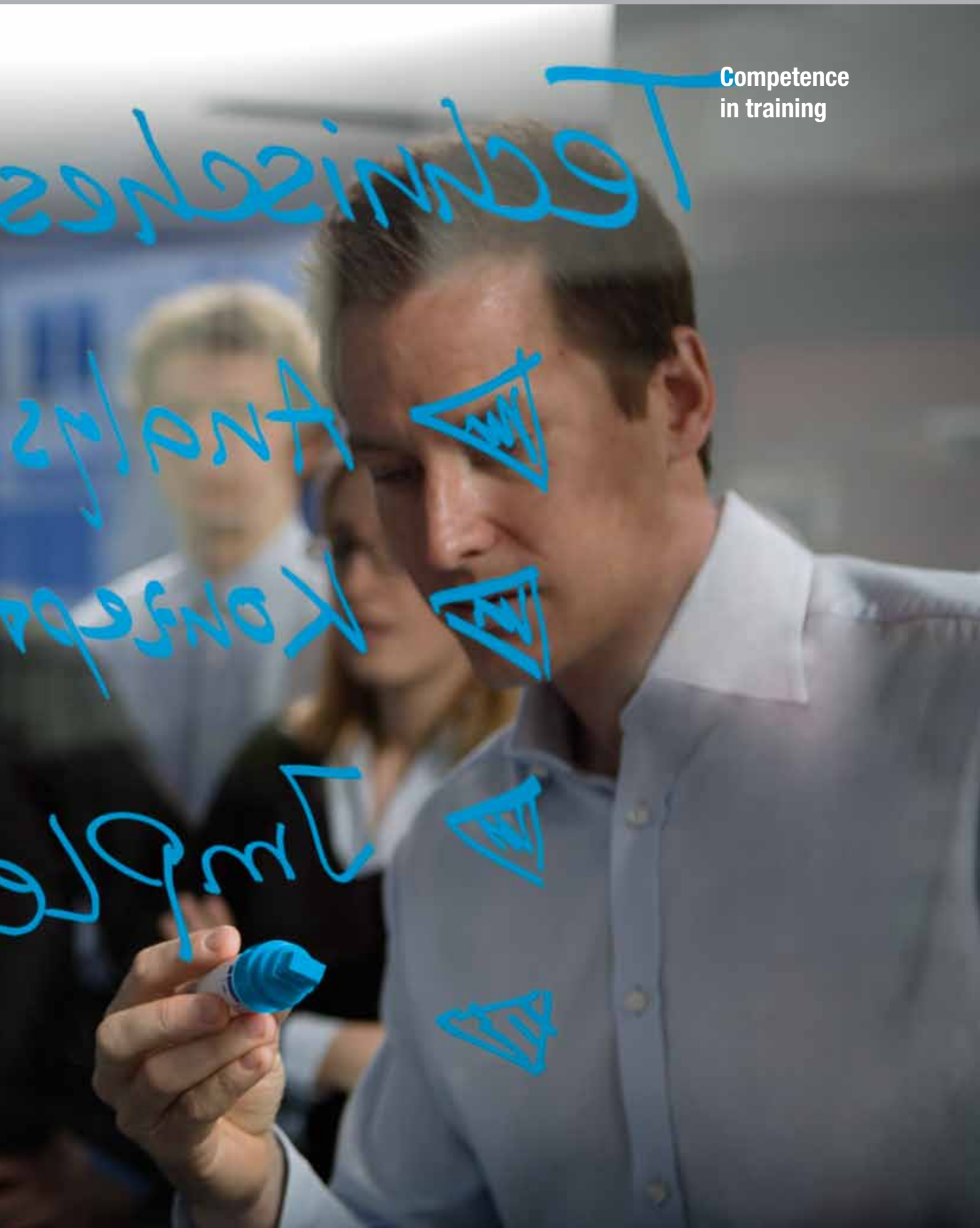


Competence  
in training



**ESG – Partnership - System Competence - Progress**

*For over forty years ESG has been one of the leading German companies active in the development, integration and operation of electronic and IT systems. As an independent technology and process partner we provide system development, logistics, training and consultancy services for military, governmental and industrial customers.*

*We provide fully qualified services in the areas of aircraft, land-based vehicles and ships, IT and communication, logistics, automobiles, telecommunications, transport and traffic as well as consumer goods and financial services.*

*A new car, aircraft, helicopter, software application or a process – they all have one thing in common: without first-class training and an implementation plan that meets requirements, successful implementation and use is not possible.*

*And we know what is required. In a unique way we combine teaching expertise with the specialist technical knowledge of a leading system and software house.*



**SINGLE SOURCE TRAINING**

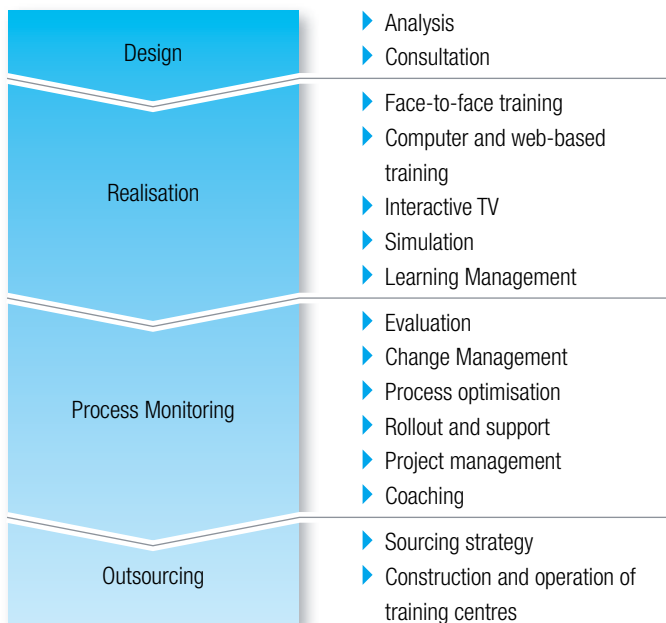
We implement customer-specific solutions from analysis through conception and development to realisation. The training concepts developed in conjunction with you are designed to increase the quality and efficiency of processes for target groups and improve company results in the long-term.

As a system and software house we understand the technical requirements of innovative system solutions such as eLearning. For Blended Learning concepts we naturally use web and computer based training as well as simulation. As a manufacturer-independent company we can also advise you on the selection, design and implementation of learning management systems.

For decades now we have successfully carried out both technical and non-technical training as well as sales and management training. Our training methods are reinforced by on-the-job coaching.



**OUR SERVICES:**



**OUR CUSTOMERS:**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>▶ Adam Opel</li> <li>▶ Audi</li> <li>▶ BMW</li> <li>▶ Bundeswehr (German Army)</li> <li>▶ CAE</li> <li>▶ Cargolux</li> <li>▶ Citroën</li> <li>▶ DaimlerChrysler</li> <li>▶ Dornier</li> <li>▶ EADS</li> <li>▶ Embraer</li> <li>▶ Eurocopter</li> <li>▶ Ford</li> </ul> | <ul style="list-style-type: none"> <li>▶ General Motors</li> <li>▶ Iveco</li> <li>▶ Jaguar</li> <li>▶ Land Rover</li> <li>▶ MAN</li> <li>▶ NATO</li> <li>▶ Austrian Railways</li> <li>▶ Peugeot</li> <li>▶ Saab</li> <li>▶ smart</li> <li>▶ T-Mobile</li> <li>▶ Volkswagen</li> <li>▶ Volvo</li> </ul> |
|---|--|



#### BLENDDED LEARNING

Traditional training methods such as face-to-face training are combined with CBT/WBT, simulators or interactive TV. These solutions are supported by the tutorial concepts of ESG.

Advantages of Blended Learning:

- ▶ Increased effectiveness of learning
- ▶ Targeted dissemination of knowledge
- ▶ Consideration of various learning methods and individual learning routes
- ▶ Tutorial support for learners
- ▶ Informal learning by exchange of experience

Together with our customers, we develop and integrate concepts for optimum Blended Learning solutions. These are company specific and therefore focus in an optimum way on the company business and work processes. Naturally we operate these systems across the lifecycle and adapt them as needed.

#### TRAINING MONITORING MEASURES

When introducing new software systems or processes in particular, measures for full and successful integration and use must be guaranteed.

We take responsibility for the project management of the full process. This includes determination of the organisational structure as well as the establishment of interdisciplinary teams. This ensures that factors such as: time, economic feasibility, internal and external resources, content, target groups and acceptance are given optimum consideration.

Our services in the rollout process comprise:

- ▶ Communication strategies, internal marketing measures
- ▶ Change management; motivation and incentive systems
- ▶ Operation and support at service level
- ▶ Reporting, documentation
- ▶ IT support
- ▶ Replacement procedures and migration of old systems/data
- ▶ Test strategies, stress, load and application tests



***Integral solutions are distinguished by the fact that the various teaching methods are adapted to each other to meet requirements. Blended Learning creates the conditions for the successful qualification of employees.***

*Learning is a continuous process and is based on the fact that information is continuously updated, employees are qualified and information systems are adapted.*

*In addition to the setting up of the individual training media it must be ensured that the contents can be used effectively in the work environment. For this a series of training monitoring measures must be observed in the rollout process.*

*As a process partner we take responsibility for the construction and operation of the training centres, the monitoring and development of Blended Learning solutions and other trainings applications.*

**Reference:**

- ▶ *In addition to providing consultancy services for a German car manufacturer, ESG monitored the design and development of the international rollout of a learning management system.*

**OPERATION OF TRAINING CENTRES**

In addition to the realisation of an optimum combination of training methods and media, we support process-monitoring measures and take charge of complete processes – up to the construction and operation of training centres.

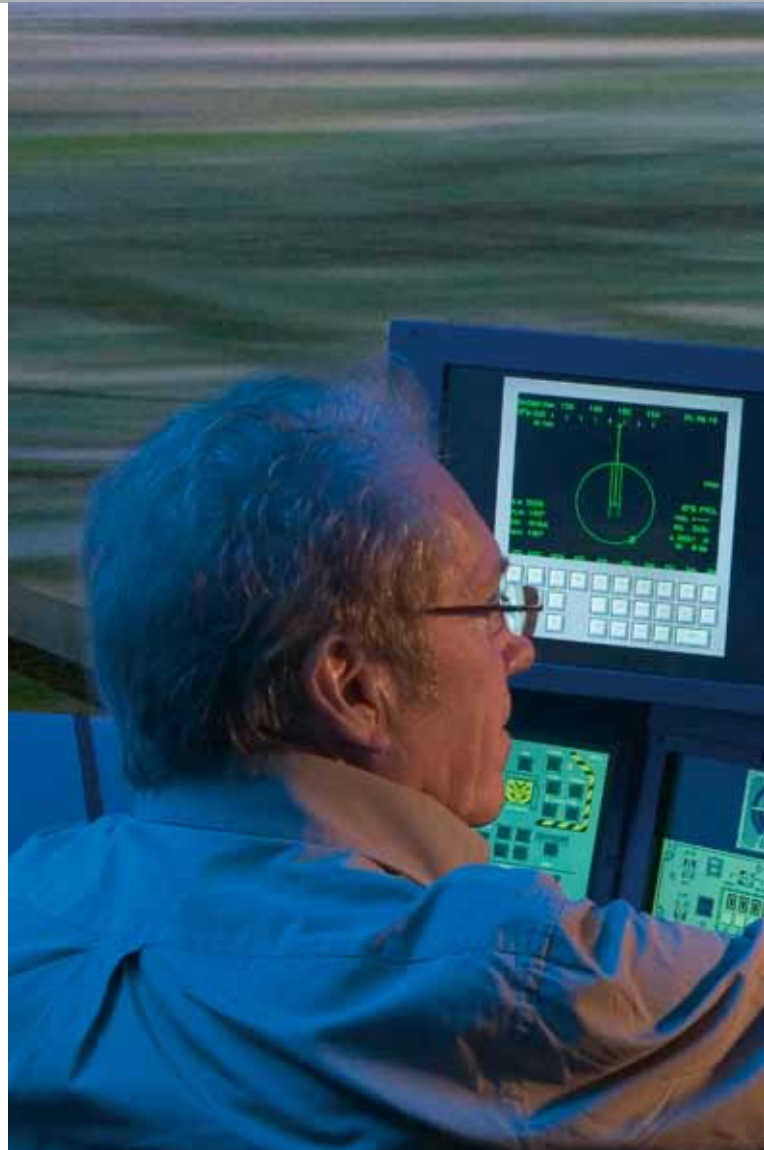
For many years now we have run training centres on behalf of our customers and taken responsibility for all operational and administrative tasks. In addition to the administration and pastoral care of participants we ensure that the necessary training material and equipment as well as qualified training personnel are made available. Our experience in the design, planning and construction of training centres allows us to recognise their optimum infrastructure and ensure your training centre conforms to CI. In addition we can help you to find suitable locations.

**Simulation, computer and web-based training (CBT/WBT) as well as face-to-face training are basic components of an integrated Blended Learning concept.**

The close dovetailing of CBT/WBT and computer-based “hands-on” training permits the direct transfer and implementation of knowledge gained to the equipment.

**References:**

- ▶ For the training of maintenance personnel on the Tornado weapons system, we have developed comprehensive computer based training for the Laser Designator Pod. The learning programme provides not only a basic understanding, information about the integration of the equipment into the total system and fault diagnosis and repair, but also permits the operating procedures to be carried out by simulation.
- ▶ In our TIGER helicopter simulator pilots practise operation of the on-board systems as well as operation of the aircraft in a realistic, simulated environment.



**COMPUTER-BASED AND WEB-BASED TRAINING**

Using modern authoring tools we develop and implement CBT and WBT learning modules based on the most up-to-date didactic methods and methodology. Efficient learning is guaranteed by learning methods tailored for the individual student and the monitoring of differentiated learning progress associated with them.

Our services:

- ▶ Analyses and designs
- ▶ Screenplay and media creation
- ▶ Programming, integration, tests and acceptance
- ▶ Preparation of analyses of instructional media, documentation support material
- ▶ Implementation of projects according to DIN requirements, V-Modell XT

Our CBT/WBT permits context sensitive linking to electronic documentation and simulation models. When creating CBT/WBT courses we take account of all current standards (including SCORM and AICC).

**SIMULATION FOR EDUCATION AND TRAINING**

The use of simulation for imparting technical information and process-oriented procedures is an essential feature of our Blended Learning concept.

Using simulation the content of a course can be applied and practiced immediately. The use of expensive original equipment is considerably reduced.

Our services:

- ▶ Desktop Trainer
- ▶ Part Task Trainer
- ▶ Cockpit Procedure Trainer
- ▶ Specific simulation components

These services are provided for the automobile industry and for airline technical-logistic and flying personnel.



## FACE-TO-FACE-TRAINING

Even in the era of electronic communication personal contact is indispensable. Face-to-face training is therefore an important, integrated component of an innovative learning solution.

Successful training is determined essentially by the trainer's experience. Our trainers know how to create customer-specific training plans and documents for complex processes, procedures and products. These documents comprise, for example, training themes, presentation material, manuals and corresponding participant documentation. We offer train-the-master, train-the-trainer and end user instruction.

Experienced teachers, economists, engineers and technicians are responsible for the various subjects. Our own resources are supplemented by an international trainer-network as required.

## FACE-TO-FACE TRAINING THEMES

### Technical areas

- ▶ Avionics
  - Radar technology
  - Maintenance and servicing
- ▶ Automotive
  - Vehicle electrics, electronics
  - Engine management
  - Diagnostics
  - Bus systems (FlexRay, MOST)

### Processes and applications

- ▶ Customer Relationship Management
- ▶ Dealer Management Systems
- ▶ Process management, quality assurance
- ▶ Manufacturer specific software
  - Customer in-house developments
  - ESG developments

### Non-technical areas

- ▶ Behaviour/communications training
- ▶ Product introduction
- ▶ Sales optimisation (e.g. automobile service consultant)

### Sales and management training

- ▶ Sales strategies
- ▶ Marketing strategies
- ▶ Finance & Leasing
- ▶ Strategic planning
- ▶ Personal guidance and development
- ▶ Conflict management

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