SABA
+
impulse

APEX Builds Export Expertise in Brazil with Saba

Brazil's economy has sputtered recently, with the country suffering its worst recession since the 1930s. Apex-Brasil, with an assist from Saba, is working to jumpstart the economy and get the nation back on track.

Apex-Brasil is a government agency charged with attracting foreign investment and promoting Brazilian products and services abroad. The agency operates from headquarters in the national capital of Brasilia and supports over 10,000 companies across 80 sectors of the Brazilian economy, which export to more than 200 different markets.

To stimulate the economy and spur entrepreneurship, Apex-Brasil organizes trade missions and business meetings that connect Brazilian companies with foreign investors and buyers.The agency also helps educate Brazilian firms on the dynamics of international business through a series of online courses, webinars, training videos and seminars on foreign opportunities, regulations and best practices.

This is where Saba is making a real difference. Apex-Brasil recently implemented Saba's cloud-based talent management system to drive continuous, collaborative learning and boost engagement among Brazilian businesses.

"With the Saba platform, Brazilian companies are learning faster, improving their practices and expanding business with the rest of the world," said Juarez Leal, Internalization Manager at Apex-Brasil. "The knowledge they are acquiring is leading to greater innovation and increased international revenue for Brazilian businesses."

Passport to the World

The initial goal of the Saba implementation, known internally at Apex-Brasil as Passport to the World, was to migrate existing content and courses from the agency's legacy learning system to the Saba Cloud. The Saba solution ensured a smooth transition and Passport to the World is now the go-to platform for Brazilian companies that are looking to gain valuable knowledge in the realm of exports and expand their markets.

"The expectation for the project was that, in addition to delivering a successful migration, the Saba platform would provide a higher level of usability by delivering more dynamic and updated content through webinars and specific learning paths organized by the exporting maturity level of the various businesses that engage with Apex-Brasil," said Carlos Padilla, Project Manager. "It has turned out very well because Saba's system enables us to filter and reclassify our content, including metadata, and then set up easy ways for our business clients to access our training content and benefit from it."

ApexBrasil
AGÊNCIA BRASILEIRA DE PROMOÇÃO
DE EXPORTAÇÕES E INVESTIMENTOS

" Saba's cloud-based talent management system provides continuous, collaborative learning for Brazilian businesses looking to boost their strength in international markets. **"**

Industry: Government

Users: 3,500

Saba Solutions: Saba Cloud

Another goal of the Saba implementation was to improve knowledge management and collaborative learning to enhance interaction between Apex-Brasil consultants and Brazilian companies hoping to increase their exports. With Saba, the agency can now easily assign consultants to a specific company and quickly provide the coaching and guidance to build an international business plan.

For instance, with the Saba solution Apex-Brasil can channel entrepreneurs who are new to exporting into one learning group and more advanced entrepreneurs into a different group. Apex-Brasil business coaches and consultants can also create groups around specific topics. For sales and marketing managers, they might create an online session for improving communications with foreign investors. For HR professionals, they might create a training group focused on hiring strategies for companies that want to boost exports.
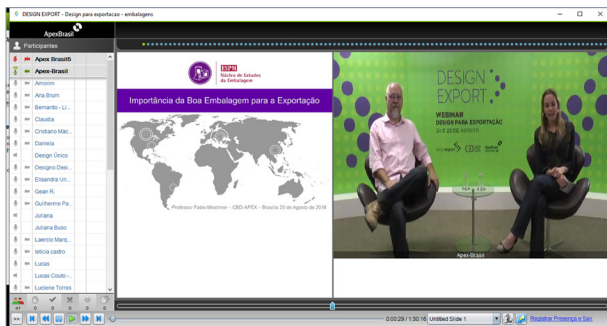
Live webinar transmitted for tens of participants via Saba Meeting allowing interaction with the public.

Helpful Social and Mobile Features

Apex-Brasil also plans to make good use of Saba's social and mobile features, which will give the agency's consultants and their business clients the freedom to access content anytime, anywhere and to interact with each other socially. The system also enables the sharing of business ideas and strategies among executives who are going through similar experiences.

For instance, Apex-Brasil is using a video conference tool called Saba Meeting to host a weekly series of informational webinars. This allows Apex-Brasil to record the webinars, share them online and build social discussions around them in an online community. The end result is that Brazilian companies are now more actively engaging with each other, sharing best practices and, ultimately, selling more of their products and services abroad.

"We weren't interested in a traditional learning management system with access to only formal, static content," said Carlos Padilla.

> **"**We wanted to amplify the learning experience by enabling users to communicate, to collaborate, to follow people — to engage. **"**
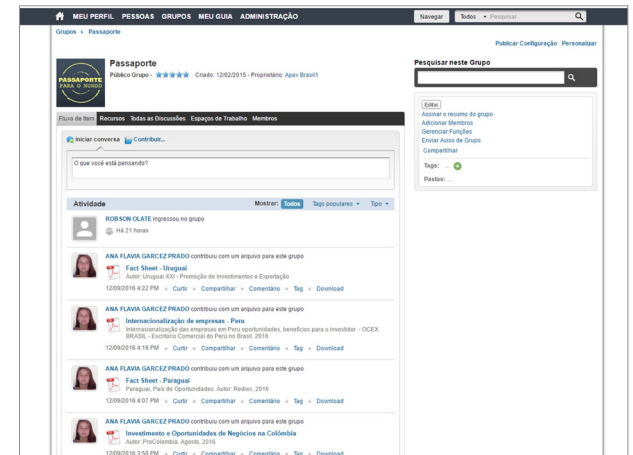
The Passport to the World community promotes collaboration by enabling participants to share recources.

"That's exactly what Saba has delivered. We are really tapping into the full potential of the spontaneous learning that comes when online groups share ideas and do things like insert commentary and personal experiences into training videos. That's how immersive, continuous learning happens."

A Singular Solution

Before choosing Saba, Apex-Brasil evaluated a number of solutions. The agency chose Saba because it was the only vendor that could meet all of Apex-Brasil's needs in a single platform. "Every other vendor had to outsource a part of the solution," said Carlos Padilla. "That only leads to complications and headaches.

> **We really wanted a single, integrated solution that would allow us to create and publish content quickly and easily.**

Saba gives us tremendous flexibility and agility."

Apex-Brasil also wanted its solution to be cloud-based. "The cloud is one of the most important technical features of the Saba solution," Lucia Almeida, CIO at Apex said. "It allows us to bring on new users quickly and seamlessly migrate existing training content while providing a high level of security. Equally important is that we don't have to concern ourselves with adding
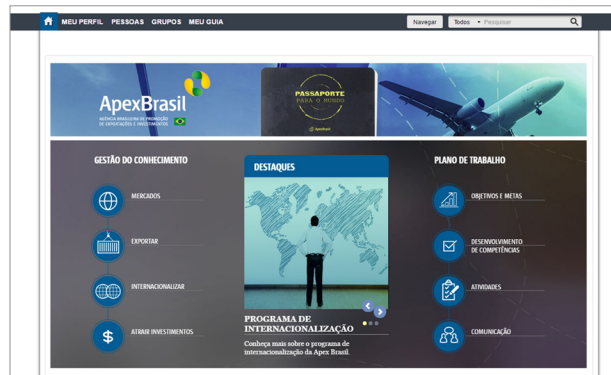
Home page visually customized for companies that want to internationalize, allowing rapid access to courses, content and interaction with Apex-Brasil consultants.

expensive internal infrastructure or creating custom code for integration with our legacy systems. The Saba solution takes care of all of that."

Smooth implementation was assured by the expert and always-available guidance of Saba support and its strategic partner Impulse, a Saba Gold Partner that is based in Brazil. Saba and Impulse were onsite for the entire implementation process, overseeing, providing direction and conducting workshops for Apex-Brasil employees.

"Even after going live with the solution, Saba always remained available, attending our meetings and helping with new deployment settings," said Lucia Almeida. "And, in addition to helping with the initial configuration and integration of Saba, Impulse has continued to customize the solution to meet the business demands of our users."

A Better Bottom Line for Brazil

Apex-Brasil has enjoyed a number of benefits since going live with the Saba system.

- Thanks to Saba's cloud functionality, Apex-Brasil has reduced its travel costs and cut its overall costs by 80 percent compared to conducting in-person training sessions.
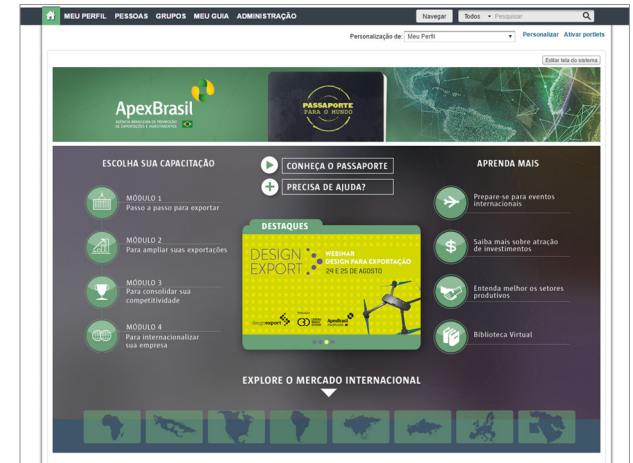
Home page customized for companies that search for exportation knowledge and want to know more about services offered by Apex-Brasil.

- Apex-Brasil has reduced time to market by quickly and more efficiently establishing relationships with new companies.

- It has increased the number of companies participating in the Apex-Brasil learning community and they, in turn, have increased their knowledge.

- Apex-Brasil has expanded its engagement with Brazilian export companies and bolstered the agency's brand name throughout the nation.

"The Saba platform has been outstanding," said Juarez Leal. "It has helped Apex-Brasil forge strong relationships with high-value customers."