



Hughes eLearning: Driving Measurable Sales Improvement at BP

Hughes Network Systems has had a strong relationship with BP Global stretching back nearly 20 years. The company's success as a supplier to one of the world's leading international oil and gas companies has been based on a close collaborative-style partnership, in which Hughes has continued to meet BP's evolving communications needs.

This has been reflected in the implementation of an eLearning solution from Hughes, designed to provide online-certified training supported by a specific management reporting capability to retail sites, which enables the company to monitor the success of each improvement initiative.

The challenge

BP identified a clear set of criteria, which the selected solution had to meet. Most importantly, the system needed to accommodate multiple different languages, including German, English, French, Dutch, and Polish. At the same time, it also had to support several different branding schemes, with Aral branding in Germany and Luxembourg, for example, and BP branding in other countries.

The solution had to be highly flexible, as it had to integrate tightly with other internal BP systems, such as HR's employee management system. At the same time, the system also had to be flexible enough to address the unique needs of key stakeholders in seven different countries, all with varying requirements in the areas of compliance, data privacy, and commercial demands.

Finally, the system also needed to accommodate differing needs that were likely to emerge depending on whether a site is dealer-owned, company-owned, or franchised.

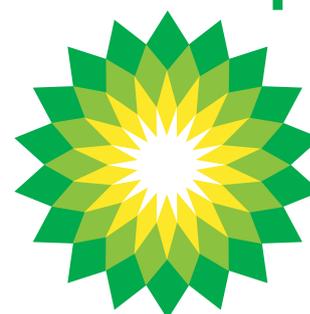
Following a rigorous selection process, BP selected the Hughes eLearning solution as it proved its stronger capability over its competitors through a rigorous online demonstration. The initial pilot programmes in Germany and Poland have been completed and have now gone live in both countries. As a result of the online solution's initial success in delivering more effective training, pilots will also be phased in across the other European countries.

Key benefits

The Hughes Learning Portal is a fully hosted Learning Management System (LMS), which allows organisations to easily deliver, manage, and track online training.

Previously, training at BP was primarily implemented by having a trainer visit each location and deliver the improvement programme in person or by posted CD. With the new Hughes portal, BP now has the ability to deploy training initiatives, promotional information, and other related activity in a way that allows site managers to ensure that their employees are undertaking the training.

bp



The ability to effectively undertake training programmes remotely offers a number of other benefits too. It will enable BP to reduce corporate travel costs and ensure that it is delivering skills improvement consistently across multiple geographies. All training and related information is disseminated instantly and online tools allow managers to easily verify that staff are successfully completing the training.

During the initial implementation phase, BP identified further product features that would enhance the learning experience for its staff.

The Learner Dashboard, for example, provides learners with a quick overview and recap of the training sessions they have completed, planned future sessions, and helpful supporting news and information from the training team. As a result, the Dashboard has now been successfully piloted in the German market and will be extended to other markets in line with the broader eLearning facility.



HughesON is a suite of innovative, Cloud-ready network and digital media solutions designed for the unique needs of distributed enterprises in industries such as retail, hospitality, and retail petroleum.

Confidence and trust

Once the new eLearning service has completed its rollout across the seven countries initially targeted, there is potential to extend its application further across BP's other European countries.

"The success of the eLearning initiative has been based on the customer's trust and confidence that we can deliver," says Terry O'Nien, senior account manager at Hughes. "And, at a company which rigorously measures all aspects of performance, we are continuing to provide consistent improvement in line with the service level agreements."

About Hughes

Hughes Network Systems, LLC (Hughes) is the global leader in broadband satellite technology and services for home and office, including HughesNet®, the world's largest satellite network with over 1 million residential and business customers across North America and Brazil. Hughes also provides HughesON™ managed network solutions to enterprise and government through innovative wireline and wireless network technologies. To date, Hughes has shipped more than 5 million systems to customers in over 100 countries, representing approximately 50% market share. Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite communication solutions. For additional information about Hughes, please visit www.hughes.com.

**Discover all the benefits of the Hughes solutions and experience the Hughes difference.
Visit www.hugheseurope.com or call us on +44 (0) 1908 425 355.**

UK: Hughes Network Systems Ltd

Hughes House
Rockingham Drive, Linford Wood
Milton Keynes, MK14 6PD
United Kingdom

Tel.: +44 (0)1908 425 300
Fax: +44 (0)1908 425 301

Germany: Hughes Network Systems GmbH

Ottostrasse 9
64347 Griesheim
Germany
Amtsgericht Darmstadt HRB 6514

Tel.: +49 (0)6155 844 0
Fax: +49 (0)6155 844280

Italy: Hughes Network Systems S.r.L.

via Salaria, 222
00198 Roma
Italy

Tel.: +39 06 844 0611
Fax: +39 06 844 061124