



APICS Corporate Services

November 2011



Why was Corporate Services created?

- Formed: to address a specific set of client needs
- Specifically: *the coordination of training engagements held over multiple sites across North America or globally*
- Issues:
 - Time Consuming
 - Coordination
 - Contacts with Channel Partners
 - Pricing variability



What does Corporate Services do?

- We act as an extension of your sales effort
- We generate opportunities for the Channel Partners
 - We offer local instruction as the first option
 - We do NOT have staff instructors to offer our clients
- We're here to help the Channel Partners and the Client



Corporate Training managers require a number of deliverables from APICS

- Membership
- Instruction
- Instructor Selection
- Schedule Coordination
- Materials / Courseware
- Student Exams
- Reporting
- Contracting
- Invoicing



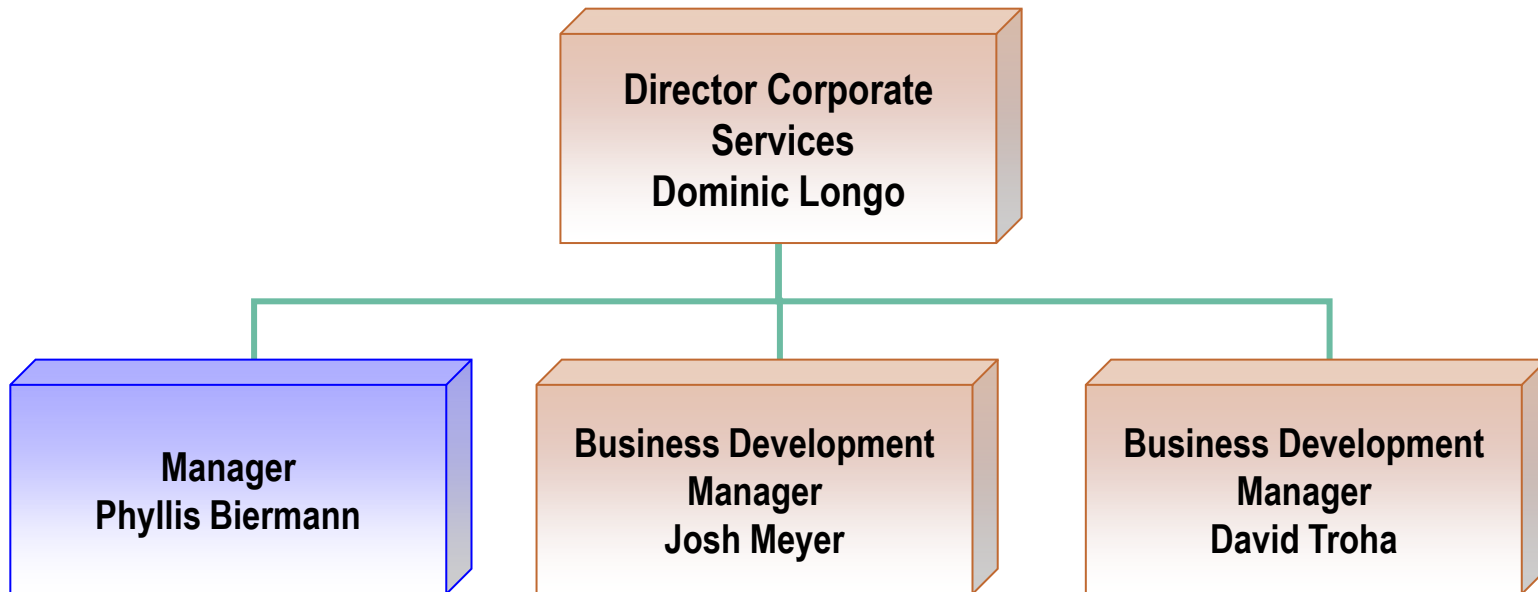
Other Corporate Needs

- Training needs are global
- Resources are limited
- They are asking for a single point of contact

APICS Corporate Services acts to fill those client needs



Corporate Services Team





Corporate Services Scope

- To serve APICS corporate clients:
 - Training
 - Courseware
 - Certification
 - Membership
- *Focused* on customers with needs in multiple regions both domestically and internationally
 - e.g. – Unilever, Ingersoll-Rand, DuPont, Tetra-Pak, Cooper
- Work with North America and International Channel Partners to deliver on-site training and facilitate testing
- Establish global relationship; Support the local relationship



Keys to Success

- Provide **exceptional service**
- Operate with a **customer first approach**
- Create strong **partnerships** with
 - Customers
 - Channel Partners
- Coordinate **consistent delivery** across multiple sites
- Offer local instruction as the **first choice**



Benefits for Customers & Partners

Customers

- Single point-of-contact
- Centralized billing
- Coordinated global training
- Tailored content
- Certification
- Enterprise Membership

Channel Partners

- Opportunities for Instructors
- “Win/Win/Win” for North America Channel Partners
- New Members
- More time to focus on:
 - Delivery of instruction
 - Student engagement
 - Customer satisfaction



Win/Win/Win

Key Principles

- Meet or exceed customer expectations (Primary Focus)
- Share revenue opportunities with channel partners
- Enable/Enhance the relationship between the corporate Client and the Channel Partners



Win/Win/Win

Benefits for the North American Channel Partner

- Work directly with the partner to provide the customer with a list of qualified instructors to choose from
- Instructors are paid \$1,000 per day
 - Can be billed by Channel Partner or the instructor
- Channel Partner receives \$200 per day (requires invoice)
- When students opt for membership - \$50 for the partner



Win/Win/Win

What if...

- You do not have an instructor available on the customer's preferred dates?
- Corporate Services will source an instructor from another channel partner and still pay your organization
 - \$200 per day of instruction
 - \$50 per member - when students opt for membership



Win/Win/Win

What if...

- You're working with a local office of a large corporation
- They've approached you about training at multiple sites around the country... or around the world.
- However, you have limited resources to meet the needs of this opportunity.
- This is a great opportunity for APICS to grow



Win/Win/Win “Plus”

Contact Corporate Services !!!

- We will...
 - source local instruction
 - provide \$1,000 per day for the instructor
 - pay the local partner \$200 per day
 - pay \$50 per member – when students opt for membership
- PLUS...



Win/Win/Win “Plus”

Contact Corporate Services !!!

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- PLUS...

Lead Generating Channel Partner earns 2% revenue sharing



Win/Win/Win “Plus”

Example: Revenue Sharing for Corporate Leads

- Corporation needs six sessions of BSCM at various locations around the globe
 - 4 day delivery / 11-15 persons per section
 - Price = \$11,800 per section (\$70,800 in total)
- Corporate Services
 - Coordinates: schedule, local instruction, material, membership
 - Completes: contract, administration, billing, collection
- **Lead Generating Channel Partner receives \$1,400**



Current Success Stories

Food & Beverage

- 20 country training engagement that will encompass 25+ individual sessions of BSCM for 300+ students
- Includes new tailored content for all sessions
- Language specific content in Japanese
- Numerous opportunities for future courses

Aerospace/Defense

- Pilot program for On-Line training through FVTC
- 20 students – Modules 1 & 2 – Membership for all participants
- Win / Win / Win PLUS - Program will be moving forward in 2012

Heavy Equipment

- On-Line engagement for company wide rollout (100+)
- Program will roll out to larger audience in 2012



Corporate Services Contact Information

Providing the corporate customer with a comprehensive and cohesive program through a single point of coordination

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Thank You

Any Questions?