

# SetFocus

The GRID

Technology for a borderless business

## Serving Students Everywhere with The GRID®

### Challenge

SetFocus gained reputation for delivering comprehensive IT training in the New York/New Jersey, but in order to grow, the company had to find a way to train more people in more locations without sacrificing quality or investing in expensive classroom facilities.

### Solution

The GRID® is a seamless, remote, face-to-face training experience using a powerful video conferencing system in combination with cloud computing technology to deliver the courseware and software to any personal computer, anywhere in the world.

### Results and Benefits

- ▶ Increased reach, resulting in a 300% increase in enrollment and 350% increase in revenue for the company
- ▶ Eliminated the need and expense to maintain multiple classroom facilities
- ▶ Reduced travel and lodging costs for students and staff
- ▶ Access to wider pool of instructors to leverage greater talent without incurring additional costs
- ▶ Increased collaboration using virtual breakout rooms for mentoring, study groups and student lounges with 24/7 availability.
- ▶ Reduced carbon footprint by eliminating need for students and staff to physically commute for class.



### The Company

SetFocus provides instructor-led, technical training centered around the Microsoft technologies of .NET, SharePoint, SQL Server and Business Intelligence. The curriculum is a blend of lecture and hands-on labs as well as individual and collaborative team projects and presentations.

### The Challenge

With training facilities in New Jersey, SetFocus students were primarily recruited from the New York/New Jersey area. However, as the program expanded, it began attracting more and more students from across the country. These out-of-state students made significant sacrifices to attend training. In addition to a considerable financial investment, students had to relocate to New Jersey for several months to complete the training.

SetFocus saw an opportunity to grow its business. It needed a way to deliver its training program to more people, in more locations, without having to invest in expensive facilities or sacrifice the quality of the training.

### Solution – Virtual Instructor-Led Training that Works

After extensive research and development, SetFocus developed and introduced The GRID®. The GRID was a web-based training solution where instructors and students could interact in a classroom environment from almost anywhere in the world.

Since 2005, SetFocus has delivered over 500,000 training hours on The GRID and has dramatically improved class profitability by creating the opportunity for more students to fill seats at lower fixed costs.

## The GRID - Not Your Typical Online Training

SetFocus evaluated the existing technologies for delivering online training, but could not find any which could come close to replicating the classroom experience that was so important to the success of the training program.

*Computer-Based Training (CBT) was heralded as a self-paced way to deliver technical training whenever the engineer had time to consume it.*

CBT Training lacked the interactive nature of the classroom where questions could be asked and answered, and students learned by doing relevant projects and having them evaluated.

*Webinars promised greater interactivity, along with the convenience of consuming the training from any computer.*

Webinars offered more interactivity than CBT but could not provide a way for instructors to visually engage students.

The GRID amplified engagement level for virtual training. Instructors could detect nuances of body language and pick up on facial expressions. Every student had a front row seat in full view of the instructor and fellow students. Constant interaction kept students engaged and paying close attention to the class.

Virtual break-out rooms and 24/7 student lounges also provided additional opportunities for one-on-one mentoring, study groups and socializing.

## Classrooms Without Boundaries

The GRID has removed the geographic limitations of classroom training and has made it possible to recruit students locally, nationally and internationally.

## Attracting the Best Instructors

Access to a wider pool of teaching talent has allowed SetFocus to attract more talented instructors and subject experts without incurring additional expenses. SetFocus trainers reside across the country and include Microsoft Certified Trainers as well as a six-time Microsoft MVP award recipient and former IBM and NASA engineer.

## Fast Easy Set Up

To get started, students download The GRID software onto a Windows or Mac OSX computer using an internet connection with at minimum speed of 512 Kbps. Then using a webcam or USB camera, headphones and a microphone, along with a separate monitor, students are ready to see the class and course content simultaneously. When students enter their assigned classroom number, the whole class is visible in a "grid" on the

screen. SetFocus then provides a remote desktop connection allows students to access all the resources and computer capacity necessary to fully participate in the class.

## Training Goes Green

Since launching The GRID, SetFocus estimates is has:

- ▶ **Reduced its carbon footprint by 1.2 million lbs of hydrocarbons**
- ▶ **Reduced 1.5 million commutation miles**
- ▶ **Reduced gas consumption by more than 65,000 gallons**

## It's All About the User Experience

One of the most powerful benefits of The GRID is that it is not about technology. It's about communication, people and content. Instructors, students, advisors, and others can each visit the classroom no matter where they may physically be and it's completely interactive. Content is delivered to students' computers while the video takes place on their television or other monitor so they see each other and the content simultaneously. The content can be PDFs, PowerPoint slides, websites, Word, Excel documents or anything else that can be displayed on a computer. The GRID is completely agnostic about what the content actually is. It simply provides a dynamic, highly compelling, environment in which everyone can share, discuss, and learn.

## Deliver Your Training on The GRID

If your company delivers training, whether it's your primary business or a key department in your operation, The GRID will dramatically reduce the financial, time and backfill costs of keeping professionals fully trained and ready to deliver maximum productivity wherever the need may be. SetFocus provides the technology and you provide the content.