



CASE STUDY

Company

International Specialty Products
(ISP)

Size of Organization

Over 2,000 employees

Department

E-Business Team

Vertical Industries

- Pharmaceutical
- Food and Beverage
- Construction
- Chemical

Technologies

- Visual Basic.NET
- ASP.NET
- ADO.NET

Overview

ISP Chemical needed a flexible customized training solution on Microsoft .NET Technologies to enable their E-Business team to provide secure internal and external information sharing within the company.

ISP's E-Business team, had a variety of backgrounds including but not limited to Visual Basic 6.0, SQL Server, and a number of third-party technologies. What they lacked was a common knowledge base in which all of the team members would be qualified to do all of the tasks at hand.

ISP chose SetFocus as their .NET training partner because the company is a **Microsoft Certified Partner for Learning Solutions** and was recommended by Microsoft as their partner of choice. In addition ISP was attracted to SetFocus' extensive expertise in the customization and delivery of .NET Developer training in addition to their flexible offering of a group course to be held at ISP's facility. SetFocus delivered a ten-day on-site personalized course covering Visual Basic.NET, ASP.NET, and ADO.NET. ISP developers who attended the course have gained a greater understanding of Microsoft's .NET Technologies and use their new-found knowledge on a daily basis.

Client Comment

"We used SetFocus to satisfy our training needs in moving our developers from Visual Basic 6 to the new VB.NET platform. Our programmers had a lot of experience using VB6 and we wanted a training curriculum that would plug into what we already knew and quickly get us up to speed on .NET. SetFocus was recommended to us by Microsoft as a certified training provider with this type of experience, flexibility and service.

SetFocus came to our site and took the time to understand my staff's current knowledge levels. They proposed a two week course customized to our specific needs covering the fundamentals of VB.NET, ASP.NET and ADO.NET. The training was delivered at our facility so that we could avoid having everyone out of the office for two straight weeks, but still get the entire staff's skills updated at one time.

The experience was a complete success at all levels and I would recommend SetFocus as a training partner."

Ron Burchett
E-Business Team Leader
ISP Chemicals

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Company Backgrounds

International Specialty Products (ISP) is a premier global specialty chemical company. As a world leader in specialty chemicals, ISP produces a wide variety of products which have a broad range of applications. The company makes about 300 types of specialty chemicals, which it breaks into three major market groupings: consumer, pharmaceutical and food and beverage, and performance and industrial. ISP also makes waterproofing agents, moisturizers, and preservatives for personal care products such as sunscreen and hair care products. Chances are, you've had a chemical experience with the gels and gals at International Specialty Products.

SetFocus, established in 1997, has been providing quality training solutions to consumers and organizations since its inception. The mission of its Corporate Services division is to help companies make sense of the emerging trends in technology and offer practical that will allow your organization to be more effective, productive and competitive with Microsoft .NET Technologies.

The Challenge

The E-Business Team's mission is to provide secure internal and external information sharing and collaboration within the company. The team was not satisfied with the amount of time it was taking to deliver content to both its intranet and internet. The team had a variety of backgrounds including but not limited to Visual Basic 6.0, SQL Server, and a number of third-party technologies. What they lacked was a common knowledge base in which all of the team members would be qualified to do all of the tasks at hand.

Java or .NET? That was the question.

"At the very beginning we were actually contemplating whether to move to Java or Visual Studio.NET. A major fact was what it would take to train our staff.", states Ron Burchett E-Business Team Leader. Burchett anticipated a lot of .NET development and had already purchased Microsoft's Commerce Server, Sharepoint Portal Server, BizTalk Server, and Content Management Server. Visual Basic.NET would be their primary tool to develop underneath these application shells. After further analysis, ISP decided there simply weren't enough advantages for our team to move to Java. Visual Studio.NET just made sense.

Once ISP decided on its technology of choice it was important that they find a training partner who would work closely with the team from a collaborative approach. In addition, on-site training was essential.

Benefits

The main benefits that ISP gained from the on-site custom ten-day course were:

- Everyone on a level-playing field with .NET
- Ability to collaborate with and make decisions on the curriculum delivered
- Receiving training using their own PCs which can be later used in real-world situations
- Inspiration and motivation on the ease of use in enhancing their server products with .NET

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The Solution

ISP worked closely with a Microsoft Account Manager "who was outstanding in all of his recommendations", stated Ron. Microsoft's recommendations included Microsoft Partners in the area of consulting, 3rd party products, and training. They chose SetFocus as their .NET training partner because the company is a **Microsoft Certified Partner for Learning Solutions** and was recommended by Microsoft as their partner of choice. In addition ISP was attracted to SetFocus' expertise in customized training and their flexible offering of a group course to be held at ISP's facility.

It was important to Burchett that the development of the curriculum be a collaborative approach. "I really like the fact that we were involved in the selection of course content. In addition, having the training on-site was invaluable. SetFocus helped prepare our environment by having a single point of contact at our disposal and through that channel we got everything we needed. Not to mention the fact, developing on our own PCs was enormously useful as the code was still there after the training."

SetFocus began the engagement with an on-site 1 day 10,000 foot view of .NET for all of the E-Business Team members. Following this they delivered a ten-day on-site personalized course covering Visual Basic.NET, ASP.NET, and ADO.NET.

A few months following the training Burchett attended SetFocus' Northern New Jersey .NET User Group meeting, presented by Deborah Kurata. "There were a lot of really seasoned .NET Developer's there..", stated Burchett. When Deborah asked the question "What did you learn that maybe you hadn't been exposed to before?", "I felt great because a lot of the best practices that were covered by Deborah were covered in our ten days of training! The whole team has been extremely impressed with the scope of the training and level of detail that was covered. The training by SetFocus really brought everyone to the same playing field with .NET. I can now make assignments and feel comfortable with everyone's skills and it makes it a lot easier to evaluate everyone from a common standpoint. As a manager I can communicate better with my team. I'm a better manager because of my understanding of the technologies and their skill set."

All of SetFocus' training programs are hands-on with practical exercises throughout. The emphasis on personal attention and customization means that ISP, like all SetFocus clients, were able to focus on the elements that were most pertinent to them.

Built upon a philosophy of Quality Developer Training, SetFocus has provided intensive, integrated Developer Training using Microsoft's Development Tools, covering over 250,000 Developer Training Hours, since its inception.

100% .NET Focused
100% Developer Focused
100% Training Focused

SetFocus is the host and Sponsor of the Northern New Jersey .NET User Group (aka N3UG).

To find out more information on the wide range of services that SetFocus' Corporate Services Division offers visit:
www.setfocus.com or
call 973-889-0211.