



Customer Snapshot

Customer Name	: Department of Tourism and Commerce Marketing
Location	: Dubai
No. Of Offices	: 15
Industry	: Tourism
Products	: Workflow.net 2004 R2 (Earlier version of Skelta BPM.NET 2007)
Website	: http://www.dubaitourism.ae/

Customer Profile

Established in January 1997, the DTCM has two main areas of responsibility. As the successor to the erstwhile Dubai Commerce and Tourism Promotion Board (DCTPB), the DTCM is responsible for international promotion of Dubai's commerce and tourism interests. DTCM is also the principal authority for the planning, supervision and development of the tourism sector in the emirate.

In addition to its head office in Dubai, the DTCM has 14 overseas offices located in New York (USA), London (the UK and Ireland), Paris (France), Frankfurt (Germany), Stockholm (Scandinavia), Milan (Italy), Moscow (the Russian Federation, CIS and Baltic States), Sydney (Australia), Johannesburg (South Africa), Mumbai (India), Hong Kong (Far East), Tokyo (Japan), Saudi Arabia and Zurich (Switzerland and Austria). In assuming its administrative responsibilities within Dubai, the DTCM has now taken over the licensing of hotels, hotel apartments, tour operators, tourist transport companies and travel agents. Its supervisory role also extends to all tourist, archaeological and heritage sites, tourism conferences and exhibitions, the operation of tourist information services and the organization and licensing of tour guides.

The Challenge

With the breadth of functions included in DTCM's responsibility areas, employee training plays a key role in ensuring that DTCM employees are equipped to meet the demands of their position. DTCM's training processes entail collaboration between employees from HR, Finance, and Purchasing, internal and external training providers and program participants. Furthermore, these processes require publication of training calendars, enrolments, preparation, circulation and storage of training documents and routing of training requests.

In addition, DTCM foresaw a growth in their responsibilities and an expansion in their workforce and a resulting increase in training demands.

To summarize, the challenges facing DTCM were:

- Streamlining training processes
- Implementing training systems that would be scalable and flexible to accommodate growth
- Setting up effective mechanisms for collecting and analyzing feedback from program participants
- Reviewing success of training programs
- Optimizing training processes to ensure coverage

The Solution

DTCM built a BPM workflow-enabled training system with Skelta Workflow.Net 2004. The system leveraged on Skelta Workflow.NET's features for visual process modeling, integration with Microsoft technology and load balancing. Key functionality in the DTCM training system include:

- Configuration of functional stages in training programs and development plans
- Definition of customizable workflows for each stage, program and plan type
- Publication of training calendars
- Security-based access to training managers to customize processes
- Circulation and collection of completed feedback and evaluation forms
- An Employee Self-Service module for online submission of training requests, tracking, certification status
- Query and search functionality to search for courses from accredited training providers
- Online vendor management to request and receive training proposals from external training providers
- Search and retrieval of training forms and documents

Solution Architecture

The solution is built on the Microsoft.NET framework. Technologies used include:

- Skelta Workflow.Net 2004 R2
- Windows 2003 Server
- Microsoft SQL Server 2005
- ASP.NET

Benefits

Better planning and analysis of training needs: The Employee Self-Service feature for online submission of training requests now provides DTCM to assess requests for training, plan and schedule programs more efficiently. DTCM now has the ability to close a program when it is full, and to schedule additional sessions when the demand exceeds availability of seats. More precise scheduling ensures optimal attendance to training programs and has reduced the cost per participant by 30%.

Increased efficiency in program management: DTCM extensively uses Skelta Calendar feature to schedule training programs. Changes to the calendar or a specific program are also automatically communicated to participants. Skelta's activity lists ensure that no training request is missed requests are either rolled over to future programs or accepted. The new system has also helped DTCM to collaborate better with training providers. Escalations and notifications ensure that all training issues are handled in a time-bound manner.

Better turnaround times in vendor management activities: The online training provider interface allows accredited DTCM training vendors to submit proposals online, view status of proposals, and respond to queries. This specific feature has reduced time for issuing, reviewing and finalizing tenders by 50%.

Increased employee satisfaction: A faster response to training requests and improvement in vendor selection procedures has helped increase employee productivity by 70%. Moreover, transparency in tracking of training requests, immediate response to trainee feedback and other improvements have increased the level of overall employee satisfaction with training facilities and procedures.

