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Case Study : ObjectSharp

The Client

ObjectSharp was the first Microsoft.NET Consulting Partner in Canada. They now have over 400 clients representing a wide range of industries to which they offer a full range of Microsoft custom development, training, and mentoring services.

The Challenge

ObjectSharp began 10 years ago as a combination consulting and training company. They were in at the ground floor as consultants on Microsoft.NET. Over time the number of courses they offered grew. They became a Microsoft Learning Partner. With a wide variety of clients they needed to manage a training program consisting of 60 percent online activity and 40 percent face-to-face.

Five years ago they began looking for a CRM and, as their business expanded in the US they saw an increase in virtual live training. Clearly, managing their training would be a challenge in the future.

The Cloud Solution

ObjectSharp are a team of pragmatic, service-oriented professionals. They fully evaluated their options in a CRM before determining that Salesforce was the right choice.

Training was initially a small part of their operations but it increasingly became more important as the business grew. They now offer training in Microsoft Technology, as well as Microsoft Office /Business applications through seminars and 'Live instructor-in-the-cloud' courses.

When ObjectSharp needed a solution to their growing training management needs they looked on the Salesforce AppExchange and found Learnsmarter. It is a native application and it met all of ObjectSharp's criteria, the main one being that it was essential the application used to administer and manage their training programs, would integrate smoothly and tightly within Salesforce.

"I have nothing but good things to say"

"I have nothing but good things to say. Integration with existing Salesforce data is simple. The mechanisms for defining courses, rooms, instructors, etc. make sense. The process of adding student registrants is straightforward. And it is very easy to generate marketing collateral (in the form of PDF files) from the defined courses. All in all a very solid product that does what it does well."

When ObjectSharp, one of Canada's premier Microsoft.NET Consulting Partners, looked for a training management system to work with their existing Salesforce CRM implementation, they chose Learnsmarter. The combination has proved highly successful at handling ObjectSharp's growing consultancy and training business.

"I would absolutely recommend Learnsmarter to companies looking for a training administration solution that integrates with Salesforce."

Bruce Johnson,
Founder & VP Technology,
ObjectSharp

Industry : Training
Region : Canada
Product : Learnsmarter Core

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The Migration

The training required to implement and begin using Learnsmarter to manage their training program was minimal. "I didn't have any issue with it, even though we were, at that time, one of the first clients for the Learnsmarter application in Canada," said Johnson. "We have been using Learnsmarter to handle the class registration, resourcing and invoicing side of our training business for more than eighteen months.

Learnsmarter in Canada

Things are going well and ObjectSharp are expecting a 25-35% increase in training revenues this coming year. Learnsmarter is helping to manage this growth. "Having the right systems in place is really important," said Johnson.

"Learnsmarter has met those expectations"

"With Learnsmarter we know that we can comfortably handle the increase in demand. I would absolutely recommend Learnsmarter to companies looking for a training administration solution that integrates with Salesforce.

"We have to make sure our procedures live up to our expectations – and Learnsmarter has met those expectations."

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