



# Orkin University

## Training Field Personnel via Satellite

### Company Overview

Founded in 1901, Atlanta-based Orkin, Inc. is an industry leader in essential pest control services and protection against termite damage, rodents and insects in North America. With more than 400 locations, Orkin's almost 8,000 employees in the United States, Canada, Mexico and Panama serve approximately 1.7 million customers. Orkin is a wholly owned subsidiary of Rollins, Inc., which is traded on the New York Stock Exchange (ROL). Orkin University provides learning and media services to Orkin's field and home office employees.

### Goal

To implement a learning technology that satisfies the performance needs of Orkin's employees and reduces the costs of training delivery. This solution will ultimately allow Orkin to train more employees, more often, and at a lower cost. Additionally, Orkin desired a communication platform that would permit the corporate office to communicate with employees at the speed of business.

### Challenge

Orkin's primary method of training employees was instructor-led classroom training sessions at the company's training facility in Atlanta, GA and other training sites across North America. While these were top quality programs, the cost of on-site training increased steadily due to the expense of travel, meals, lodging, and lost productivity. Most of the Orkin target audience did not have convenient access to computers. Equally important, Orkin's corporate Intranet had limited bandwidth for training, restricting the use of the company's extensive library of training videos.



### Solution

Orkin engaged Enliten Management Group to provide technology and industry expertise and guidance. After extensive research, benchmarking with best-of-breed training organizations, technology evaluations, a proof-of-concept pilot of satellite-based interactive distance learning (IDL) solutions, and a thorough vendor selection process, Orkin implemented its IDL network: OrkinTV.

GlobeCast NA was selected to provide and manage the network, including the technologies and ongoing transmission and management services. The downlink system at each Orkin field office includes the Helios MediaGate Router 4550 and the Helios MediaClassroom solution with OneTouch Systems Live and OnDemand software, interactive keypads, and a 27" video monitor. Employees view training sessions broadcast live from the newly built video production studio and simulated customer environments at Orkin University or at their convenience via the Helios MediaClassroom solution, which provides courses on-demand with interactive functionality. All viewing is currently on the monitor.

According to Craig Goodwin, Director of Training for Orkin, "Satellite allows us to continue to use the best elements of the classroom, including Q&A, feedback, and access to our subject matter experts (SMEs), which is difficult to do with other technologies. Satellite is reliable and available on a regular basis; it allows for quick implementation; the IP technology we selected is advanced, proven; and the system provides a familiar display and interactive format for employees, making it easy to use."

### Results

While Orkin is delighted with OrkinTV, they know this system is just one important component of their overall learning strategy. "We are focused on 'blended' solutions that meet all of our training and communications goals. Traditional classroom training is still part of the mix as well as web-based training tools," said David Lamb, VP of Learning and Media Services.

"The OrkinTV network is hassle free and user friendly. Our satellite network is a great tool to advance and promote the Orkin corporate culture," said Ramiro Banderas, Director of Media Services.

Orkin is already looking to expand its capabilities by adding two smaller studios and two additional full time program channels.

