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TITAN's Training Makes a Game of ERP

TITAN Technology Partners has always placed a premium on providing high-quality ERP training as a way to help customers transform their organizations and to maximize the return on technology investments, but its recent acquisition of GBSynergy now enables TITAN to offer innovative ERP training courses that are fun and achieve results for firms running Oracle software. According to Karmen Berentsen, TITAN Technology Partners' senior vice president of Education Services, who served as the president and chief executive officer of GBSynergy, its best-in-class customized ERP training is based on adult learning theory and often incorporates engaging games and online tools to reinforce the learning experience.

Adult learning theory emerged in the 1970s, spearheaded by Malcolm Knowles and his book *The Modern Practice of Adult Education*. One of the main concepts associated with adult learning theory is that adults learn differently than children. They bring extensive experience to training, and they are most interested in learning subjects that have immediate relevance to their jobs. Berentsen credits her colleague Terry Ortlieb, TITAN Technology Partners' vice president of Training Product Development with developing GBSynergy's first methodology for Oracle's JD Edwards that successfully incorporated adult learning theory and games.

Berentsen believes that the key is that playing games is a very human experience involving interaction. "Technology is not personable. ERP training can be intimidating, but games take the intimidation out and bring out the human side, resulting in engaged learning. Having trainees play games is a phenomenal way to create a true learning experience instead of a typical training class. Adults are naturally very competitive. Playing games creates a sense of participation and engagement."

ERP systems are often very complicated, and too often users don't understand that they don't work in a bubble. Traditional ERP training doesn't address the ramifications of the fact that what users in purchasing do has a direct impact on users in finance, for example. Berentsen indicates that incorporating games is a fantastic way to help users understand this integration. "You can teach mechanics—what buttons to push—in ERP training, but gaining an understanding of the ramifications of integration and business connection and how dependent users are on each other is something we have found can be achieved only through innovative training solutions." Berentsen is quick to point out that games are not fun for fun's sake. They are effective at getting real results with real deliverables.

David Pendergast, TITAN Technology Partners' senior vice president of Marketing, indicates that the acquisition of GBSynergy enables TITAN to grow and to be a leader in national training for companies running Oracle software—and in helping firms transform legacy human capital. "We liked that GBSynergy had created and packaged effective methodologies for Oracle E-Business Suite and JD Edwards, and with the acquisition, we can immediately extend this expertise to Oracle's PeopleSoft." In addition, TITAN offers hosted training environments and full lifecycle managed services.

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TITAN sees training as a mechanism that can enable its customers to maximize their investments. Pendergast says, “The games and online tools provides innovation. You can use our approach to train more effectively — from management to new hires.”