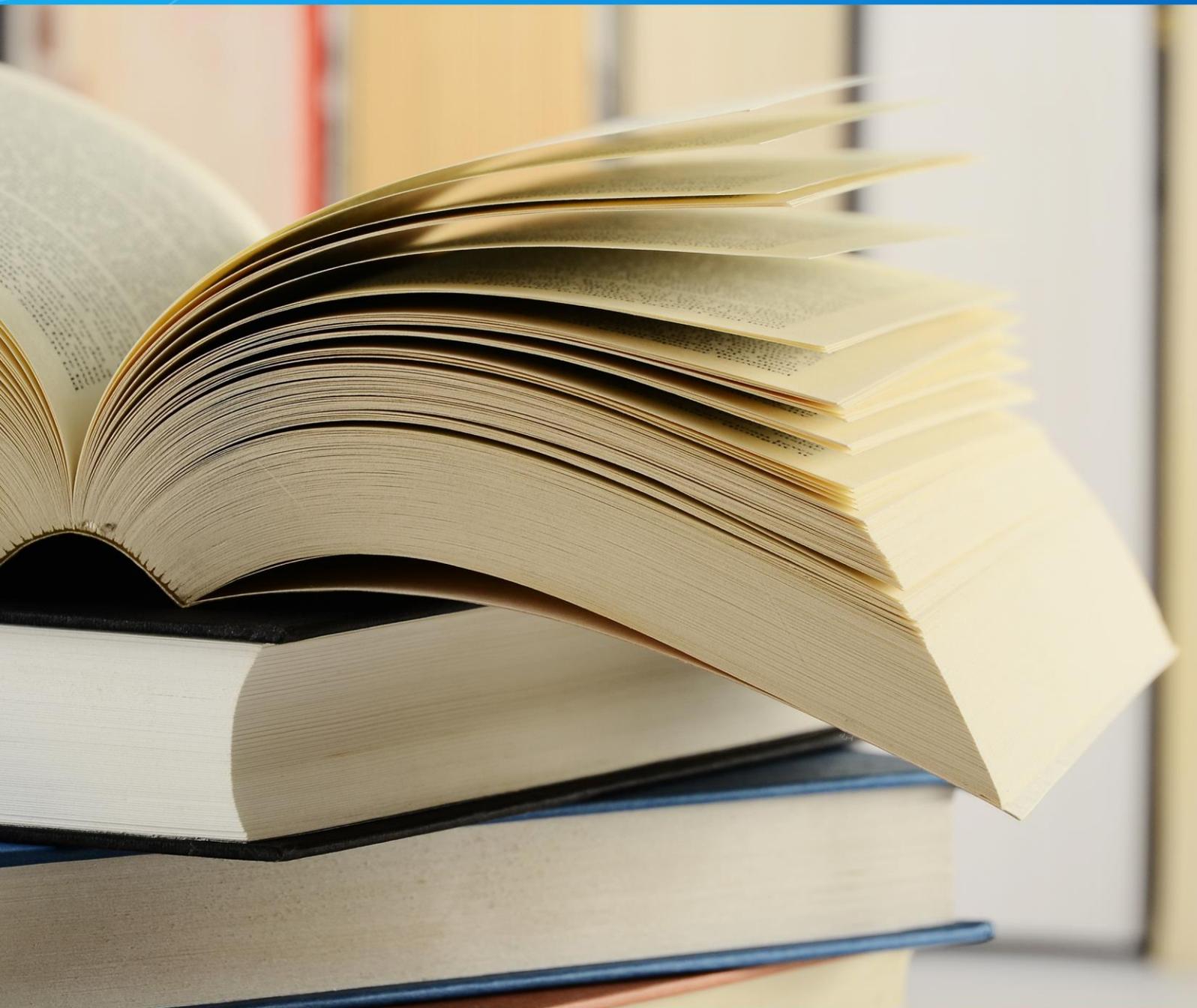




CASE STUDIES

# ITQAN Empowers Manpower in Farah Leisure Park (Ferrari World Abu Dhabi) with Talent Development Solution





ITQAN partnered with SumTotal Systems, providing Farah Leisure Parks with a talent development suite that enables organizations to tailor learning management initiatives to the company's goals. The solution fundamentally enhanced and upgraded the skills of their employees using the automated benefits of e-learning.

## Introduction

The ever-changing landscape of the IT world requires constant reevaluation, innovation and realignmentsto keep up with the new trends and developments. It takes a shrewd IT guru that has been a mainstay at the elitist club of the IT solutions providers to play that game, and drive the market instead of being the one driven by what it defines. ITQAN perfectly exemplifies that, with pioneering achievements and a handful of firsts attached to its name, which would eventually leave their mark in the local market and define the IT spectrum in the realm of system integration. Most recently, ITQAN has decided to expand its software applications offerings, by venturing into the field of talent development solutions, and subsequently formed an alliance with SumTotal Systems. SumTotal Systems offer a talent development suite that enables organizations to tailor learning management initiatives to the company's goals, and fundamentally enhance and upgrade the skills of their employees using the automated benefits of e-learning. Simultaneously, top management continuously track and sustain their employees' performance. A strong edge of SumTotal Systems is their ability to get scaled and customized according to size of the business, whether it is an enterprise or small- to medium-sized. For enterprise businesses the talent development suite is the optimum solution that can meet the needs of your business, while for small and medium sized business that have limitations on the budget, SumTotal can operate based on the concept of Software as a Service, or more precisely, Results on Demand.

Ever since ITQAN has tackled the local market with this new IT proposition, it has been met with remarkable interest from organizations around the region that quickly recognized its added value. ITQAN has succeeded in penetrating new accounts with this solution, which also happen to be massive names in the investment and business world. Such include Farah Leisure Parks, an amalgamation of Al-Dar Properties PJSC, the leading Abu Dhabi-based property development, management and investment company, and ProFun Management Group Inc., an international leisure facilities management and operating company, to provide world-class entertainment destinations in the Middle East. The latest of their fruitions is the colossal Ferrari World theme park. Farah Leisure Park sought ITQAN and SumTotal Systems to help them upgrade and manage their manpower skill.

## The Need

The scenario in Farah Leisure Park that called for the need to deploy this system is a perfect example of how an IT solution can be the most ideal and efficient business solution in nearly all cases. There was a specific and concrete need in Farah Leisure Parks, and after intelligent researching and decision-making, it was obvious that the most apt decision is to opt for a software solution to help them reach the goal they were seeking.

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“The situation was literally like fitting a key to a lock; SumTotal’s talent development suite was the perfect complement and the missing piece to their mission,” said Feras Al-Jabi, ITQAN’s General Manager.

Farah Leisure Park was on the brink of launching its widely known and record-breaking theme park Ferrari World. It was on a hiring spree, acquiring numerous resources who would eventually run the park and be continuously on-site. With such strong manpower and employee strength, coupled with an extremely urgent and tough deadline, training and knowledge transfer on how to run the different rides and activities was mandatory. The employees needed certifications to provide compliance on their ability and qualifications to guide visitors on the park’s different rides. This was the only pre-requisite to launch the park – to uphold it by the most qualified manpower.

As aforementioned, there was a non-negotiable deadline that left no choice but to be met. The management in Farah Leisure Park knew that it would be extremely ambitious to meet that deadline through an archaic and basic method of training and knowledge transfer. It needed something to catalyze the procedure and complete it in a systematic and far more efficient manner.

### The Solution

With the strict timeline and the scope of the mission to be completed, SumTotal Systems’ total talent development suite was assigned to come into play and turn the vision into a reality. SumTotal Learning Management manages all aspects of education and training by automating and optimizing the administration, management, delivery, and end-user experience of blended learning programs. SumTotal provides the most innovative and complete performance platform through the automation, standardization, and optimization of performance processes, and the alignment of employee goals to organizational objectives and strategies. Concurrently, it establishes both performance and developmental goals for employees and ensures that individual and group objectives are aligned with the vision and strategy of the entire organization.

The solution was licensed to a 1000 users, who in eight weeks were to go through the complete cycle of knowledge transfer through the orchestration of the IT, Human Resources and Learning Development departments. Each of the employee’s data with his/her respective backgrounds and qualifications were uploaded, and the type of training needed to supplement his/her capabilities to be qualified to operate and guide visitors on the park’s rides and activities was identified. A complete learning environment was created where the system provided a complete picture of the skills needed for each employee, the progress of implanting those skills into the employees through constant monitoring and evaluation by their team leaders, until the last step of compliance and certification.

“The system simplified and escalated the process in an immeasurable way and provided the level of automation we were seeking. The implementation went on very smoothly despite the time pressures and the typical complexities that arise,” said Faisal.

The process was very systematic and governed by a clear workflow that controlled the type of training to be provided to each employee. Each type of training was configured and integrated to the system. Once that and the employee’s skills matrix were on the same platform, it was a matter of finding the missing piece to the puzzle.

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“This is one of our key implementations due to the nature of the solution implemented, and it’s wonderful to see it coming from such a gigantic business mogul. We are delighted to see the system bring about the desired impact Farah Leisure Park was expecting, and hope to see this venture the kicking point of many joint projects in the future,” raved Al-Jabi.

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