

**EASTMAN**



## Eastman Chemical Company

### TOOLBOOK® CUSTOMER SUCCESS

#### ► THE COMPANY

Eastman Chemical Company manufactures and markets chemicals, fibers and plastics worldwide. They are the world's largest producer of PET polymers for packaging and a major supplier of cellulose acetate fibers. The company produces over 1200 products that enhance the lives of the people worldwide.

Founded in 1920 and headquartered in Kingsport, Tennessee, Eastman is a FORTUNE 500 company with 2006 sales of \$7.5 billion and approximately 11,000 employees. They have manufacturing sites and sales offices in 23 countries throughout the world.

**ToolBook®**

A SUMTOTAL PRODUCT

# CASE STUDY

Eastman Chemical Company

## ▶ THE CHALLENGE

As a global company operating across geographies, Eastman training development staff had to quickly implement a cost-effective mode of training for their employees' world-wide. They wanted to develop comprehensive training programs that incorporated audio and video courses to substitute for the current model of classroom training. This was to ensure that employees do not spend too much time away from their workplace attending training.

In addition, there was a need to standardize the user interface, content and templates used for developing the training that is being delivered differently by various delivery modes. They wanted to provide a standard platform to the content developers who are developing training programs.

Eastman training development staff needed a tool which will help in creating and delivering standardized web based courses globally with ease and has the ability to expand simple courses into more robust training. They evaluated all the authoring products in the market and made the business decision to purchase and implement ToolBook which was a good fit for all their authoring needs.

## ▶ THE SOLUTION

ToolBook offered a productive way to standardize and develop web-based training for all employees. By standardizing the development method, time and development redundancies were minimized.

Standardized templates in ToolBook were used to produce quality courses without having to spend a lot of time trying to reinvent the wheel when new training opportunities became available. Each template has the same basic functions and pages so the developers would not be delayed by having to learn new teaching methods for each business area.

*"Training costs were significantly reduced as a result of using the online courses vs. the traditional classroom training due to employees being able to take the necessary training on discretionary time instead of having to be scheduled which would take the employee away from their job,"* stated Jody Dingus, Training Infrastructure & Application Representative, Eastman Chemical Company.

## ▶ THE RESULTS

Eastman has been able to use ToolBook to build standard web based courses such as safety training, business and leadership skills, and government mandatory training using templates and built-in objects which eliminated the process of creating courses from scratch.

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ToolBook®

“With an average of over 30,000 completions per month given for over 500 courses that have been developed, ToolBook plays a valuable role in helping Eastman maintain its outstanding track record in safety.”

- **Jody Dingus,**  
Training Infrastructure &  
Application Representative,  
Eastman Chemical Company

“With an average of over 30,000 completions per month given for over 500 courses that have been developed, ToolBook plays a valuable role in helping Eastman maintain its outstanding track record in safety while offering employees an easy, consistent approach to access course content,” said Jody Dingus.

Using ToolBook, developers become very proficient which resulted in reducing the development time for creating numerous training courses. Now, the courses are easily updated and managed.

For more information, please contact us at toll-free +1 866 768 6825 or at +1 650 934 9500 or email at [sales@sumtotalsystems.com](mailto:sales@sumtotalsystems.com).

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