Advantages of the Application Service Provider Model

GeoLearning.com provides clients with an Application Service Provider (ASP) solution, also known as a Learning Service Provider (LSP) solution. Simple stated, the ASP/LSP model means we develop, install host and support your organization's Web-based training system (including the learning management system, webcasting and courseware) on our Web servers, and provide the necessary access to your employees enterprise-wide while using virtually none of your organization's precious IT and computer resources. Rather than buy, implement and maintain a system yourself, you simply outsource it. The ASP/LSP maintains the system and provides all the updates so you don't have to worry about technical support or capacity on your server.

The ASP model creates several significant training and business advantages:

- **Cost & Resource Savings.** When companies take an e-learning initiative in-house, the focus often becomes the technology, not the learning. It's the technology that costs money and needs constant care. The ASP model allows an organization to concentrate on its core competencies—<u>what it's in business to do</u>—and not divert key resources from revenue-generating tasks.

- **Focus.** The ASP solution allows the training and development personnel in an organization to focus on training and development—not technology issues. When that portion is outsourced, the focus stays on the learning.

- **Technical Support.** All user and administrative support issues, troubleshooting and technical upgrades are handled by the ASP.

- **Full-Featured Multimedia.** Video, games, pure text, interactive tests—whatever method is best to convey the information—are all available via the ASP model because storage space is not an issue. The entire e-learning solution is hosted on the provider's external servers.

- **24/7 Accessibility.** The ASP solution enables everyone in your organization to choose the time and place that's right for them to access training. Web-based learning is available anytime, anywhere—all that's needed is an Internet connection.

- **Just-In-Time (Immediate) Access.** The ASP model makes Web-based training and resources available within minutes of a user determining a need for the information.

- **Value-Added Services.** An ASP solution comes with many value-added services and advantages, including user tracking, testing, technical support, hosting and security, and technical upgrades.

- **Return on Investment.** Consider the costs to build, rent or maintain a training facility, the cost of flying people in for a program, feeding and housing them while they're in town, then flying them home again. Now add in the "soft" costs of taking people out of the workplace for days at a time. When the learning is more cost-effective for your organization as well as more effective for the individual, costs go down and productivity goes up.

The ASP model provides your organization with accessibility, flexibility, affordability and reliability. So your organization can get up and learning fast without installing costly new software or hardware, taxing your IT staff, or sending personnel to offsite locations. All your users require is a connection to the Internet. And ASP solutions fit seamlessly into any network infrastructure, and can be customized to match any intranet's or extranet's look and feel.