

# CASE STUDY: Daimler AG

## Increasing Usage at Daimler AG

The student body at Daimler AG Corporate University (DCU) is extremely exclusive: 2,500 top executives, already sophisticated, already knowledgeable and hungry for more. getAbstract served them 8,000 top business books, distilled into smart, five-page summaries – and these execs swallowed 50,000 the first year. The grade: A+. A 97% approval rating. At DCU, getAbstract's usage is tops and overall usage rates have increased.



## Case History

Daimler AG Corporate University, also known as DCU, is one of Germany's first corporate universities and was created from the merger of Daimler Benz and Chrysler. An example to other European corporate universities, DCU exists only to serve top management: 2,500 executives.

The university aligns to Daimler AG's "four pillars: global presence, superior products, leading brands and innovation/technology leadership." When executives turn to DCU they are focused on leadership, general management and strategy. The corporate university designs and delivers traditional education for its target population.

In addition, it developed and maintains a virtual learning platform, known as DCU Online. DCU Online exists to provide practical information and self-managed learning to its globally dispersed executive community.

DCU Online's management team discovered a problem: amid the pace of daily business in a multinational corporation, executives weren't fully utilizing the university's superb online resources.

When they probed for reasons, the executives were explicit about what they wanted: relevant, up-to-date content that is applicable to their client relationships. And, by the way, they wanted it to be short,

smart, useful, fully searchable, completely accountable and on demand. In other words, they wanted getAbstract.

When DCU Online added getAbstract's distilled, intelligent, reliable content, it became an eye-catcher in DCU's new system: 50,000 downloads within the first year. Because it is easy to use and understand, instantly applicable and sophisticated, executives signed up enthusiastically. A further pull factor is the sheer range: getAbstract boasts a library packed with more than 8,000 summaries of the best business books around – a concise collection of the cream of the crop.

## Achieved Results

- More than 100,000 summary downloads a year.
- 97% approval rating of the getAbstract service.
- Increased usage of DCU online resources.
- Resource-efficient learning for top executives.
- Excellent user acceptance of getAbstract among executives worldwide.

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getAbstract's content is a perfect match for DCU's constituency. The short, concise book summaries cover the most current, most crucial material on leadership, management, strategy and many other relevant business topics. And do the 2,500 members of DCU's exclusive audience like it? The 97% approval rating says so.

## getAbstract Has the Drive Daimler AG Executives Demand, as well as These Critical Qualifications

getAbstract changes constantly – It adds new book summaries throughout the work week. The content is fresh all the time – the main reason why utilization is so high. And the summaries slice right to the heart of what Daimler AG's busy people need.

Easy access – Executives can download summaries instantly to their PDAs, read them as PDF files on screen or print them out to read during small bursts of time that might be wasted otherwise.

Time is money – Daimler AG's top managers must use their time efficiently. That does not mean scrolling patiently through entire books on screen. Daimler AG top managers love the getAbstract format: main points, review, summary, key quotes and – in 10 minutes and five pages – a complete picture.

getAbstract provides tailor-made content – Attractive format, editorial quality, comprehensive selection. Each week, executives receive an emailed summary chosen in accord with each individual's preference of subject matter, and everyone has access to the 8,000-title-strong library.

getAbstract is adaptable to many forms of corporate learning – DCU has already used the summaries in blended learning and in internal training sessions.

getAbstract integrates into DCU's content – It offers a single sign-on plus a highly responsive search function.

## Why getAbstract Works for Daimler AG

Today, getAbstract is a prime international supplier to Daimler AG. The company expanded the scope of getAbstract to include its Total Quality Management (TQM) group and its corporate library. Daimler AG now generates a demand of more than 100,000 downloads per year.

## How Do We Know We've Garnered 100,000 Downloads?

getAbstract created an advanced statistical system that supplies clients with comprehensive reports. Daimler AG can keep track of the active download rate. The evidence is empirical and available instantaneously.

The numbers tell the final score: An internal survey reports that Daimler AG executives give getAbstract a solid 97% approval rating, and user acceptance has been excellent among DC executives based in 80 countries.



**“Our in-house trainers and coaches refer employees to getAbstract’s book summaries every day. getAbstract enables them to focus on developing people to think strategically, while assuring that our personnel are completely up-to-date on the latest information in every field of professional practice.”**

John Gutowski, Senior Project Manager, DCU Online, Daimler AG Corporate University