



CASE STUDY

# Arizona State University's Alliance for Construction Excellence

DRIVES REVENUE AND EXPANDS OFFERINGS WITH  
ILINC'S VIRTUAL TRAINING AND WEBINAR TECHNOLOGY



"iLinc's platform is a profit center that supports our whole organization and has given us the opportunity to keep training. We have been able to help people in the marketplace increase their skill sets at a time when competition is really incredible."

**Gary Aller**  
Director

## Challenge

The Alliance for Construction Excellence (ACE) at Arizona State University is an outreach/in-reach organization serving the design and construction industry and the university itself. In addition to performing research and formulating standards, ACE also acts as a technology transfer hub, providing education to the construction industry.

As a "soft money" organization receiving no funding from the State of Arizona, ACE struggled to expand its training program to meet increased demand. Director Gary Aller comments, "Our face-to-face programs made it difficult for those in the construction industry to take advantage of our offerings. We really needed a training platform that would allow us to host more training without the need for travel."

## Solution

Aller wanted to find a virtual training solution that would eliminate the need for travel while allowing ACE to offer more robust and frequent sessions. Since he was already successfully using iLinc's technology to run short webinars, he decided to explore using iLinc for Learning as a full-scale learning management system.

## OVERVIEW

- The Alliance now uses iLinc to deliver virtual training sessions to public and private entities in the construction and building industry located nationwide
- Students no longer have to travel to access continuing education on industry trends and best practices
- iLinc for Learning has allowed ACE to generate enough revenue to cover the operating costs of their robust training program

He quickly found that iLinc's robust features, ability to function in technologically "locked down" environments, and its flexible approach to web services would allow ACE to:

- Deliver, track and manage effective and engaging online training without the high expense of a traditional LMS

# ACE Case Study

- Automatically track and report on the cost savings and avoid environmental damage resulting from their virtual training initiatives with iLinc's Green Meter, a "perfect match for ACE's sustainability goals"
- Ensure that attendees across the country can join online sessions without installing software or third-party plug-ins
- Create a custom e-commerce registration website
- Eliminate the dual data entry involved in maintaining separate Customer Relationship Management and online training systems, with the iLinc for Salesforce integration

Ultimately, while the transition from an in-person to a virtual classroom was a challenging one, especially given that ACE had just lost two full-time staff members, Aller says that iLinc's excellent customer service and knowledgeable training staff made the process incredibly smooth. In fact, with iLinc's help it took just four weeks to enlist instructors, get the site configured, and develop the necessary content. After just a month's time, ACE now had a completely scalable and cost-effective way of delivering customized training to a much wider audience.

## Results

By transitioning all of their in-person training courses to iLinc sessions, ACE has seen an incredible return on their investment. In fact, the very first virtual course Aller ran almost paid for the cost of the entire iLinc platform. In just one session, they saved \$9,037 in travel related costs for all participants, avoided 9,489 pounds of carbon emissions, and generated enough revenue to pay for the first year of the iLinc platform.

Also, because iLinc's product is system-neutral and intuitive, ACE's students have had no difficulties accessing their training sessions. Instead, they log on quickly and easily from construction sites, home offices, even Indian reservations. Without difficulties using an online modality to join and participate in sessions, more organizations are likely to participate in the training – an adoption that will benefit both ACE and the industry.

Now, rather than spending exorbitant amounts on travel and still only being able to reach a small portion of the construction industry, ACE can use the majority of its revenue to increase the variety and frequency of its training offerings.

Recently, ACE began using iLinc to power an innovative series of courses on the reporting and financial requirements of the American Recovery and Reinvestment Act. Public and private entities nationwide seeking to secure and implement stimulus funding for building and construction projects can take relevant and up-to-date training courses online at any time of day. Through this program, ACE hopes to provide mission-critical education to the industry while stimulating the national economy through the creation of new jobs.

## Future Plans

As Aller continues to use iLinc to run innovative virtual training sessions and certification courses, he hopes to generate enough revenue to help pay for the overhead of running ACE. For him, iLinc is more than a technology; it is a way to take ACE's initiatives and impact to an even greater level and address revenue issues brought on by the current downturn.

"iLinc has allowed us to connect to people we would not have been able to reach and has already generated enough revenue to more than pay for the platform."

**Gary Aller**  
Director

### COMPANY INFO

**ORGANIZATION:** The Alliance for Construction Excellence (Arizona State University)

**LOCATION:** Tempe, Arizona

**MARKET:** Construction consulting and training

**EMPLOYEE SIZE:** 4

**APPLICATIONS:** iLinc for Webinars, iLinc for Learning



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