

# CUSTOMER SUCCESS STORY

Global Training at General Motors:  
Cost-Effective Interactive Distance Learning



## CASE STUDY HIGHLIGHTS

1. Enabled interactive training for technicians, sales and support staff at over 9,500 locations
2. Provides live and on-demand training as well as interactive class room functionality
3. Consolidated many functions into one solution (local video recording, satellite receiver and interactive feedback system)
4. GM branded interface customized to meet the specific training requirements
5. Improved reliability, access to content and DVR functionality

## Overview

General Motors Corp., the world's largest automaker, has been the global industry sales leader for 75 years.

With the responsibility to train auto technicians, sales people and staff at over 9,500 locations, General Motors needed to upgrade its current corporate training technology to the most cost effective state-of-the-art solution.

"We wanted to upgrade our network to improve reliability, access to content and to take advantage of new functionality like DVR," said Judy Masserang, Manager, General Motors University Distance Learning Network. "The Helius solution enables us to combine several functions into one device and to more effectively communicate to our target audiences."

## The Challenge

General Motors Corporation (GM), a leader in the automotive industry, is also a leader in the training industry. Tasked with training auto technicians, sales people and staff at over 9,500 locations, GM needs a solution that not only supports their various training content types, but also makes the delivery of that content cost effective. GM also needs to minimize the onsite technical requirements for supporting this training network. Centralized management and control of the delivery device and the content are crucial to a successful solution.

Already on a satellite platform, GM was developing training courses and learning opportunities that required both interactive learning and OnDemand classrooms. Their delivery system included several pieces of equipment that were outdated and irreparable.

GM needed a solution that would fit into their current infrastructure, deliver their interactive distance learning courses and reduce costs. GM chose a Helius solution that increased their abilities to deliver content, improved reliability of training delivery and provided a technologically advanced, reliable and easy to use system.

## The Solution

Helius, LLC and Telesat, Inc. teamed up to provide a satellite-based content distribution and interactive training delivery system which met the design and technological demands of GM's education program.

The solution was based on the Helius MediaGate which is a satellite receiver, DVR and content player in one device. Helius further enhanced the offering by integrating the OneTouch Site controller into the device. Combining the Helius delivery and security technologies with the OneTouch Interactive Distance Learning solution delivered a unified solution that met the GM requirements and could be integrated into the existing satellite network infrastructure.

### Technology Advancements

Before purchasing the Helius solution, GM required several pieces of equipment including a VHS video recorder for local recording, a OneTouch site controller for interactive feedback, and a satellite receiver at each site. There was no program guide that could be easily navigated or instructions displayed on the TV screen in order to assist the trainee in selecting the right channel and program for participating in a training session and many times, wiring had to be redone at the last minute in order to participate in a session.

The Helius MediaGate provides GM an integrated IDL solution, and a scalable product that reduces training delivery to a single device. The MediaGate Router acts as a satellite receiver, digital video recorder, site controller and program/video guide. Fewer steps are required in order to login to a session--reducing user error and difficult login scenarios. The MediaGate allows each site selecting a program to be automatically logged into the presentation host and then prompts each individual to enter their participant ID on an individual OneTouch keypad.

### Customized Interface

GM requirements included customizing the interface to the GM look. Color coding was added to the Program Guide to easily identify different types of programs available. GM logos were added to each interface screen allowing less confusion on the part of the GM employee.

### Control of Programming

Centralized control of programming allows the GM training staff to authorize or prevent viewer access to specified programs, events or channels. This centralized control also provides the ability to restrict or allow pause and record ability as well as force record on each individual router on the network.

### Centralized Management

Centralized management allows the training center to deliver their prerecorded sessions to each identified router on off-peak hours, saving on bandwidth usage and giving control to manage content wisely.

## Content Delivery

Any kind of data file may be transferred to Routers on the network and downloaded to a local PC for printing or other uses. Any attendant training materials may be sent and printed out locally, if required, saving shipping and production costs.

## Helius Advantage

The choice of Helius gave GM the opportunity to increase the reliability and delivery of their training sessions while improving the knowledge base, certification and effectiveness of their employees. Using satellite in conjunction with Helius products provides a means to deliver media rich and live training sessions that engage the learner and reduce expense.

## About Helius, LLC

Helius, LLC, a wholly owned subsidiary of Hughes Network Systems, LLC (Hughes), provides digital communications solutions for business. Our patented expertise helps organizations implement applications such as digital signage, distance learning, and corporate communications. For more information, visit [www.helius.com](http://www.helius.com), or call 801.764.9020.

