

Custom Technology Solutions

Sales training programs share many features, but no two programs are exactly alike. While the ChannelSmart™ Sales Training Management System (STMS) has the flexibility to meet a wide variety of implementation needs through configuration of standard features and options, clients occasionally require a custom technology solution for a specific situation.

Via has a team of experienced, award-winning engineers that can tailor the STMS to meet your unique business requirements through customization services including:

- Hosting at the client data center
- Web application and mainframe integration
- Support for client data integration through Web service adaptations
- Custom promotion and incentive plans

With every custom solution, Via's engineering team minimizes the impact on the standard platform to preserve your access to upgrades and enhancements.



OVERVIEW

Benefits

- Tailors the STMS to meet unique business requirements
- Preserves access to upgrades and enhancements by minimizing the impact of custom solutions on the standard platform
- Presents the learner with a single user experience through integration with existing websites
- Allows tight integration with client applications
- Helps you meet your training goals through custom promotion programs

Features

- Customized STMS implementations that minimize the impact on the standard platform
- Cost-effective hosting at Via or custom hosting at client data center
- Integration with existing websites
- Call-back to other applications
- Transactions sent to external applications
- Data on request
- Custom and unique promotion and incentive programs

CUSTOM CO-LOCATION SERVICES

Via offers a cost-effective hosting service that offers state-of-the-art reliability and support. In some circumstances, hosting at a client data center is a requirement. Via will work with your IT team to establish roles and responsibilities and provide the technical implementation support required to fully interface with data center standards.

WEB APPLICATION AND MAINFRAME INTEGRATION

Sales reps sometimes have access to existing websites, such as company intranets, order processing systems and human capital management applications. Via has extensive experience in developing integrated solutions that provide the learner with a single user experience and the client with an effective business solution.

Typical integration projects:

- Launching from the existing site
- Calling back to external applications
- Sending transactions to external applications

Launching from an existing website usually entails a custom connection that accepts a data transfer from the launching site. The information that is passed in identifies learners and authenticates their training portal. This allows the user to bypass registration and log-in, making the training site appear to be an extension of the main corporate site.

Calling back to other applications is typically required when data lookup or references refer to other systems. This might occur when sales rep demographics used for personalizing the training experience are maintained in other applications. This feature may be implemented with Web services, secure direct database access, or through a batch data import.

Transactions can be sent to external applications in either of two ways. Real-time transactions include data transfers to a third party, such as an incentive program that sends an order to a fulfillment house. Batch updates transmit sets of data, such as training records to a data warehouse for correlation with sales records.

WEB SERVICE ADAPTATIONS

The STMS can also act as a data donor. Via can develop Web services that provide corporate applications with data on request. For example, a human resources application could obtain and present current employee training information.

CUSTOM AND UNIQUE PROMOTION AND INCENTIVE PLANS

Via specializes in creating unique custom promotions, incentives, credential and certification programs for clients. The STMS provides a standard model for these features, which serves as a jumping-off point for developing unique features that are tightly bound to your marketplace and appropriate to your training goals. Via has extensive experience in managing and implementing global incentive and promotions programs and can advise you on the custom development required to meet your needs. Custom programs can be designed to support re-use across multiple company divisions.