



# BSkyB empowers staff to support constant business growth

## Broadcaster discovers innovative uses for HPE Adoption Readiness Tool (ART)

### Objective

Consolidate commercial and bespoke solutions to create consistent training and knowledge transfer materials residing in central locations

### Approach

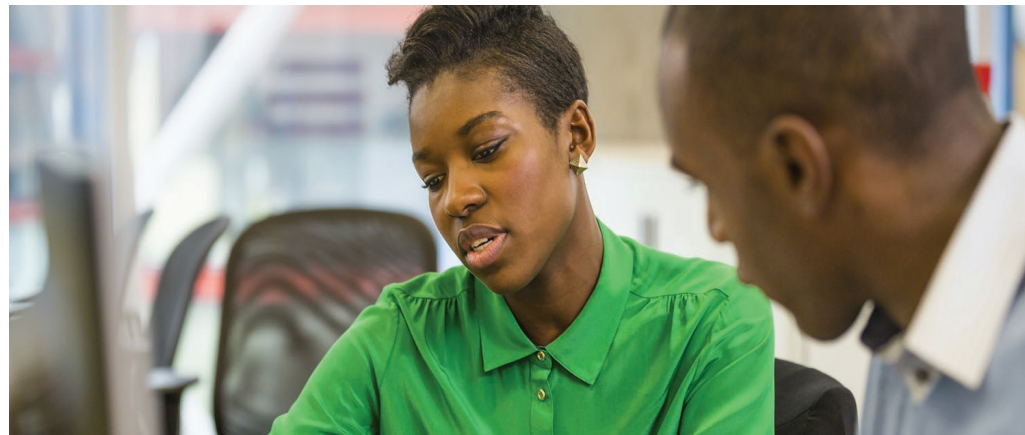
Used pre-defined criteria to formally evaluate against other industry products, commercial and Open Source solutions

### IT Matters

- Specialist HPE content and pre-configured templates can be customised and distributed using HPE ART development authoring tool and deployment platform
- Automated capture of on-screen activity can be easily published into multiple outputs and in 33 different languages
- Efficient editing functionality enables training materials to be kept up-to-date

### Business Matters

- Reductions in resource demands and logistical costs aim to save £40k in the first year and more beyond that
- Consolidated information saves 100 man-hours a month in the time spent on educating staff
- Dynamic and accurate training consistently supports new product introduction
- Off-site time and travel costs are reduced by eliminating the need to attend external training courses



In the fast moving and highly competitive media world, the UK's leading satellite broadcaster BSkyB is always introducing new ideas and services. Efficient staff enablement and training are vital to ensure that they are successful, and to achieve this, Sky is constantly widening its use of the HPE Adoption Readiness Tool (ART) from Hewlett Packard Enterprise (HPE).

### Challenge

#### Need for consolidation

The media culture is a volatile arena where competition is intense, new ideas come thick and fast and everything was needed yesterday. Projects must deliver results in the fastest possible time and keeping staff on the ball is vital.

The bigger the organisation, the greater the challenge, so it's easy to see the situation faced by British Sky Broadcasting (BSkyB), the satellite provider that has 24,000 employees and goes into 11 million homes.

“Modern technology demands efficient, flexible and collaborative knowledge management solutions. The content and the audience will be continually evolving and never predictable. For large, dynamic, IT organisations, HPE ART is the obvious choice.”

– Billy Hamilton, head of Performance Engineering, BSkyB

BSkyB operates the most comprehensive multi-channel, multi-platform television service in the UK. It's constantly innovating and when it introduces new ideas, the Performance Engineering Team must ensure that the platform supports thousands of contact centre agents and engineers, hundreds of thousands on web channels and mobile apps and millions using set-top boxes. These same systems generate over £600 million a month in revenue so the team has a big and crucial task, as head of Performance Engineering, Billy Hamilton, explains, “the key challenge is to ensure that our customers get the high standard of service they expect while delivering a high rate of change. Last year we delivered 181 projects improving or enhancing our customer services.”

The 40-strong Platform Engineering Team is part of 700 people strong Customer Business Systems (CBS) which owns the customer management platform. These technical groups face constant demands from the business but their training knowledge was scattered and uncontrolled.

“We had a collection of documents, Wiki pages or PowerPoints that lived on individual PCs or in other areas,” explains Hamilton. “We had duplication of material and nothing was maintained or kept up-to-date. We needed to be more consistent and controlled over what we were doing so that everyone knew exactly what was available in training materials and how to evolve these. I set about looking for something that would allow our 700 staff to create materials that everyone could access in one place with the flexibility required to support different topics and styles. IT training systems and Human Resources (HR) used to be separate, but with ART, training is consolidated and integrates into one easy platform.”

## **Solution**

### **Bespoke materials**

Hamilton's team investigated some Open Source solutions and also an application used by its HR team but realised that BSkyB needs would be best met by the HPE Adoption Readiness Tool (ART).



HPE ART, from HPE Software Education Services, enables companies to create bespoke simulation-based training and support materials that users can refer to again and again, anytime, anywhere. It combines content created by HPE Software Subject Matter Experts with a development authoring tool and deployment platform that can be used to customise the output in 33 languages. Recognising the speed at which they have to learn to keep up with rapidly changing technology, HPE ART empowers users to work more efficiently, increasing their productivity, reducing helpdesk calls and taking the risk out of new projects.

“A key driver for adopting ART was the ability to consolidate and control our commercial packages with bespoke materials in a centralised form and without restriction,” says Hamilton. “Although it’s an HPE application and we have a big investment in HPE tools, it’s not restricted to HPE training. The ability to quickly and efficiently develop materials in HPE ART makes it a very powerful way to meet our demands and we could use it to create many different products for internal use in Sky.”

## Benefits

### Considerable time saved

“Although we have training needs surrounding HPE tools, we use HPE ART for more than that and the biggest benefit we see right now is in new product introduction,” says Hamilton. “We deliver technology solutions across 24 different contact centres in different corners of the world. It was always a challenge to have a unified view to tell all these people what’s coming and how to use it.

“Now, with HPE ART, as we start to build a new solution, we have a unified way of accurately telling agents, engineers and technical support teams what is coming even though it could be changing shape right up until launch. Putting it on a platform that’s easy to access means that it’s always there to refer to and we’re not spending so much time trying to educate thousands of people. I guess that we must be saving about 100 man-hours in any given month by consolidating the information.”

Another area of benefit is to promote technology understanding. Traditionally, BSKyB has invested in formal training courses but they’re expensive and take people off-site for weeks at a time. Also, within six months the technology is often superseded by an upgrade, so more courses have to be attended. Now, BSKyB employees who have been on a course create HPE ART pieces to share information on the technology, how it works and how they are using it. The material is regularly updated so it’s always current and saves money and time by reducing course attendance.

## Customer at a glance

### Software

- HPE Adoption Readiness Tool (ART)

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“Use of HPE ART is always evolving. You get out of it what you put in and the more time you spend on materials, the richer they become.”

– Billy Hamilton, head of Performance Engineering, BSKyB

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The flexibility and fluid use of HPE ART is encouraging BSKyB to point it in other directions. In addition to knowledge transfer within the technology teams, the company's call centres and HR department are also to benefit and it's even possible that presentations could be aimed at external customers.

“HPE ART resources will enable call centre agents to get advanced training in new solutions and help them to deal with repetitive queries in an effective way, thereby significantly reducing time. This is something that we previously struggled with in BSKyB because it's such a fast moving organisation,” adds Hamilton. “Integrating HPE ART with our existing HR systems gives a consolidated view for the HR group which has a lot of reference material.”

They wanted an easily consumable way of getting all that information out to the staff and HPE ART is an obvious solution. Materials will be fluidly generated and easily consumed, and will all reside in the same place rather than on six or seven different HR systems.

“The flexibility of HPE ART opens up a lot of other directions rather than just being a traditional training tool. It allows consolidation and rapid sharing of information. It aids support and the introduction of new materials and everything we do in those areas is saving time and saving money which is essential in a company like BSKyB. The materials that support product launches now run on the same principles as showcases within an agile methodology, promoting feedback and teamwork across multiple geographies.”

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