



SPECTRUM WEB PRODUCTS CASE STUDY - TRAINING COMPANY

Harwil Associates have been working with a local railway safety training company since April 2009 to help them update their business processes and to develop their marketing strategy. The training company employ around 15 members of staff, and set up regular safety training courses at their own premises, using their own trainers. Candidates are referred by third party intermediaries, in accordance with regulations laid down by the railway training industry, and there is a large amount of repeat business due to regular re-certification of safety qualifications. Prior to Harwil's involvement, all administration was done manually using a paper based system and Excel spreadsheets.

This case study is an excellent example of how efficiency can be improved, costs reduced and sales increased, using a combination of standard, low-cost products and simple marketing techniques.

There are two key elements to this project:

1) **Development and implementation of a Spectrum Database**

This was designed using Microsoft Access 2007, and is distributed as an Access Runtime database. Access Runtime is a free application provided by Microsoft, so users are not obliged to buy application software to make the Database work. The majority of paper-based processes are now defunct and all course and candidate data is held on a central database for ease of storage and retrieval.

Benefits

- *Improved record keeping and accuracy*
- *Reports can be created at the touch of a button*
- *Consistent working practices have been introduced*
- *All course details and associated documentation is easily accessible*
- *Re-certification reports can be produced to optimize sales to previous candidates*

2) **Marketing**

Harwil have developed and implemented a comprehensive marketing strategy

Benefits

- *1200 new email contacts have been sourced for third party intermediaries*
- *Regular newsletter email marketing is now conducted to all email contacts*
- *An increase in brand identity and awareness within the industry*
- *Design of marketing material such as leaflets and advertisements*
- *Expansion into non-railway related training, eg. Health and Safety*
- *Local TV and radio opportunities are also being explored*

Harwil Associates are not simply a technology house - through managing our own web-based business we have gained valuable experience and this means that we approach projects from a business perspective, and we provide solutions that first and foremost meet the underlying business requirement.