Hitachi Data Systems

Business | Foreign-Language Workforce Development

Rosetta Stone® | Business

Building business value through language learning

Challenge

Hitachi Data Systems (HDS), a US-headquartered, wholly owned subsidiary of Hitachi Ltd., Japan, needed a language-learning solution to improve global communications. The company sought a program that offered the depth and breadth of language solutions that would support multiple language-learning needs. To support employees around the world, HDS wanted a scalable, flexible solution offering employees anytime, anywhere asynchronous study. The company also wanted a solution that provided multiple technology platforms, allowing employees the ability to reinforce the language learned and continue to study while they were away from their computers.

Implementation

In December 2011, HDS implemented the Rosetta Stone® Foundations for Business (formerly TOTALe® PRO) online solution. All participating employees were required to have business-value justification for the language they selected and they needed approval of their manager. All costs of the program were charged back to cost centers to ensure that management as well as the employees bought into the language-learning initiative. Once assigned a license, participants were required to spend a minimum of four hours per month in the program. To help ensure success, HDS utilized Rosetta Stone Training, Implementation, and Support services (formerly Concierge Services). This group provided outreach to learners and support and motivation to help participants meet and exceed language-learning goals. Learner progress was monitored and managed through Rosetta Stone Administrator Tools (formerly Rosetta Stone Manager™).

Results

HDS has experienced the following benefits since implementation of the Rosetta Stone solution:

• Increased language skills for the job

• Enhanced job-learning plans for participants

• Increased ability to attract and retain talent

• Realized 75% return on investment (ROI) in tuition savings from a decrease in classroom-instruction costs

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"In a highly decentralized global workforce like Hitachi Data Systems the need to communicate clearly across the world is paramount. Rosetta Stone helps us break down barriers and drive employee engagement."

Nick Howe
Vice President of Learning and Collaboration, Hitachi Data Systems

Implementing to drive value

HDS needed a solution that would support an anytime, anywhere study platform. It is important to the company to exercise due diligence in finding the best solution to fit the company's language-learning requirements. The company surveyed its employees to understand their needs and investigated multiple vendors. The company implemented the Rosetta Stone® Foundations solution in December 2011 because of the program's effectiveness as well as the depth and breadth of languages and levels offered. Through independent study, employees learn a new language and language structure in Language Training (formerly Rosetta Course®). Participants are given the opportunity to reinforce and practice their new language skills in Live Tutoring sessions (formerly Rosetta Studio®) and online Games and Activities (formerly Rosetta World®). This allows employees to build the confidence to speak the language and activate the language in international settings. HDS requires employees interested in learning a language with the Rosetta Stone solution to have their manager's approval. The participant's departmental cost center is charged for the cost of the license. Through independent study, participants are required to complete a minimum of four hours of study per month in the course. Administrator Tools are used to monitor and manage learner study.

Motivating learners

HDS utilizes Training, Implementation, and Support services for learner outreach to ensure that minimum goals are being achieved by each participant. Through outreach to individual learners, the team of support experts provides participants with the guidance required to ensure that language-learning objectives are being met and provides participants with a personalized welcome message after registration. Reminder e-mails are sent if a learner has not signed in within the first 10 days of the account's creation, as well as if they have not used the account for 30 days. In addition, when participants are ready to begin a Live Tutoring session, a reminder is sent to schedule the session. Motivational messages are sent that include congratulating learners on their first Live Tutoring session and for completion of a level. Through these services, learner progress is monitored and outreach is customized to individual learner needs.

Leveraging technology

HDS leverages technologies to drive effective implementation of the Rosetta Stone solution. Through use of the JIVE platform, named "the Loop" internally, HDS employees collaborate and communicate about the language-learning program. This includes through blogs, collaboration with fellow learners to share best practices, and question-and-answer sessions with other learners and the program administrators. In addition, the technology tools provided by the Rosetta Stone solution allow learners to work on language skills while away from their computers. The iPad® application allows them to sync Language Training progress with their online curriculum. In addition, the iPod® touch, iPhone®, and Android™ applications allow participants to reinforce the language learned in Language Training and practice their new language while on the go.

Realizing benefits

HDS has recognized the benefits of the Rosetta Stone implementation. As the language skills of its employees improve, communication with fellow employees and customers around the world improves. Employees include the language-learning program in their job-learning plans for professional development. The company has found that by having programs like the Rosetta Stone solution it is better able to attract and retain talent.

The Rosetta Stone program is highlighted in HDS's Best Place to Work applications. Among other awards, HDS has been named as one of Fortune magazine's 100 Best Companies to Work For and one of the Bay Area News Group's Top Workplaces 2012. Last, HDS has estimated savings of over $200 per participant annually by foregoing the cost of classroom instruction, generating an ROI of over 75%.

About Hitachi

Hitachi Data Systems helps organizations transform raw data into valuable information by making it more accessible and simpler to manage. Our vision is that IT must be virtualized, automated, cloud-ready, and sustainable. Hitachi Data Systems provides best-in-class information technologies, services, and solutions that deliver compelling customer ROI, unmatched return on assets (ROA), and demonstrable business impact. As the leader in storage virtualization, only Hitachi Data Systems offers a common, virtualized platform for all data and information. Our solutions cut costs, reduce operational complexity, and improve IT agility. Data drives our world — and information is the new currency.

▶ www.hds.com

About Rosetta Stone

Rosetta Stone is a global leader in technology-driven language and learning solutions for individuals, classrooms, and entire organizations.

Our scalable, interactive solutions have been used by over 12,000 businesses, 9,000 public sector organizations, and 22,000 education institutions worldwide, and by millions of learners in over 150 countries.

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