

## EXECUTIVE SUMMARY

### Challenge:

Create a central training system that supports diverse professional profiles across dispersed geographic areas.

### Solution:

Plateau Learning

### Results:

- Provide the foundation for the Corporate University project
- Serves 1,670 employees and a network of almost 6,000 Mediolanum “Family Bankers”
- Greater rigor in complying with certification programs and reporting
- Accelerates delivery of learning programs
- The LMS has become an internal tool, integrated with other systems focused on meeting business needs

## THE EXPERIENCE WITH PLATEAU

**Integration:** *“Regarding accessibility for end users, Plateau is well aligned with the standards of our other corporate systems.”*

**ROI:** *“There are indisputable advantages in the clarity and completeness of data we gain about activities and results.”*

**Reliability:** *“We are well satisfied with Plateau. So far, there have been no disruptions in service delivery.”*

**Ease of Use:** *“Frequent users are very satisfied. You can easily recognize that Plateau took particular care with interface ergonomics.”*



MEDIOLANUM  
CORPORATE UNIVERSITY

## Mediolanum Group strengthens competitive edge and training programs with Plateau’s centralized LMS

Serving more than one million customers and managing € 29,5 billion, Mediolanum Group has a leading role within the Italian financial and banking sector for its innovative use of technology (both web and mobile) and mass-media communication (both press and television). As part of that strategy — and in keeping with its comprehensive services, “we come to you” business model, the company in January 2009 launched a sweeping training initiative called Mediolanum Corporate University (MCU). The strong link between learning and its core business is re-enforced by the role of Oscar Di Montigny, who acts both as CEO of MCU and as Chief Responsible for the Commercial Network of Mediolanum Bank.

The goal of MCU is to serve *all* employees and salespeople, as well as support future training services Mediolanum will offer to its customers. According to Alessandro Chiechi, Chief of Learning & Knowledge

*“We found in Plateau a complete and coherent training-flow management model. Its tools and solutions give us excellent ways to deal with needs as the project grows...”*

Process Care, “Mediolanum’s network of “Family Bankers” is a key competitive advantage, they provide professional advising on a wide range of services: banking, finance, insurance and pensions; training is of vital importance in nurturing and continuously developing their knowledge, skills and competencies.”

**SELECTING THE LMS:** Despite the complexity of launching MCU as the training “portal” for a diverse and widely dispersed population, Mediolanum wanted a commercial Learning Management System (LMS) rather than a custom solution. Accenture acted as an advisor on the project and Plateau was one of the vendors identified. Chiechi notes that “the choice became even easier because of Plateau’s relationship with Allos — an e-learning provider we’ve trusted for years.”

**IMPLEMENTING THE SYSTEM:** Despite a very tight implementation schedule, the Allos team integrated the LMS with Mediolanum Group’s other business systems, including portal, authentication services, and

**Flexibility:** *“Our ‘Family of Bankers’ all do their jobs away from the office so they work closely with customers. Plateau gives us the flexibility to offer training that blends with their schedules and with their being away from the office.”*

**Continuing Improvement:** *“Our training services are continuously growing in volume. We use Plateau for overall governance of learning across the enterprise: From scheduling to traditional training, to self-paced e-learning based on SCORM-compliant content, to learning tests.”*

**Targeting User Profiles:** *“Through Plateau, we can now create catalogs for all target groups in the company. We can filter the offerings for employees’ professional profiles and their geographic area.”*

commercial network management system. Chiechi says targets for time and budget were met every step of the way. “We are really pleased about this,” he notes, “because the Board gave us a very short timeframe. We were strongly committed to having the learning portal ‘go live’ date aligned with the opening of our new MCU building – and we did it!”

**CENTRALIZING THE SYSTEM:** The Plateau LMS unifies behavioral, technical regulations, and trading and commercial training plus access to multiple training channels (classrooms, on-the-job, video, and e-learning). This simplifies access and administration. It also supports the Lifelong Learning approach, playing an important role in peoples’ professional paths.

*“Now, the LMS is an internal tool, integrated with other systems and close to business needs.”*

**IMPROVING REGULATORY COMPLIANCE:** Certification programs and reports are top training priorities for Mediolanum. “That’s why we looked for an LMS with a robust back-office administration,” Chiechi explains. “Compared to the previous systems we had, Plateau allows us to gather the data we need with much better rigor and detail.”

**WINNING BUY-IN:** To prepare for the launch of the new system, Chiechi and his team involved all training managers nationwide. They also organized a help desk and prepared an online user guide that reflects the specifics of the MCU environment. Chiechi says that “users are very satisfied with the functional coherency and usability of the system.”

**CREATING BOTTOM-LINE VALUE:** Chiechi notes that as the foundation for MCU, the Plateau LMS offers “every person in Mediolanum a unique access point for clear information regarding all his or her current, future and past training.” In addition, Plateau’s Total Cost of Ownership has had a positive impact, turning training into even more of a strategic asset by “significantly reducing complexity in data management by consolidating both classroom and e-learning. It allows us to end outsourcing activities related to training since we can now manage the entire system using internal skills. This has accelerated learning solutions delivery times, too.”

**LOOKING TO THE FUTURE:** Without the “complete functionality of Plateau,” Chiechi says, “it would have been much more difficult to deal with the growth of our learning offering. Plus, with Plateau, we will be better prepared for the future.” As examples, he sites how Plateau’s ability to quickly provide access for foreign-language users supports the company’s plans for European expansion.