

dominKnow e-Learning system cuts training costs by 40% for knowledge-driven customers

Ottawa's affordable lifestyle and reputation as a hotbed of innovation play key role in drawing workers from larger urban centres to e-learning system provider dominKnow Inc.

Fast facts

Corporate profile

Founded in 1997, dominKnow Inc. creates learning software and develops courseware for clients in North America, Europe, and Asia.

Organizations use dominKnow's flagship product, dominKnow LCMS, to create, manage and deliver high quality training.

Why Ottawa

dominKnow's founders chose the Ottawa region for its vibrant high tech sector, as well as for the availability and reasonable cost of office space and housing. Located in a renovated shoe factory and nestled into the natural beauty of the Ottawa Valley, dominKnow has attracted employees who are eager to leave larger urban centres like Toronto and Montreal for a slower paced, affordable lifestyle.

Business advantage

Companies struggling to meet an increased demand for training use dominKnow LCMS 5.1 to offer online training. Whether offered as an alternative to traditional classroom methods, or as part of a blended learning program, dominKnow's learning solution can reduce training costs by 40%.

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Canada's Creative Economy Capital

dominKnow LCMS reduces implementation costs while increasing user adoption. As a Web-based system that is compatible with existing IT infrastructures, dominKnow LCMS is fast to deploy and scale. dominKnow's clients include Pratt and Whitney Canada, Sales Performance International (SPI), and the Washington State Departments of Personnel and Health.

Why Ottawa

dominKnow's founders established the company in the heart of the Ottawa Valley in the historic town of Perth (pop. 7,000) because of its close proximity to Ottawa's high tech clusters and for the availability and low cost of office space and housing. Located in a renovated shoe factory and nestled into the natural beauty of the region, dominKnow has attracted employees who are eager to leave larger urban centres like Toronto and Montreal for a slower paced, more affordable lifestyle. Most of dominKnow's employees live in the area, but several do the 'reverse commute' from urban Ottawa on a daily basis.

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Being so close to Ottawa allows dominKnow's senior people to take advantage of the many networking opportunities and events offered through OCRI such as the Technology Executive Breakfast series and the 45th Circuit series, a forum for professionals in the Ottawa technology sector to learn about and discuss contemporary legal issues.

For business services, dominKnow relies on local suppliers for its legal and banking needs. dominKnow outsources its PR and marketing communications to market2world communications inc., a PR and product launch company serving tech clients throughout the Ottawa region as well as the U.S. and Europe.

With 35 employees, dominKnow takes advantage of training grants offered by the Valley Heartland Community Futures Development Corporation, a community-based organization dedicated to stimulating job creation and economic growth through business and community development.



Business advantage

For 40 years, Aviation engine manufacturer Pratt & Whitney Canada Corporation (P&WC) met demands for customer training almost entirely through instructor-based training programs. Company growth and plans to introduce several new engine models in the coming months was making it difficult and costly for the company to meet the new training demand. P&WC deployed the dominKnow LCMS and its authoring tool to develop several online courses. The company was able to transform several instructor-based courses into a blend of on-line and instructor-led training. With the new online components, five days of instructor time has been reduced to three — a 40% savings that allows P&WC to introduce new and additional training to satisfy the company's growing demand.

Sales Performance International (SPI) offers sales training and professional development programs for sales professionals, managers and marketers at Fortune 500 companies.

In 2002, after 14 years of relying on instructor-led sessions to teach its proprietary sales methodology, SPI responded to the changing needs of its global customers such as Microsoft Corp., IBM Corp., and Hitachi Ltd., and began offering e-learning programs in conjunction with its suite of instructor-led classes. By late 2005, three quarters of SPI's customers were taking advantage of the e-learning offering and the company decided to get all of its intellectual property online. dominKnow LCMS gives SPI the flexibility it needs when developing, manipulating and delivering course content, while leveraging other e-learning technologies. With the online courses, a client organization can save 40-60% or more on travel related costs.

Future growth plans

dominKnow's learning system product R&D is ongoing. The company will continue to rely on direct sales capabilities and partners such as GeoLearning Inc. in the US, and Operitel Corporation and RWD Technologies Canada in Canada.

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