased market access

EdCast Marketplace brings with it more than 2000 small and big buyers in over 100 countries across the globe!



Joey van Kuilenburg

Joey is responsible for Global Marketing at ITpreneurs. The position requires him to be aware of global technology trends and develop products that meet international demand, which aligns with his passion for technology and developing outstanding training products and services.

Going forward, ITpreneurs aims to further boost its business by leveraging EdCast Marketplace's upcoming innovations. The new Marketplace features would empower ITpreneurs to not just sell its courseware and instructor services but also enable its customers to deliver full courses and host training events.

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