

## **SCOTTISH “KNOWLEDGE” SET TO REVOLUTIONISE THE WAY COMPANIES TRAIN WORKFORCES**

### **New east-west partnership brings e-learning innovation to market.**

Scotland's Silicon Glen is leading the world in the burgeoning field of e-learning with an innovative web-based software package that has taken nine man-years to develop.

The Knowledge Business has pioneered the new internet-enabled application which it has called "Knowledge".

And today (21 September 2002) east meets west. The Edinburgh-based e-learning specialists have signed a working partnership with Glasgow's Campbell Lee Internet Solutions, one of the country's leading IT hosting specialists, to market the product.

Any size of organisation, from SMEs up, can now build, maintain and deliver its own branded e-learning portal or knowledge base. And the main benefit is speed; it can be customised and up and running on an organisation's site in just one day.

"Knowledge" also saves on training time, travel and accommodation, so it is an extremely cost-effective method of training staff in a number of locations.

Kevin Grainger, Managing Director of The Knowledge Business, said: "We believe this is a Scottish world-beating product that will revolutionise the way an organisation trains its people.

"Small and large businesses alike will find it has numerous advantages. And geographically-dispersed workforces plus local authorities, banks, insurance companies and the engineering, manufacturing and offshore oil and gas sectors will find it especially beneficial and cost-effective."

Campbell Lee's Eddy Yacoubian said: "This product is unique and fills a major gap in the market. The potential is vast and there is already a great deal of interest. It's another exciting Scottish "first"."

The new partnership between The Knowledge Business and Campbell Lee Internet Solutions enables both companies to offer clients a total solution in relation to the creation and delivery of customised executive e-learning training.

"It has been developed to maximise the potential of the web as a cost-effective storage and delivery platform for corporate information. It delivers consistent, relevant and up to date information to the right people at the right time in the right place," explained Kevin.

"We're proud to have developed this world class e-learning and knowledge management software technology here in Scotland and Campbell Lee, long-

established and respected in IT, will help us bring it to market. We are an excellent fit for each other."

Eddy Yacoubian was equally delighted with the new partnership. "There is a tremendous synergy between the two organisations. This complementary expertise will enable us to provide a total e-learning solution for our clients.

"eLearning offers significant benefits over traditional methods of training. In particular it provides the opportunity to deliver high-quality, interactive staff development programmes wherever they are - here in Scotland or on business trips overseas.

"Campbell Lee will provide the hosting for "Knowledge" at our Glasgow Data Centre, removing the need for companies to purchase a secure web server, connect it to the Internet via a leased line, and support it.

"The beauty of "Knowledge" is that it is not sector-specific. Any large organisation, either in the public or private sectors, will find it hugely advantageous. The two main benefits are ease of operation and speed; we can get it up and running on a client's site in just one day.

"People such as Training Managers, Human Resource Directors and Finance Directors are already beating a path to our door to find out more."

The Knowledge Business has an experienced team of content builders who can convert an organisation's existing course material or corporate documents and convert them for "Knowledge" use. It also has a constantly updated library of ready to use training courses and documentation targeted at various industry sectors.

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