



Global Knowledge Training, Inc. Chooses iLinc Web Conferencing to Reduce Costs & Carbon Footprints



Global Knowledge ..

Each day, companies around the world have choices in the way they train employees. Some still choose the traditional, live classroom environment, which although effective, can negatively affect budgets and the environment - especially when it involves long distance travel.

Challenge:

Find a replacement Web conferencing solution to not only reduce expenditures, but also provide security protections for government clients.

Solution:

Implement iLinc to serve government clients, later expanding to iLinc Enterprise Unlimited to deliver secure, ROI-generating, and environmentally beneficial online training programs.

Regarding environmental impact, the carbon (CO₂) emissions from a classroom-based training course to which students must fly or drive is quite significant. For example, if only 15 students travel 200 miles to attend training, the environmental impact can reach 15,000 pounds of ozone-depleting carbon as a result of fuel consumption from standard automobiles. If the students need to fly, this number goes much higher.

For leading-edge companies such as Global Knowledge Training, Inc. distance learning has become the favored method for positively impacting the environment, while benefiting the organization financially. As the largest privately held provider of training, enterprise learning services, and software solutions for information technology (IT) and business professionals, Global Knowledge trains over 100,000 students worldwide each year.

Background: Switching to iLinc to Serve Government Agencies

A long-time proponent of the virtual classroom, Global Knowledge had used another provider for approximately five years before considering iLinc. The company turned to iLinc when a large government agency insisted that Global Knowledge provide tighter security – specifically AES encryption – in its online training courses.

Global Knowledge purchased iLinc licenses at first just to serve government clients. Now, however, it delivers all online training programs through the iLinc platform.

A number of factors convinced decision-makers that iLinc was in fact the better Web conferencing solution for the broader organization. First, the iLinc Enterprise Unlimited pricing model generated near-instant ROI.

“We benefited in a very measurable way from the iLinc Enterprise Unlimited program. We paid once for our iLinc software and now have limitless access to it. Being forced into a concurrent user model with our former vendor wouldn’t have allowed us to scale our business the way we can with iLinc.”

Chris Gosk, VP of Distance Learning, Global Knowledge

Additionally, the iLinc Support team proved to Global Knowledge that first-rate services and support are critical to success. “The iLinc Support team understands that we use iLinc for instructor-led training,” explained Gosk. “One of the most important attributes of iLinc is that they support us according to how we use the solution. We get meaningful support, rather than generalized Web conferencing assistance.”

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“I hadn’t thought about our direct effect on global warming before switching to iLinc. Now, however, we know precisely how our online programs help the environment – both for our organization and for our customers.”

Chris Gosk, VP of Distance Learning, Global Knowledge

Discovering the iLinc Green Meter

Prior to using iLinc, Global Knowledge hadn’t formally launched a Green (or Sustainability) initiative. Leaders at the company were of course aware of business issues surrounding global warming and the organization’s potential impact on climate change, but they certainly hadn’t devised a method to track their carbon footprint.

Even as advocates of reduced travel and online training, they originally intended their iLinc investment to support traditional business goals of reducing costs and better serving customers. They didn’t predict that they’d soon be contemplating the environmental impact of distance learning programs – until they discovered the iLinc Green Meter, an automated CO2 emission-tracking feature, standard in iLinc software.

The iLinc Green Meter automatically performs CO2 reduction calculations by measuring the distance between the instructor and all students based on their computer location (IP address). The software then employs a formula to determine whether travel to the instructor location would require a drive or flight. Finally, the data is applied to a formula that calculates the total amount of CO2 (in pounds) that would have been generated if all participants were in training face-to-face.

Gosk continued, “When Global Knowledge is hired to develop, run, and manage a large corporate training initiative via iLinc, we can immediately tell the client how much impact that training session had on the environment in terms of CO2 emissions savings – simply by checking our iLinc Green Meter readout. We don’t do any extra work and can provide invaluable information to support our customers’ sustainability initiatives.”

Staying Green with iLinc

Presently, Global Knowledge trains hundreds of students a month using iLinc Web and audio conferencing. The company perceives its distance learning programs as a contribution to clients’ budgetary efforts, as well as to the global environmental movement.

“We are proud to offer our students a cost-effective and environmentally friendly training option through iLinc,” said Gosk.

Global Knowledge calculates that it prevents more than 4.4 million pounds of CO2 from entering the environment each month. To put this into perspective, every 20 pounds of CO2 equals burning one gallon of gasoline. This means that Global Knowledge’s iLinc usage equates to saving more than 200,000 gallons of gasoline a month.

Gosk commented, “In offering distance learning to our students for the last six years, we estimate that we’ve saved the environment approximately 316 million pounds of CO2 emissions – the equivalent of buying and burning 15.8 million gallons of gasoline.”

Notably, the average American household consumes 1,143 gallons of gasoline per year. Global Knowledge’s savings can be translated into the elimination of an entire year’s worth of gasoline consumption for 13,800+ American families.

Global Knowledge and iLinc will continue to innovate and drive awareness about the positive environmental aspects and business results of Web conferencing.

Learn More:

www.iLinc.com

800.767.9054

followup@iLinc.com