Microsoft's EMEA Mobility Training delivered by Aris Education

Submitted by: Blue Click PR Limited
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Aris Education Selected by Microsoft® to Deliver Mobility Training Across EMEA.

· Aris Education further expands into soft skills Training and Education

23 April 2002, Oxford, U.K. – Microsoft, the worldwide leader in software, services and Internet technologies for personal and business computing, has just commenced the rollout of Mobility training to its sales teams within EMEA through the use of Aris Education.   Aris Education (part of John Bryce Training), one of the U.K.'s leading Microsoft CTEC's, was specially selected to develop and deliver this course for both Microsoft and its carrier partners around their mobile vision, strategy and product offerings.

'With the demand from our enterprise customers to mobilize their employees, we are excited to work with Aris Education in delivering knowledge about wireless solutions to both Microsoft and our partner sales people,' said Adam Anger, Lead Business Manager, Microsoft EMEA Mobility Group. 'Aris Education's modular course is a critical element of this process, providing effective training that considers understanding of the technology behind mobility and allows us to provide a better service in delivering mobile solutions to our customers.'

Aris Education was selected on the strength of their proven technical expertise on Microsoft products, their track record in writing customised courseware and their delivery skills and flexibility of service.

When asked about the process involved, Aris Education's Business Development Manager Marko Jergic replied, 'Microsoft wants to maximise the opportunity presented by their technologies around the provision of mobility solutions; educating their sales teams is critical for success. From the onset we developed a modular approach to this course which provided us with the flexibility to make it easily customisable for Microsoft's carrier partners.'

Microsoft wanted to create a mobility solutions sales course that would allow both Microsoft and their external partners to take advantage of the momentum within the mobility space. The key to success is ensuring that the virtual sales force has a grounding in common mobile/data terminology, and fully understands the scenarios in which Microsoft's mobility solutions apply. They must have the skills and knowledge both to sell to and service all these customers.

On a practical level, the training will provide the required knowledge to enable the sales person to be successful in both the mobile and data service markets. By combining these areas of expertise and giving tangible scenario examples they will be better placed to sell Microsoft and partner solutions.

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Internet Links

http://www.Microsoft.com

http://www.ariseducation.com

http://www.mentergy.com

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Aris Education

Aris Education has just been awarded Gold Learning Partner status by Microsoft. Aris Education is a leading provider of 'blended solutions'; total training solutions which combine innovative methodologies and delivery mechanisms including instructor-led training, web-based training and live internet interactive training using one of the UK's first live-broadcast online studios.

The organisation's ability to unite classic, quality IT Training with new training methods cost-effectively, has been widely rewarded. Voted 'Outstanding' for both quality and value by readers of IT training magazine in the year 2000, Aris Education has won Microsoft's 'European Training Partner of the Year' award no less than three times in the past decade.

This leading Microsoft CTEC has been providing top quality technical education for nearly two decades to 60% of the UK's FTSE 100. Launched in 1983 as Oxford Computer Group, Aris Education acquired Barefoot Computer Training in 1998 and was sold to Mentergy Group in August 2000. It now forms part of John Bryce Training, Mentergy's European IT Training arm with branches in Germany, Hungary, Turkey and Israel. This move brought with it the most up-to-date, award-winning e-learning tools, coupled with the

experience and proven project methodologies of a global organisation.

More recently, the portfolio has been broadened to offer Check Point, Lotus and Novell certification as well as Total Training Solutions. Aris Education has a proven track record in assimilating the latest ERP & CRM technologies within corporates. Uniquely, it is the only IT Training company worldwide which has experience in delivering end-user training for Baan, Clarify, SAP, Siebel and Oracle.

Finally, multinational companies can count on Aris Education to train their workforces globally through a partnership with the Global Learning Alliance.

Mentergy

Mentergy is a global e-learning company, one of the largest e-learning companies in the world, serving over 5,000 customers worldwide. Quoted on the NASDAQ Sock exchange, Mentergy serves 64% of the Fortune 500 companies.

The Mentergy Group leads the USA (therefore the world) with high-quality, cost-effective blended learning solutions because it pioneered e-learning in the 1990's (then known as Gilat Communications).

Mentergy offers clients an unprecedented range of e-learning tools and expert services, including live e-learning, video rich broadband delivery, custom courseware development, step-by-step consulting and an integrated suite of e-learning development and delivery tools.