



## CASE STUDY

### DESIGN, DELIVERY OF CUSTOMIZED SALESFORCE TRAINING FOR NIHON KOHDEN EUROPE GMBH

Although self-learning capabilities are available – Trailhead as the best example, Salesforce customers are turning to Apsynergy to design and deliver custom training. Nihon Kohden decided to custom design and in-person deliver such training sessions to maximize the adoption of Salesforce. The main modules taught, in 5 languages, were Sales Cloud and Salesforce Quote-to-Cash.

Apsynergy excels at custom designing and delivering Salesforce training to Salesforce customers which ensures that people better understand the value in contributing and reporting on customer data in the cloud.

SALES CLOUD AND  
SALESFORCE  
QUOTE-TO-CASH  
TRAINING

TRAINING  
DELIVERED IN  
PERSON, IN  
PARALLEL, IN 5  
LANGUAGES

FOCUS ON  
LEARNING BY  
DOING

MULTINATIONAL  
EXPERT  
SALESFORCE  
TRAINERS

## TRAINING BEFORE LAUNCH

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## MAXIMIZING ADOPTION

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## LOCALIZED CONTENT

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## BENEFITS



### METHODOLOGY

Our approach is to focus on Learning rather than Teaching. Participants will learn new skills, learning by doing will allow Salesforce users to best benefit from the time spent with Apsynergy during these sessions. Course material can include customized screenshots, hands-on training exercises and quizzes.

### TRAINING JUST BEFORE LAUNCH

In the final stages of the customization and deployment of Sales Cloud and Quote-to-cash, Nihon Kohden had been actively customizing the Salesforce.com platform to meet their business needs and processes. To best prepare for adoption, adequate training was required for several teams spanning several European markets.

### MAXIMIZING ADOPTION

Although self-learning capabilities are widely available, Nihon Kohden chose custom designed and in-person delivered training by Apsynergy to maximize the adoption of this enterprise application.

### LOCALIZED CONTENT

The approach is to start by discovering Nihon Kohden's Salesforce org to understand what kind of customization, development and integration work had been performed. Thereafter, Apsynergy developed the End-user training material in English, French, Italian, Spanish and German, assisted in testing the Salesforce training environments, conducted Train the Trainer for the 5 designated Trainers (3 from Apsynergy and 2 from Nihon Kohden for English and German) and delivered training in one central location with 5 training streams running in parallel.

### ABOUT APSYNERGY

Apsynergy provides a full range of services to corporations and non-profits. Our goal is to ensure successful implementation and integration of Salesforce solutions as well as high end-user adoption. Salesforce training, CRM project management, Salesforce user groups.



Nihon Kohden is Japan's leading manufacturer, developer and distributor of medical electronic equipment with subsidiaries in the USA, Europe (Nihon Kohden Europe GmbH) and Asia and distributors in nearly every country in the world. Founded in 1951, their mission is to improve the quality of life through advanced medical technology.

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