



# Driving down the cost of implementation through education

**OTA Training's unique approach spreads RFID expertise around the globe**

It would be hard for any smart businessperson to imagine installing new system software without making sure the key players in the company were properly trained. Similarly, implementing an RFID system without getting the proper training would be equally crazy. OTA Training is known for truly innovative programs that increase the return on any RFID investment.

OTA's approach to training is built around

customizable courses designed to fit individual company requirements. Providing a highly interactive, comprehensive training curriculum at state-of-the-art RFID labs that emulate real world working conditions, these courses are also offered on site for customer convenience. This is not a one-off or off the shelf training curriculum. OTA establishes a durable, long-term relationship with continuing education and ongoing support, regardless of a customer's location.

The Dallas-based company pioneered a modular system that is hands-on, comprehensive, and vendor-neutral – the result represents a new paradigm in RFID training. OTA's instructors are seasoned RFID experts dedicated to the RFID industry, and are not just academics or contracted from a pool of Rent-A-Trainers who offer training on power systems and aerospace technology on other days.

No one offers a more hands-on, comprehensive and practical course.

## **ROI of training**

Properly trained resources reduce the learning curve, eliminate unneeded on the job learning errors, and decrease de-

ployment time; driving down the cost of a RFID implementation. Training saves smart companies money in the short and long term.

People in any organization that are charged with installing and supporting RFID systems should learn to use best practices, not practices they picked up on their own while playing around with the technology. Bad practices can become viral inside an organization counteracting all of the benefits that RFID can offer.

Once a technology such as RFID is installed, companies will start to build natural dependencies based on that technology. These dependencies will leave a company relying on expensive tech support from consultants to maintain a system, which can become costly.

To help organizations implement, support and maintain RFID systems, OTA offers three course options to meet the individual needs of each team member. Levels of instruction are calibrated for those managing an RFID project internally, implementing the technology or who are simply looking to become RFID+ certified.

### Modular Courses

OTA's philosophy breaks from the traditional approach to RFID training. OTA recognizes the divergent needs of managers and engineers, and designs specific course modules for each group. This modular approach allows companies to send entire teams of employees to a single block of sessions for "RFID Team Training". By establishing a common ground of understanding from day one of the training, all levels of the organizational chart can communicate effectively about RFID related issues.

Rather than send different branches of a business to separate sessions, OTA offers a coordinated approach that builds a foundation of understanding without compromising job-specific nuances. Course overlap ensures that attendees will share a foundation of understanding, even while pursuing position-specific training. Communication and productivity improve when employees don't have to second guess their colleague's comprehension.

Effective training must accommodate a variety of learning styles and experience levels – and that's why flexibility is key. OTA students can add a training module while the courses are in progress.

According to student evaluations, OTA is getting the balance right.

### E3 Learning System

Highly integrated and specifically designed components combine to create the innovative and proven E3 Learning System – training that is Effective, Engaging and Easy to Follow. Integrated training material, combined with OTA's unique Gold Key Methodology is an effective learning tool because it supports the individual strengths of students while helping them to identify and focus on key concepts.

"The E3 Learning System extends our best of breed approach to RFID training," said Robert Sabella, CEO and Founder of OTA Training. "We have the best curriculum, teach at the best RFID centers in the world, use the best RFID instructors and have the best and most popular study guide to help our students."

Now available over the web, this revolutionary training product can provide an accessible, efficient and cost-effective option for the increasing number of people that need RFID training and certification.

### Training Facilities

When it comes to quality instruction in a real-world environment, OTA Training is the market leader. They have access to more testing centers, in more locations around the globe, than any other RFID training company.

OTA delivers a range of services in 15 locations worldwide, from need-to-know primers for executives, to RFID implementation training for project managers and certification preparation for implementers. Global presence means the same quality education one team gets in North America for example, is the same as they get in other parts of the world.

While attending one of OTA's programs, executives and technical staff learn RFID at one of the best RFID testing centers in the world. Partners such as Avery Dennison, Domino, Lowry, Tagsys and Venture Research open their doors and share their experiences with each class.

OTA Training's courses offer students practical experience in a real world environment so that students are able to experiment and gain a hands-on understanding of RFID technology in order to learn how to implement effective RFID solutions within existing business systems and infrastructures. Students are trained

*"OTA training has enabled DHL's project personnel to rapidly gain RFID practical expertise, which they can apply immediately and effectively to RFID projects. OTA's training is more than technical book expertise – trainees learn how to properly deploy RFID in the real world while avoiding the pitfalls. DHL will be sending all of our RFID project personnel to OTA RFID training sessions."*

Bob Berg, Global RFID Manager, DHL Express

on all major manufacturer equipment and are encouraged to bring their own products for testing to see for themselves how RFID works with their specific products.

The bottom line is that a small investment made in training personnel now, will save companies money throughout the time of implementation and beyond.