



**Client: UCB, Inc.**

Biopharmaceutical manufacturer  
Specializes in  
Central Nervous Disorders  
Allergy and Respiratory Diseases  
Inflammation Disorders  
Founded in 1928  
Corporate headquarters in Brussels, Belgium  
US headquarters in Smyrna, GA

**Challenge:**

**rapidLD** was engaged to implement a learning management system (LMS) that deployed learning and training initiatives to support the US Sales Force. UCB required the ability to deliver and track online as well as instructor-led training for approximately 1,200 sales reps and managers geographically dispersed across the US.

UCB was faced with the challenge of introducing and adopting new learning technologies to support their training needs. Prior to this initiative all training and learning had been classroom-based or performed on-the-job by the trainers.

Additionally, UCB had limited resources in the training organization and even fewer that had any experience in developing an alternative learning and development solution.

**Solution:**

**rapidLD** worked with UCB to:

- Conduct pre-implementation consulting
- Determine a Learning Management System that met business requirements
- Configure and implement the Learning Management System
- Perform employee data migration from the HRIS system
- Perform migration of historical completion records from legacy systems
- Provide Administrative and Product Training
- Develop Rollout Strategy
- Develop End-user Training Strategy
- Develop Support Strategy
- Develop Communication Strategy



UCB, inc., cont.'

Develop Operational Guides

Manage the Rollout, Operations, Support and Ongoing Maintenance

Develop Content Development and Integration Standards

Develop Operation Standards

**Outcome:**

UCB successfully implemented their new LMS on time and within budget with little additional internal resources. This new system is able to manage and track sales rep and manager development and product expertise throughout the US. The new learning technologies deployed now allows UCB to quickly respond to market and/or regulatory changes by allowing them to rapidly create and push out training and information to their sales force. UCB is now positioned to take advantage of additional learning technologies and continue to expand their initiatives, giving them a competitive edge in the pharmaceutical industry.

For more information on this project, please contact us: "<mailto:info@rapidld.com>"  
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