Reseller Handbook

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awe!
asset wisdom
empowerment

RESELLER – HANDBOOK

Foreword

This handbook has been written on the premise that you are considering becoming part of Asset Wisdom's (AW) global network of resellers. It provides you with **an insight** into our **unique** suite of **online AM learning and associated services** that we market under the **awe! brand.** We believe the opportunities that our reseller offer provides will give your business **competitive advantage** and keep you ahead of the pack.

Our reseller offer is positioned as a 'Learning as a Service'. This means the service includes all that resellers need to successfully sell and deliver our awe! learning offerings, whether this is to their staff, clients, supply chain partners, individual learners, or any combination of them. You market and sell: we take care of the rest.

The handbook contains key information surrounding 'Learning as a Service' and incremental low risk, low cost implementation approach for resellers. It is based on the following structure:

1. Why become a reseller and the benefits offered (is it all about the ROI?)
2. What you get (awe! learning and services)
3. Implementation options (how AW support you)
4. Appendices (some supporting details).

This guide may well be the first step of our engagement with you as potential resellers. As a source of further fact finding to help you better understand the reseller opportunity, AW will be happy to provide you with:

a) Access to the AW portal so you can take a look at the modules on the store and see what they cover
b) Access to the AM Foundation Course for two months. All we need from you is a name, email address, company name and contact number. We'll send you the link and login details for the course. This is your chance to learn some of the concepts, language, and share the course with your clients.
c) A complimentary guide that provides you with further information on:
   ● How to position and market online learning and top tips for its implementation
   ● Asset Management, including case studies and why creating a positive learning environment is imperative.

We hope this guide, whilst covering a lot of information, is of value and whets your appetite to find out more.

We would be delighted to speak with you to delve a little deeper to see how we can position our offer so that it meets the needs of, and speaks the language of, you and your clients.

We can work together to establish a sound learning proposition for you and get you on the road to becoming an important part of our reseller network. Let's talk…..

1 Why Become a Reseller and What are the Benefits?

1.1 Become Leader of the Pack

Becoming a reseller of the Asset Wisdom awe! branded learning opens an exciting range of opportunities, which not only enables you to extend your own learning offer but also to gain competitive advantage and stay ahead of the pack.

The awe! learning products include a blend of online, webinars and workshops where the knowledge gained from the online world can be applied to the work environment. Our approach helps individuals and organisations to develop their competencies and confidence in the fast-growing discipline of Asset Management (AM).

You will be able to market and sell:

- A new learning product line and service proposition
- The most comprehensive suite of endorsed online AM learning in the market
- A consistent and scalable solution to meet your clients' demands

These factors will help you to secure sustainable long-term relationships with your clients.

The time is right: AM is maturing in many market sectors worldwide and being driven by the international standard for AM, ISO55000.

1.2 Benefits

Your ability to offer the awe! AM learning will deliver many benefits, which include:

- The capability to build your and your clients' AM competencies to manage assets on a whole life whole systems approach
- New revenue stream through the awe! online learning and value-added services
- Give your clients a competitive edge
- Expand your educational brand with an AM offer.

1.3 ROI comes from...

New revenue streams from the sale of:

- Online AM (and related) courses
- Added value learning services.

A tried and tested AM educational package, enabling you to offer your clients:

- Staff development
- Increased staff motivation
- Growth and retention of skills
- Lower staff turnover
- Understanding of how they use and benefit from the significant data they have access to
- Lower risk
- Lower costs
- Enabling you to become an embedded long-term strategic partner.

2 What a Reseller Gets

As an AW reseller you will be able to market and sell our range of awe! learning and services. This includes:

a) 14 x online learning modules, which cover all 39 Asset Management subject areas as defined by ISO55000: the standard for good Asset Management (AM) practice
b) All modules are available in English and Spanish
c) Webinars for those who wish to be ready to take the Institute of Asset Management's (IAM) Professional AM exam or round-off their learning and speak with an expert
d) Value-added workshops designed to apply the online learning and help organisations to explore what an AM approach would mean to them and take the first steps in their AM journey

In addition, we can equip you with your own company branded online portal through which the awe! learning products can be marketed, sold and accessed by the learner. AW also offer services to manage the learning experience and support you to get up and running, and to help keep you going.

The awe! learning products and services are outlined below.

2.1 awe! Learning Products

2.1.1 awe! AM Certificate Course

This course covers the full awe! suite of 14 modules, covering:

AW001 Introduction to AM

AW002 Introduction to ISO 55000

AW003 Benefits of AM

AW004 Risk and Risk Management

AW005 Organisation Context and Stakeholder Expectations

AW006 Scope of the Asset Management System

AW007 Asset Management Policy, Strategy, Demand Analysis and Objectives

AW008 Asset Management Planning

AW009 Asset Information

AW010 Asset Management Decision Making

AW011 Leadership, Organisation and People

AW012 Asset and Asset Management Systems Performance

AW013 Life Cycle Activities – Part 1

AW014 Life Cycle Activities – Part 2

2.1.2 AM Foundation Course

This course is based on the first three modules (AW001-003). It is designed for those who wish to gain an insight into the language of AM, its benefits and the international standard for AM: ISO55000

2.1.3 Pick 'n' Mix

The modules can be used individually or in any combination to suit the specific learning needs of the learner.

2.1.4 Key Facts

1. Introduction to Asset Management
2. Introduction to ISO 55000
3. Benefits of Asset Management
4. Risk & Risk Management
5. Organisation context and stakeholder expectations
6. Scope of the Asset Management System
7. Asset Management Policy, Strategy, Demand Analysis & Objectives
8. Asset Management Planning
9. Asset Information
10. Asset Management Decision Making
11. Leadership, Organisation and People
12. Asset and Asset Management System Performance
13. Life Cycle Activities; Part 1
14. Life Cycle Activities; Part 2

Fig. 1 awe! Modules Mapped to ISO55000 Subject Areas

A summary of the key facts relating to the online suite of awe! learning includes:

- The most comprehensive suite of endorsed online AM learning. Endorsement from the Institute of Asset Management (IAM)
- Full mapping to the 39 AM subject areas as defined by ISO55001
- Mapping to the IAM's Competencies Framework and Professional AM Exam
- 99.9% pass rate of those who complete the awe! learning and go on to take the IAM's Certificate
- Each module has interactive exercises throughout to reinforce learning
- Each module has an end of module Q&A assessment to evidence learning
- All modules are reviewed annually via a Quality Process
- Access to the learning is licenced for one year
- Learners can revisit the modules to refresh their learning
- Ability to track learning progress.

2.1.5 Value added learning services

Webinars

Webinars provide an overview/recap of the learning outcomes that are covered when you work through the online learning modules. They offer the learner the opportunity to speak to an expert and their peers to round off their learning within a workplace context.

From the perspective of the AM Course there are three optional webinars designed to ensure the readiness of the learner to take the Institute of Asset Management's Principles of AM Exam. They give an insight to what to expect when they go on to take the real exam. Each webinar allows time to practise example exam questions along with an open forum Q&A session, which will include guidance in terms of recommended reading.

Workshops

Whilst gaining personal recognition in the form of the AM certificate is a good thing, from a business perspective how do you begin to apply individual learning to the benefit of the organisation?

Therefore, we have developed a series of complementary workshops that blend with the online modules.

The workshop packages comprise a selection of the online modules that are completed prior to each workshop. This ensures that all participants are at a common level of AM knowledge and understanding before attendance. This helps to make the workshop more effective.

We have five workshop packages that you can offer. These include:

- Explore the opportunities that AM can offer
- How to make the business for AM
- Developing your SAMP
- What AM competencies are required and to what depth
- What Asset Information is needed for strategic AM decision making.

The duration for each workshop will vary: typically ½ to one day for workshops one and two, and between one and two days for workshops three, four and five depending on the agreed scope.

See Appendix 1 for a synopsis of each workshop.
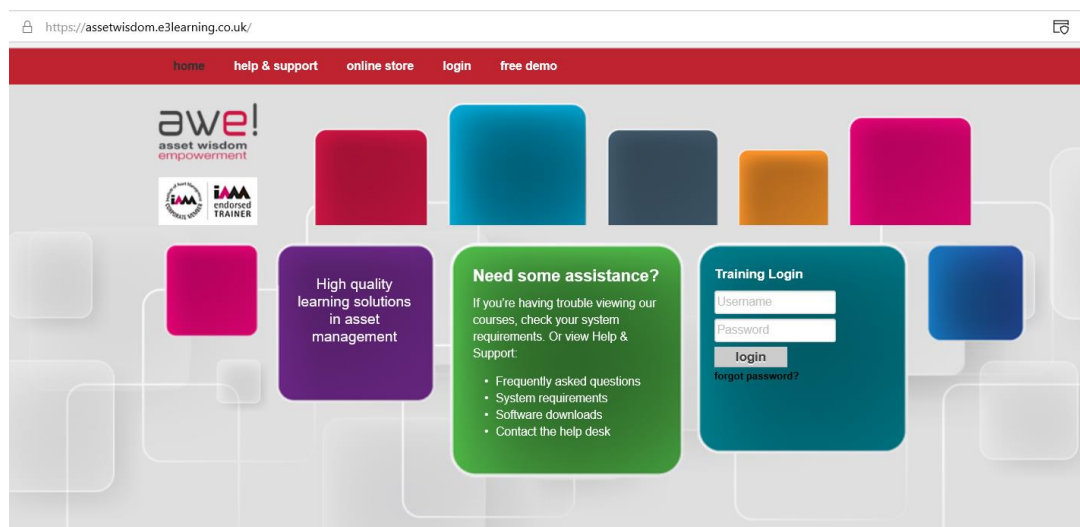
2.2   Portal

Fig. 2 Asset Wisdom Portal

The portal provides the web-based access for the learner to select, register, purchase and carry out their learning. It has the following functions:

2.2.1   The Store

Browse

This acts as the shop window through which learners can view and select the online course and modules on offer. The store works in the same way as many web-based shopping sites. The learning courses can be viewed in terms of a description of its scope, learning outcomes and price.

Select

A purchase is made by selection of the course you want to take and the quantity you wish to buy (single or multiple access licences are available). This is then added to the 'shopping cart'.

Register

Once the course(s) selected is in the shopping cart the learner is invited to proceed to the checkout. If this is the first occasion the learner has visited the portal they will be invited to register their contact details, set up a username and password and agree to the terms and conditions of use of the learning courses.

Payment

Once registered the learner is routed to the checkout where payment is made. There are two payment methods:

- PayPal
- WorldPay where credit card payment is preferred.

On confirmation of payment, the learner's login details will be emailed to them so they can access the course(s) they have purchased and start their learning.

Reference section 2.3 to cover the scenario where your clients may wish to purchase the online learning via the traditional purchase order/invoice process.

2.2.2 Learning

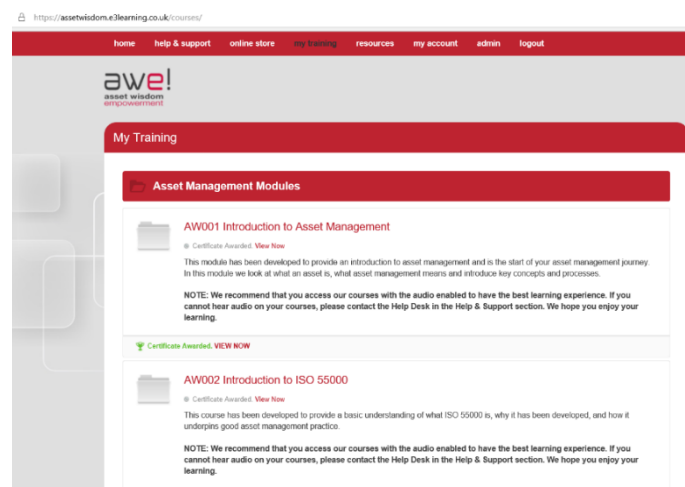Access to the courses is via a 'Training Login' from the portal front screen.
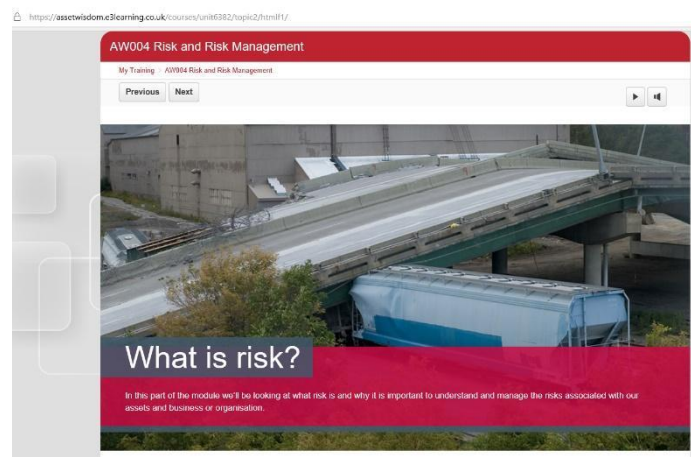

Fig. 3 MyLearning – access to the learner's courses

Fig. 4 An example of a screen from one of the courses

2.2.3 Support

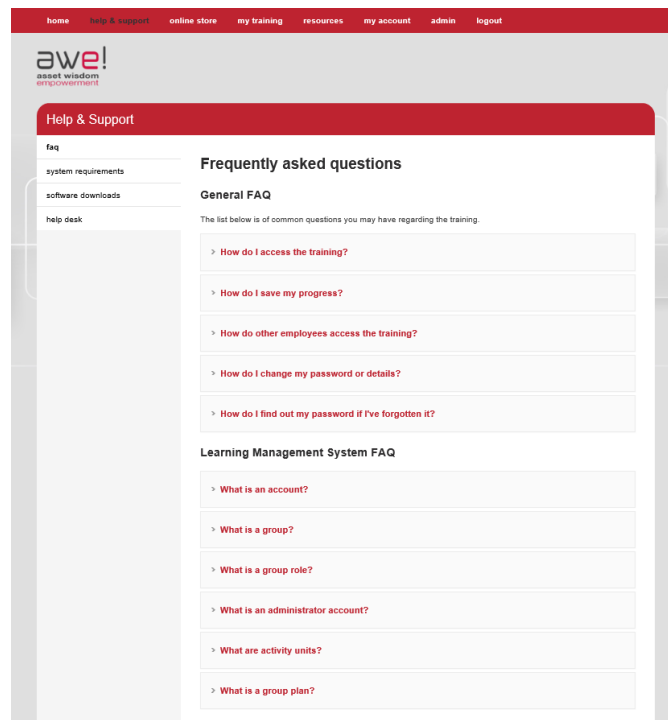The portal gives access to the AW help desk function and provides answers to FAQs.

Fig. 5 Portal Support Screen

2.3 Portal Options

As a reseller you have two options to implement a portal according to your marketing and operational requirements. These are:

Option 1 - Use the AW branded portal (ref fig.2 page 7)

This service is fully managed by Asset Wisdom on your behalf. It provides learner access to the online courses via Asset Wisdom's branded portal. It is a low-cost approach (covering support and maintenance) that can get you started as a reseller straight away.

As a reseller you will market the AW online courses to your clients or individuals by getting them to access the AW portal, register and purchase the course they require. The LMS will

then send the learners their login details to the portal, so they can access and start their learning.

Alternatively, if you are marketing to a client with many potential learners it may be preferable to contract these via the traditional client purchase order/supplier invoice process. In this case, on confirmation from the reseller to AW of a purchase order number and the names and contact details of the learners, AW will set up the learner accounts and email these to each learner. This process is managed and controlled via our Learner Account Creation Form.

Option 2 - Use the AW portal branded as your own

This option allows for the AW portal and store to be configured and branded in line with the reseller's own corporate brand guidelines. This includes the use of text and images the reseller wishes to use to meet their requirements. This offers the reseller the ability to market the awe! learning modules as if they were their own.

Fig. 6 Example of a Client Branded Portal – by kind permission of AECOM

AW mandate that the awe! logo be used on the portal front page and store. Its positioning is normally towards the bottom left or right-hand corner of the page and ensures the badge of credibility for the learning content within.

See section 3.1 for the AW portal implementation services.

2.4 Terms and Conditions

AW will base its commercial relationship with you through our standard reseller agreement. This covers the terms and conditions relating to AW and the reseller obligations along with the pricing of the learning products, implementation and ongoing support services.

We will be happy to send you the standard reseller agreement for your review. Please email chris@asset-wisdom.com

2.5 Marketing Materials

Along with this guide, we will make the following material available to assist your reseller marketing activities:

- 'How to' Guide – top tips to implement an online learning environment and AM messages
- awe! AM Certificate Course brochure (14-page full version and two-page overview)
- Case studies and papers.

Subject to the joint agreement between the reseller and AW, AW is happy for the reseller to use its logos and marks on published materials. The design will be shared and agreed between both parties prior to publication.

AW is also happy, subject to agreement, for its existing marketing materials to be modified or joint branded by the reseller to suit the language of the resellers market.

3 Implementation and Support Services Asset Wisdom Offer

3.1 Implementation and Support Services

3.1.1 AW Branded Portal

This option is the simplest and allows you to get started with little upfront investment by making use of the existing AW branded portal. This approach gets you going straight away.

You simply market and sell the online learning to your clients/markets.

The learners will be registered and set up via the AW portal and their login details to access the learning emailed to them. Investment for this option covers an annual support and maintenance fee plus the LMS user access licences.

3.1.2 Build and Configure Branded Portal and Store

The implementation of a reseller's branded portal and store will be based on the following AW service activities:

a) Agree reseller branding guidelines and awe! logo and rights positioning

b) Define scope of portal and store text/image requirements

c) Review text/image requirements, refine and sign off

d) Build and configure the reseller's portal and store

e) Assist reseller with PayPal/WorldPay payment options

f) Reseller test, review and refine

g) Apply any changes

h) Resellers acceptance test and sign off.

For guidance, the above activities typically take between six and eight weeks to be delivered as illustrated in the timeline below:

Timeline to build & configure branded portal
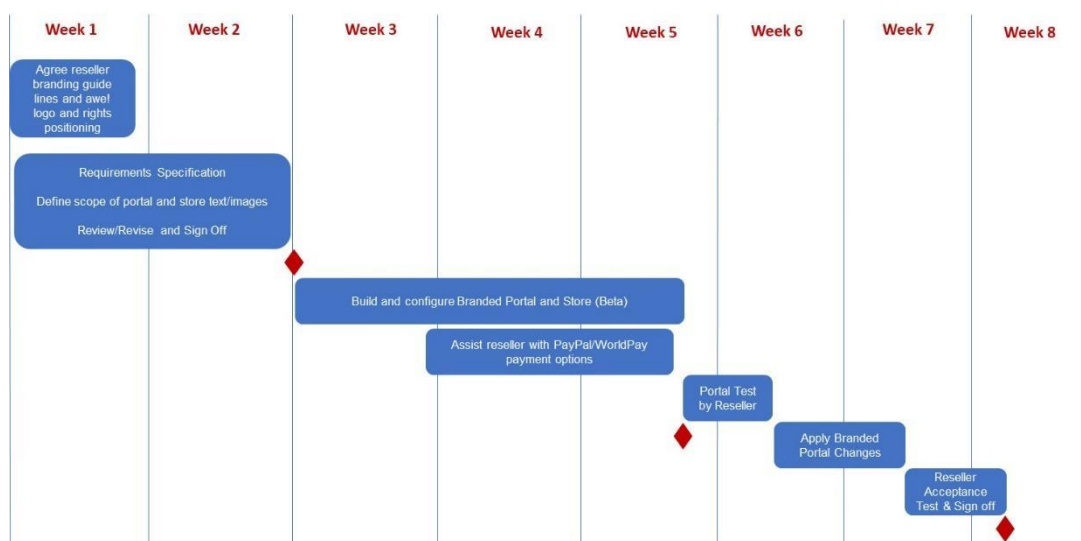
Resource input from the reseller is required for specifying the text and image requirements and the review and acceptance of testing points. This take approximately two to three days. AW will provide a template to assist the drafting of the requirements specification.

3.1.3   Ongoing Support Services

AW provide a help desk function to give first line support services to resellers and learners. This is manned by the AW administrator who will manage the following LMS/portal support and maintenance activities:

Management and administration of learner accounts

a)   The AW administrator will set up new learners as requested

b)   The AW administrator will monitor on-line learner account

c)   The AW administrator will ensure Master Account Activation Forms for company purchases are maintained and kept up to date

d)   The AW administrator will provide customised learning progress reports for the reseller to pass onto their clients. The frequency and content of the reports will be agreed with the reseller

e)   All learner access rights for purchased modules will be archived by the AW administrator after a period of 12 months from the registration date. Archiving will be undertaken monthly

f)   All learner access rights for 'demos' will be disabled by the AW administrator after a period of one month from the registration date

g)   The AW administrator will check the reseller support emails on a daily basis and take appropriate action and/or escalate

h)   The AW administrator will support the password reset process

i)   AW will provide learner administration training for the nominated reseller administrator as required.

Management and administration of the portal and learning content

a)   AW will apply new system updates as required. The reseller will be informed prior to any updates taking place.

b)   AW will conduct an annual quality review of the online learning content and schedule content updates as required. This will include consideration of feedback relating to content enhancement requests from the reseller and learners.
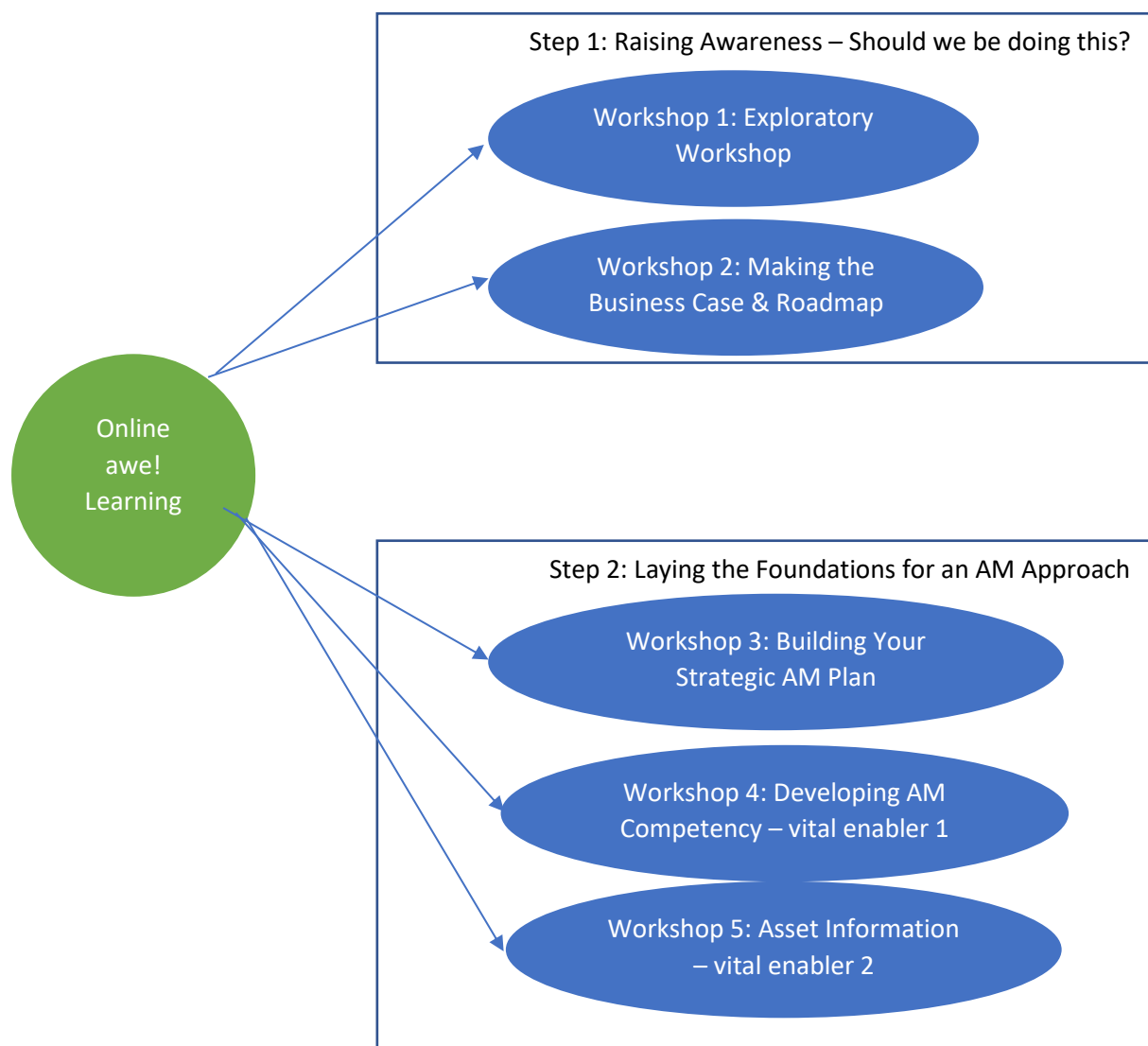
APPENDICES

APPENDICES

Appendix 1: Value Added Learning Workshops

Introduction

Asset Wisdom offers five packages that combine our online AM learning. Workshops are tailored to enable your organisation to take its first steps in defining how AM can deliver business improvement and what is needed to make this happen. This approach gives the opportunity to apply the AM learning in a work-based scenario and thus enable your organisation to make informed decisions on its AM approach to the benefit of all.

OUR TRAINERS Our trainers/workshop facilitators represent the best in asset management experience and expertise. All workshop facilitators have the following attributes:

- Experienced asset management practitioners, having worked in numerous Asset Management roles for over 20 years
- Have participated in the development and implementation of the ISO5500X suite of standards
- Have developed SAMPs and AMPs for organisations and conducted training of engineering, financial and management related staff in asset management.

Step 1: Raising Awareness – Should we be doing this?

Workshop 1: Exploratory Workshop

Workshop 2: Making the Business Case & Roadmap

Online awe! Learning

Step 2: Laying the Foundations for an AM Approach

Workshop 3: Building Your Strategic AM Plan

Workshop 4: Developing AM Competency – vital enabler 1

Workshop 5: Asset Information – vital enabler 2

Workshop Synopsis

1. AM Exploratory Workshop	Discover the ways in which Asset Management can benefit your organisation

Objective: This service is intended for organisations new to the concepts of AM or have heard of AM but are unsure where to start.
It is designed to raise awareness of AM and identify the potential business improvement benefits that an AM approach would deliver to your company.

Attendees: Director/senior management level/heads of departments. Number of attendees are typically between 10-16, who cover a broad cross section of the business e.g. finance, production, operations, HR, engineering.

Duration: One day plus two to three hours' online learning prior to workshop.

2. Making the Business Case and Outline Roadmap	What is the ROI of an Asset Management approach and what are the steps towards implementation?

Objectives/Outcomes: The workshop is designed to deliver the following outcomes:
- To identify and prioritise business improvement opportunities based on their value and strategic impact on the business
- To understand the how to assess where you are now compared to the asset management, innocence to excellence, maturity scale – gap analysis
- To identify an outline roadmap that can prepare you for and start your asset management journey.

Attendees: Director/senior management level/heads of departments. Number of attendees are typically between 10-16, who cover a broad cross section of the business e.g. finance, production, operations, HR, engineering.

Duration: One day plus two to three hours' online learning prior to workshop.

3. How to Develop Your Strategic AM Plan	The SAMP

Objective/Outcomes: To provide a thorough overview of how to develop a Strategic Asset Management Plan (SAMP): an essential part of any asset management system.

Attendees: Asset Managers and operational/engineering staff within the organisation working to improve the asset management system in line with the requirements of ISO55001. This includes those who require an introduction to the key asset management principles and documents that support ISO55001.

Duration: One day plus two to three hours' online learning prior to workshop.

4. Creating Your AM Competency Programme	Developing the right AM skills and knowledge to enable AM within your organisation
Objective:	To understand the necessary steps to developing an that is fit for purpose for your organisation. This will cover the AM role and responsibilities as defined by the Institute of Asset Management's AM Competency Framework. The outcome of the workshop will be an agreed outline plan to develop your company AM Competency programme
Attendees:	Asset Managers, Heads of Departments and HR
Duration:	One day plus two to three hours' online learning prior to workshop.

5. Asset Information	The vital role of asset information as an enabler to good asset management
Objective:	To introduce asset information and understand what this means in the context of your organisation and an asset management approach. By the end of the workshop, you will understand: ● What information is really required ● The challenges with asset information ● Lifecycle information management ● The role of enterprise asset management systems and implementation considerations.
Attendees:	Asset Managers, IT/IS and operational/engineering staff with the responsibility to better utilise asset information within the asset management system in line with the requirements of ISO55001.
Duration:	One day plus two to three hours' online learning prior to workshop.