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Empowering Channels by  
**Transformation**  
Through Learning

Corporate Profile



**Solomon Salvis**, with his suave entrepreneurial and leadership qualities, is the **CEO of EduRiser Learning Solutions (P) Ltd.** Solomon is an excellent communicator, forming an immediate connect with his peers and employees alike. A thorough professional, he is imbued with more than 15 years of pertinent experience in Business Development, Channel Sales, Training/Facilitation, Content and Development of human capital. He has enabled enhanced productivity and profitability of clients - Corporates & SMEs who operate in Channels and individuals through End-to-End Learning Solutions rooted in research, creativity and focused delivery.

At the helm of EduRiser, Solomon hopes to revolutionize learning, plant the seed of thought & success and engage L&D methodologies that transform the world. Thus, enabling EduRiser to be among the top 10 Channel Development organizations, while transforming a million lives globally by the year 2022.

## CEO speak

Dear Friends,

Another year begins for us anew with endless possibilities and awe-inspiring promise. And for this we have the previous year to thank. 2011-12 was an eventful time laden with opportunities and relentless hard work that have borne savory fruits indeed. I congratulate all members of Team EduRiser for their superlative work and the satisfied smiles on our clients' faces. It has only led me to believe that EduRiser can only get stronger, better, faster and more customer-centric here on end.

At the onset of 2012-13, I'd like to share some of our observations. Every client we know of today has invested heavily in ensuring the productivity of their employees and indirect channel sales representatives at various levels, especially the bottom of the pyramid. Many organizations are heavily relying on their ground-force to hit the ground running for maximum reach and impact. This is in line with the observations of Prof C. K. Prahlad who commented 'Collectively, we have only begun to scratch the surface of what is the biggest potential market opportunity in the history of commerce. Those in the private sector who commit their companies to a more inclusive capitalism have the opportunity to prosper and share their prosperity with those who are less fortunate. In a very real sense, the fortune at the bottom of the pyramid represents the loftiest of our global goals.'

The Indian government has established a definite need to skill people and has set an ambitious target of skilling 500 million people by 2020. I believe it is this

mass that can transform the dynamics of industries and markets everywhere, and we must do everything in our power to help elevate the pyramid bottom-up. Already markets are flooding with a variety of competitive goods and services. Being able to differentiate from the bunch will require organizations to create extraordinary value for their customers. And this happens only when an organization sincerely invests in the development of knowledge, behavior and skills of every individual contributing to the system.

EduRiser is geared to support these organizations by providing custom-design channel development solutions, which make use of an innovative and varied mix of L&D methodologies. Be it our endeavor to empower channel productivity, adopt new powerful business simulations, develop custom content for various industries or create feature-rich e-learning and corporate training courseware, we look to help organizations turbocharge their workforce performance.

In this mission lies our utmost faith and we continue to ardently pursue our goal of transforming lives now and for years to come. I welcome you to reach out to us to recognize and harness untapped potential.

Best Regards,

**Solomon Salvis** | Chief Executive Officer,  
EduRiser Learning Solutions (P) Ltd.

Few of our esteemed clients





Our Vision   
*To be the Most Trusted  
Learning Partner*

Our Mission   
*Transformation  
through Learning.*

## About EduRiser

EduRiser Learning Solutions (P) Ltd. is a Channel Development Solutions Company. We focus on improving Sales Performance, enhancing Functional and Behavioral competence of Channel Partners, thereby impacting Profitability of the Channel and the Organization.






Our Channel Development Solutions are predominately process-oriented and rooted in Learning & Development methodologies. This global outlook enables us to create effective solutions that impact business performance exponentially. We concentrate on Dealership Network based Organizations who have an avid interest in the development of the "bottom of the pyramid" and also of key professionals on higher levels. Our ability to deliver simultaneous rollout on a pan-India level in English as well as vernacular languages and robust Content Development Services coupled with domain specific expertise across verticals allow us to stand out and tall.

Components of our Channel Development Solutions that we provide to our esteemed clients include: leadership and competency development, training needs analysis, management development programs, customer service program, experiential learning programs, business simulations and induction, product, sales, soft-skills, behavioral, functional & process training.

EduRiser takes pride that our services have enabled 'Transformation Through Learning' and improved the productivity of our esteemed clients; some of whom are mentioned below -

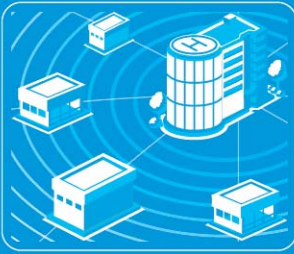
Intel, NOKIA, Hindustan Unilever, Asian Paints, Times Of India, LIC, LIC MF, Asian Paints, SBI Life Insurance , Kotak Bank, Max Bupa Health Insurance, Hindustan Petroleum, Shapoorji Pallonji & Co. Ltd., MKCL, Videocon Industries Ltd., Axis Bank, HDFC Bank, UTI Mutual Fund, Tata Capital, Abhudaya Bank.

### We deliver Channel Development Solutions through effective modes of delivery

-  Business Simulations
-  E-learning (WBT)
-  Classroom Training (ILT)
-  Blended Learning
-  Custom Content Development

Few of our esteemed clients





Many organizations count on their channel partnerships to extend market penetration, maximize profits, reduce sales costs and help customers with creating indispensable value. However, driving channel sales effectively can be daunting for any organization. The ability to enable network dealerships to perform and be profitable is the key to building a successful channel. This not only helps channel partners and retail chains succeed but also aids companies to expand market reach and achieve operating goals.

# Channel Development Solutions

EduRiser is a Channel Development Solutions Company. We focus on improving Sales Performance, enhancing Functional and Behavioral competence of Channel Partners, thereby impacting Profitability of the Channel and the Organization.

## We help develop your channel by

- Enhancing essential Retail Skills
  - Sales Audits/Ratios & Performance Coaching
  - Channel Partner productivity and profitability
  - Customer Service
- Ensuring that your partners are engaged, aware & enabled
- Motivating partners to sell your products and services rather than competitive offerings.
- Giving your partners and direct sales force the same knowledge, tools, and expert advice.
- Ensuring consistent and timely service to end customers by providing your partners with the tools and expertise to manage problem resolution and ongoing service relationships.
- Dealer Entrepreneurship Development

## Advantages of EduRiser's Channel Development Solutions

- Ensuring that your partners are engaged, aware & enabled
- Partner program creation, training, launch and management using Integrated Blended Solutions
- Focused Solutions for developing and scaling Channels
- Strong Research & Diagnostic approach
- Subject Matter Expertise

## EduRiser's Channel Development Solutions Process



Few of our esteemed clients





## End-to-end Learning Solutions

EduRiser's methodologies of Channel Development Solutions include a healthy mix of customized as well as off-the-shelf courseware. Regardless of our mode of delivery, our ability to deliver simultaneous roll-out on a pan-India level in vernacular languages and robust Content Development Services are our prime strengths. This allows us to stand out and tall above other Channel Development organizations. EduRiser's Content Development Services are crucial in identifying the area of concern and developing high quality content custom-designed to address any client's needs effectively.

## Methodologies



### e-learning

EduRiser designs and delivers customized end-to-end e-learning solutions that are used on a large scale by thousands of learners today. High quality training modules are developed for educational institutes, publishing houses and corporates worldwide. We design and develop active learning modules that engage and immerse learners. Our programs include game-based learning, augmented learning, K-12 learning courses, theme-driven learning and 'show me-try me-test me' (experiential) learning modules.



### Custom Content Development Services

EduRiser's CCDS provides tailor-made and current learning content you need to stay competitive; right from knowledge transference of company processes and systems to product information. Such technically heavy and complex content becomes a challenge for the trainer to deliver and difficult for end users to consume in conventional Instructor-Led Training formats. Customized learning content services are well suited for channel partner development, marketing and selling purposes as well.



### Instructor Led Training

EduRiser has gained formidable understanding and rich experience in delivering training, customized for proprietary and tool-based applications in varied domains. The classroom training courseware design is based on proven methodologies that guarantee thorough knowledge and competency development. Our learning methodologies include role plays, exercises, problem solving and case studies to provide a "learn-by-doing" environment that transforms behavior and hones skill competencies.



### Blended Learning

EduRiser offers blended solutions that enable and enhance the ways in which people learn. Our blended solutions leverage a mix of learning assets and courseware that are efficient and effective and appeal to a wide range of learning styles. This strategy creates a more integrated approach for both instructors and learners, which could be a best training practice.

Few of our esteemed clients





## Methodologies



### Business Simulations:

EduRiser specializes in providing Business Simulations that inspire participants to think and reflect, evaluate situations and explore possibilities of doing things differently. The fun filled methodology of business simulations makes it a non-threatening environment for the participants, which furthers productivity at the workplace. Participants are involved in dealing with market analysis, strategy formulation, and management of strategy, while being able to examine first-hand the outcome of their decisions before they apply them at the workplace.



ProfitAbility®

ProfitAbility Business Simulations teach people exactly how profit is made, cash flow is affected and how each individual can make a difference. **Corporate ProfitAbility** and **Enterprise ProfitAbility** are competitive team challenges in which participants navigate through the monthly sales and delivery cycles, and focus on the decisions that impact the financial success of the business. Participants can reflect on their company's performance and soak up the learning.



THE SEARCH FOR THE  
LOST DUTCHMAN'S  
GOLD MINE

The Search for the Lost Dutchman's Gold Mine simulates the setting of the wilderness where Dutchman participants' must get to the mine and Mine as much Gold as they can and return home. This team building simulation is designed to be an engaging challenge, focused on discovering effective collaboration and productivity-driven behavior aimed at front line to top management of all departments.



Square Wheels®

The Square Wheels is a proven tool for leading to better communications, roadblock and change management and organizational improvement. It involves an interactive process that allows people to quickly grasp the key ideas and to respond openly, without defensiveness, where barriers are more easily broken down. People, therefore, become actively involved in defining problems and generating ideas and solutions.

Few of our esteemed clients





EduRiser is proud of its association with the its partners. These successful collaborative alliances have proven beneficial to our clients, the L & D Community, our partners and us as well.

At EduRiser, we understand the power of collaboration and welcome it. We recognize the presence of many organizations across the globe, who believe in the power of learning, education and effective training; organizations that can add value to our proposition - just like we can add value to theirs.

## Our Valued Associations



### Performance Management Company

Performance Management Company has been helping organizations, consultants and trainers worldwide since 1984 and selling powerful tools for organizational improvement since 1992. Dr. Scott Simmerman, Founder and Managing Partner, is the creator of team building and leadership training products like Square Wheels® tools, the Search for the Lost Dutchman's Gold Mine™ and other team-building exercises and team-building games. These are truly world-class training, team and organizational development tools.

### Profitability

ProfitAbility Business Simulations is the world leader in creating customised experiential learning. ProfitAbility is passionate about the power of great learning to transform business performance. Their focus is on sustainability, and ensuring that learning is retained, measured and used, in turn creating more profitable businesses. Profitability specialises in four key areas of training through experiential learning:



- Leadership
- Financial awareness
- Change Management
- Strategy



### Saba

Saba LMS is the premier provider of people systems that enable today's people-driven enterprises. By combining learning, people management and collaboration technologies, Saba delivers solutions that help mobilize and engage people to drive new strategies and initiatives, align and connect people to accelerate the flow of business, and cultivate individual and collective know how to achieve exceptional results.

Few of our esteemed clients



# Our Core Strengths

We enjoy a number of key competitive advantages, which have helped position us as Channel Development experts in the country. We are committed to investing in the right tools that bring value to our customers while keeping our competitive edge laser sharp.

## **Focused Solutions for Developing and Scaling Channels**

Domain specific channel sales & process expertise.

## **Strong Research & Diagnostic Approach**

Relevant pre & post analysis study to pinpoint gaps in channel productivity.

## **Faculty Strength**

Diversified strength of Subject Matter Experts (SMEs) and faculty members with rich experience in leadership & competency development, training needs analysis, management development programs, experiential learning programs, customer service, business simulations and induction, product, sales, soft-skills, behavioral, functional & process competence.

## **Pan-India Multilingual & Vernacular Delivery**

Capability of imparting learning in English and Vernacular languages across all major cities.

## **Performance Measurement**

Post Training performance evaluation through Application Review and Progress.

## **Integrated Blended Solutions for Maximum Impact**

- Business Simulations
- Custom Content Development Services
- Classroom Training (ILT)
- E-learning (WBT)
- Blended Learning

## **Expert Leadership**

Industry experts heading key business lines to deliver value to stakeholders.