

# Innovam International Partner for skills training and employee certification in the international mobility sector!



## Training 3.0

Last year we introduced and applied a new training format around a new product launch learning journey for an internationally operating OEM. "The combination of new technologies like AR and VR and the global distribution of virtual learning resources through live broadcasts and apps makes our Training 3.0 concept a unique, interactive learning experience that can be enjoyed without the need for a shared physical location" says Bernd-Jan de Rooij, Manager International Business Development of Innovam.

What makes the concept powerful is the experience of physical training, but in a 3D virtual, interactive environment that offers unlimited possibilities compared to reality and is available to the participant, as a group or individual and independent of place or time, through various online channels. Interaction with the trainer or the subject (such as a vehicle) creates greater engagement, a more enjoyable learning experience and a better understanding of the subject matter. This combination makes Training 3.0 a versatile, scalable and logistically interesting product.

## International playing field

Brands think and operate globally today, and that means training and certifying their employees does too. Bernd-Jan de Rooij explains: "while there remains scope for local initiatives based on local needs, most of our OEM customers



Global presence managed from Nieuwegein, the Netherlands

understand that centrally secured development of new training materials and the associated certification program is much more efficient, and can bring a significant cost benefit if it avoids the need for each local market to develop its own program".

\* Therefore, we for example take care of the complete development of new training programs around the launch of new products in the international market, and transfer them to local trainers based on our proven Train The Trainer (TTT) method to ensure the quality of training in all markets involved. And our programs support both the target group of mechanics and sales people to ensure that all have the same knowledge within their discipline and responsibility towards the main subject.



Bernd-Jan de Rooij, Manager International Business Development

"Clear need for more training in the body repair discipline".

## StudioXR

Founded in 2023, StudioXR can safely be called the company's fastest-growing department. The department develops and produces virtual solutions as part of complete blended journeys. They do this for various training disciplines, ranging from technicians to service staff and sales target groups. Danny Kroonen of StudioXR explains: "Our starting point is to provide interactive as well as intuitive user experiences that are close to reality".

With a highly driven team, we develop standardised and customised products. We do this from our recording studios in Nieuwegein and through XR solutions, the collective name

"Support our customers to reduce their carbon footprint by offering training courses online".

"Our interactive learning experience can be enjoyed without the need for a shared physical location"

"A centrally and secured development of new training materials or exams is much more efficient"



App-based Mixed Reality (MR) solutions

for Augmented Reality (AR) and Virtual Reality (VR) based apps and experiences. Despite today's almost limitless possibilities, we like to think about feasible and, above all, usable solutions in both experience and functionality that fit well with the reality of the workplace!

## Job role certification

"Educating and training people gets much more value if it can subsequently be shown that they have actually improved their skills", says Bernd-Jan de Rooij. Retention of staff is becoming increasingly valuable as hiring new staff becomes harder and harder, and Innovam helps its clients by offering appropriate pathways to map acquired skills of employees, and provide additional training or education where they show gaps. The Innovam Branche Kwalificatie Instituut (IBKI) thus certifies tens of thousands experts in our industry on an annual basis, ranging from MOT inspectors to WRM driving instructors, and vocational students that require a proof of their practical skills.

\* We also do this on behalf of internationally operating OEMs such

as TIP Trailer, which, on the basis of a new training program developed by us with accompanying certification, is now meeting the great need for new Trailer Technicians in the 12 markets they operate in, in order to be able to maintain the level of service to their customers in the years to come.

\* For a renowned premium sports car brand from Italy, we provide certification in 12 languages for their worldwide dealer employees, ranging from technicians to service staff, sales staff and their local body repair experts. We do this based on a combined approach of partly online and partly physical activities in Nieuwegein, or on location in the respective country or region.

## Body repair programs

In recent years, the need for specialised body repair training has grown markedly. This is a direct consequence of the many (partly mandatory) ADAS systems we find in today's cars. Calibrating these systems correctly after repair or accident is very important, and there is a clear need for training in this discipline. Also, the use of aluminium and other more exotic materials leads to more skills in

welding technology, and other joining techniques (such as adhesives).

\* As a result, we have greatly expanded the range of available courses and training for this target group and invested significantly in upgrading our training facilities and related equipment. We also serve several OEM customers with an European or even Global program and train their employees on site in Nieuwegein, often completing the training with an exam.

## Reduction of carbon footprint

Wherever possible, we help our clients keep their carbon footprint as small as possible. We do this by offering training courses online, where no concessions are made on the learning objectives to be achieved. Participation is then on the basis of e-learning, provision of video tutorials, use of an XR-based solution such as an App, or remote participation in live broadcasts from our studios in Nieuwegein.

## Innovam moves you forward!

Innovam helps everyone in the mobility industry to get the best out of themselves and act as the best ambassadors for the company or brand they work for. We have been helping them to do this for more than 75 years, with the support of 275 employees and our many business partners in the Netherlands and abroad. Whether it is about acquiring new knowledge, improving the necessary skills or obtaining a corresponding certificate, we take care of it all.