



Resource, Expertise and Drive  
The CommScope Case Study

“ *The Cabling Science team provided us with the resource, expertise, focus and drive required to modernise and dramatically extend our global training presence fast and cost effectively. It delivers essential solution training freeing our technical and sales resources, gives us kudos and challenges our competition – a truly winning partnership* ”

**James Donovan**  
**VP Education Services – CommScope**

**COMMSCOPE®**

15 Years of  
Training  
Support

60 Cataloged  
Courses

25 000  
Courses Sold  
Annually

## Background

CommScope is a multi-billion dollar network infrastructure provider. CommScope manufactures and delivers wired and wireless solutions to its business partners and customers globally. Cabling Science Ltd. has been contracted for over 15 years to integrate and deliver a large proportion of CommScope's training services throughout a series of CommScope acquisitions that includes Avaya Connectivity Solutions, Andrew and now Tyco Electronics Connectivity.

## Challenges/Solutions

**Self-Funded:** The model Cabling Science was able to demonstrate and CommScope adopted from the offset was for the training outsource to be fully self-funded.

Cabling Science created a revenue stream from selling training to the Business Partners and customers globally, the income covering training delivery and development costs - to date this has been maintained for 12 years. Success is due to the close cooperation between Cabling Science and CommScope outsource management.

Key to the funding is the training passport. This is a discounting strategy that we developed to reward CommScopes largest most committed business partners and customers, offering them lower cost training companywide with a one off annual fee. The training passport also provides free solution training internally to CommScope's own staff.

**Global Training Center:** Cabling Science developed and maintain a bespoke training site extension to CommScope's own online presence and this is branded the CommScope Infrastructure Academy. This site fronts the training service outsource and includes the ability to deliver online courses, webcasts, webinars, videos and support classroom training. Currently hosting over 60 courses, It provides support for localised delivery using online courses and through instructors and training partners for classroom.

**Program integration:** CommScope's company acquisition activity has led Cabling Science to develop extensive experience in the integration of training programs into a centralised cost effective self-funded, coherent delivery. Inherited training programs over the years vary but have been typically defined by:

- Fragmented and disparate training costs and budgets
- Lack of global delivery strategy
- Localised course content development and maintenance, creating duplication of effort internationally and creation of inconsistent course and delivery quality
- A training delivery heavily reliant on local CommScope administration, marketing, sales and technical support resources
- No central student database or certification policy
- Lack of centralised reporting, feedback and program development

### Integration solutions:

- Centralize and standardize courses, content and initiate courseware maintenance programs
- Re-brand and uplift the graphical and interactive content of courses and assessments using our publications design team, pro-voicers and infrastructure specialists
- Add courses to our CommScope Infrastructure Academy site either as online or classroom so they can be accessed globally via the dynamic catalog and global shop
- Amalgamate, import and centralize the student qualification base and supply reporting globally, regionally and nationally so it becomes an integral part of CommScope's partner management system
- Remove, where practical the dependence of training and logistics from local CommScope staff and budgets using online courses or local training delivery partners/instructors supported via our contracted Authorized Trainer Assessor (ATA) program
- Establish a cost centered training budget that is accountable and self-funded only from business partner and customer course sales

## Outcome:

**Taking more training to more people:** The training service provided to CommScope continues to develop.

- Course content is continuously reviewed and updated
- The cost of training for business partners and customers has reduced
- New courses and original content is developed
- Localization of courses allows us to ensure both the training site, webcasts and assessments/exams are translatable into multiple languages using our translation assist solution
- Online courses are deliverable to mobile devices - important to the many non-office based infrastructure engineers and installers
- 'In-house' hands-on training programs have been developed to support internal business partner mentored training on products and solutions

The CommScope Infrastructure Academy sells over 20,000 online and classroom courses annually. Its training pages have become a focus for social network activity, newsletters and blogs associated with training, product and solution launches, importantly reaching out to an active grass route student base of designers, consultants, engineers and installers.