

Extended Enterprise Training Guide

Learn what extended enterprise training is, how other organizations are managing and tips to prepare for your partner training program

For many organizations, the learning ecosystem extends far beyond their four walls. Companies are realizing the benefits to training their external audiences.

Extended Enterprise Training, Explained

Extended Enterprise is the concept that a company does not operate in isolation because its success is dependent upon a network of partner relationships. Extended enterprise training focuses on providing the knowledge and technical skills needed to improve performance in a specific job role among individuals within an organization's network of partners.

EXTERNAL AUDIENCES INCLUDE:
 CUSTOMERS/DEALERS/RESELLERS/
 SUPPLIERS/DISTRIBUTORS/SERVICE
 TECHNICIANS/FRANCHISEES/RETAIL

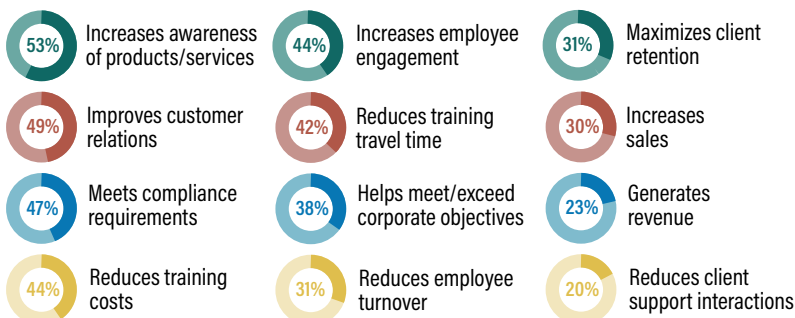


Extended enterprise training can serve many needs for an organization:

- Salespeople tend to sell more of a product they know about
- Customers rely less on help and support channels when they are well-informed, and are more likely to become repeat buyers
- Service technicians have a higher probability of fixing products right the first time, resulting in decreased expenses
- Suppliers are more efficient when trained on quality improvement, just-in-time delivery and other crucial performance areas
- Franchisees maintain consistency with ongoing training

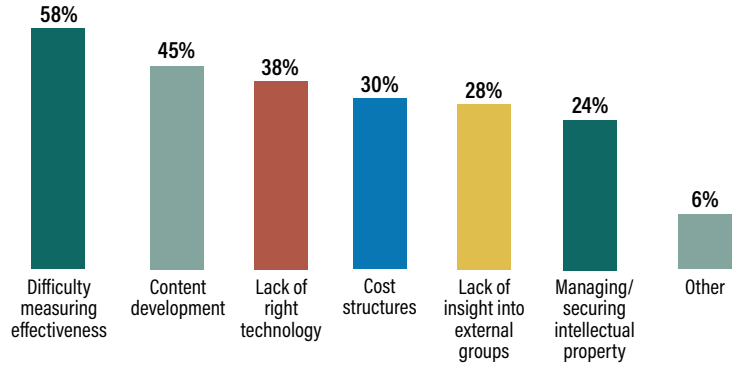
How Organizations Benefit

We teamed up with Brandon Hall Group to survey the training community on their extended enterprise training programs. Reported benefits include:



Challenges to Delivering Training

Delivering training to multiple audiences comes with its fair share of challenges. Take a look at the challenges surveyed training managers said they face delivering extended enterprise training.



Considering Extended Enterprise Training

Extended enterprise learning has come a long way in the past decade. It wasn't that long ago that many organizations didn't feel it worth their while to train their extended enterprise.

Today 95% of the organizations surveyed have some type of extended enterprise training program and 92% of these training managers believe their programs are having a positive impact on their organizations. The debate on whether to train business partners is settled. **The answer is YES.**

CRITICAL QUESTIONS



Preparing For Your Extended Enterprise Training Program

1 Build the business case.

Determine the business drivers behind delivering learning to specific audiences.

2 Define your organization's extended enterprise.

Based on the business case, define the characteristics of each intended audience and determine the unique requirements.

3 Find the right technology.

Technology plays a key role in extended enterprise training. Look for platforms with robust reporting, branding capabilities and management/assessment tools that will maximize your efforts.

4 Strategize revenue goals.

Companies must determine whether they are going to charge for the training they deliver and how they will do it. Conduct the necessary market due diligence.

5 Track and measure.

Have a process and set of KPIs before rolling out training. For partner training, work together to set expectations for what metrics can be collected and what success looks like. For customer training, use metrics that are meaningful to the business.

? Help getting started.

Whether you're simply looking for more information on extended enterprise training or advice on preparing for your training program, [we're here](#) to get you on the right track.



LATITUDELEARNING, THE PREFERRED SOLUTION

For more than 20 years Latitude has helped organizations large and small use technology to drive employee and partner performance. With our vast knowledge and experience in the extended enterprise training space, clients rely on our software and consulting to help them optimize channel performance and improve the effectiveness of their training and certification programs.

LatitudeLearning was designed to remove the complexities of partner training and give you visibility into training needs, gaps and opportunities.



Training Challenges, Solved

Successfully manage complex partner training programs using LatitudeLearning with the necessary tools needed that Traditional HR LMS solutions rarely deliver.



Foster Learner Engagement

Improve learner engagement with LatitudeLearning by offering a familiar, branded learning environment for each of your audiences.



Launch Your LMS Successfully

Ensure a successful implementation with our proven method, SurefireSetup™, and dedicated customer support team.



Technology Partner For The Long Haul

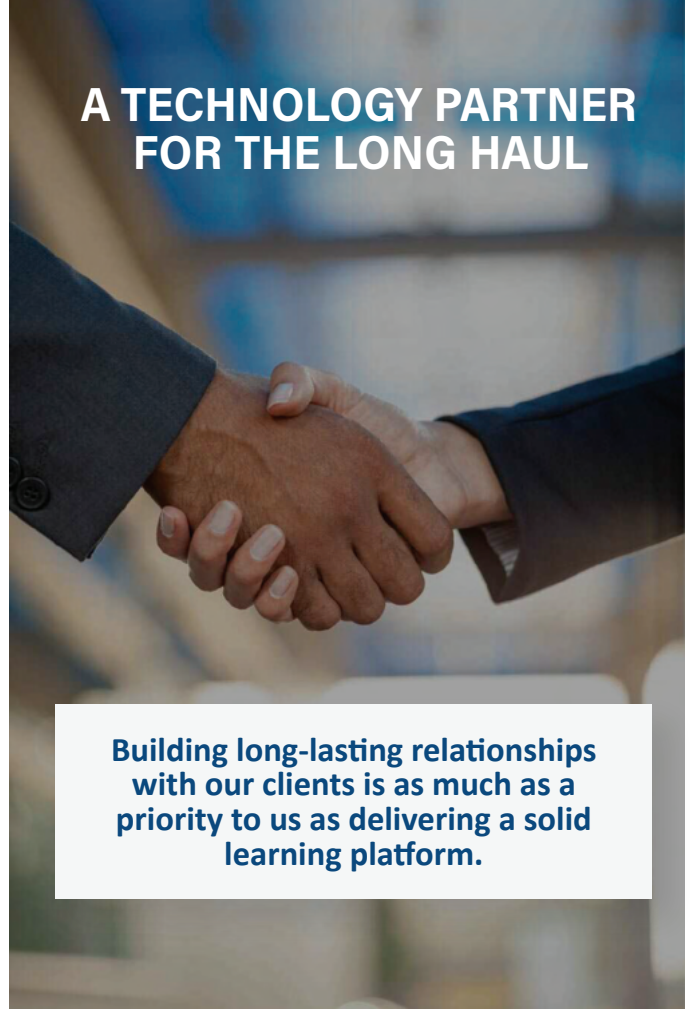
Latitude has a 100% LMS implementation success rate. Our success is attributed to the partner approach we pursue with every client.

MORE INFORMATION

For more information about
Extended Enterprise Training or the
LatitudeLearning Platform,

visit latitudelearning.com
call **888.577.2797**
email client.relations@latitudecg.com

A TECHNOLOGY PARTNER FOR THE LONG HAUL



**Building long-lasting relationships
with our clients is as much as a
priority to us as delivering a solid
learning platform.**

For Latitude it's not about selling the technology and moving on, it's about continuously collaborating to meet needs and solve challenges.

With our vast knowledge and experience in the extended enterprise training space, we are confident that our learning platform and partnership will leverage learning and development for your organization and generate revenue.



"Latitude has always taken this kind of partnership approach with its clients. We see it time and again with companies such as Stellantis, Polaris and Subaru. They remark how deep the partnerships with Latitude are."

"The system that Latitude built over the years shows their dedication to the partnership. As Michele Miller, Associate Executive Director for Systems and Technology for ABEM puts it, "We took a learning management system and created a monster, but in the best way. It's not about just the product that Latitude can provide, it has more to do with the people who work there and how they're going to interact with us."

- **David Wentworth**, Principal Analyst

