



CUSTOMER SUCCESS STORY

CUSTOMER

Trammell Crow Residential

INDUSTRY

Multi-family real estate firm

LOCATION

Atlanta, Georgia

Number of Locations

250 properties

Number of Employees

2,400

SYSTEM

Sage Abra Learning Action

Trammell Crow Residential Meets Strategic Web-based Training Goals

America's premier multi-family real estate firm, Trammell Crow Residential (TCR) develops, constructs, acquires, and manages multi-family rental communities of the highest standards. Since its inception in 1977, TCR has developed more than 170,000 apartment units in most major markets across the U.S. It currently manages approximately 75,000 apartment units.

Widely regarded as the industry leader in the development, construction, and management of high-quality apartment assets, TCR believes its strength lies in its people. The company's heritage of employee growth, combined with its forward-looking vision, has continually helped it attract the best and brightest minds in the field.

Implementing Sage Abra LearningAction

In early 2000, Tim Swango, TCR's executive vice president of human resources and information systems, implemented The Sage Abra LearningAction solution to serve as a mandatory sexual harassment training



program for all of TCR's existing employees and new hires. A hosted e-learning solution, the product enables companies to provide training for a variety of HR topics, including workforce harassment and discrimination, the Family Medical Leave Act (FMLA), the Americans with Disabilities Act (ADA), privacy in the workplace, and insider trading. Sage Abra LearningAction was TCR's first foray into the world of Web-based training.

"What impressed me most about Sage Abra LearningAction was its use of cutting-edge technology to deliver a first-rate training presentation," said Swango. Along the way, the technology expertise of Sage Abra LearningAction's staff paid off in other ways.

CHALLENGE

Find a new way to train dispersed workforce to further reduce compliance risk and expenses.

SOLUTION

Sage Abra LearningAction, a Web-based compliance training tool.

RESULTS

Flexible training that includes company-specific policies; interactive course design improves content retention; comprehensive reports increase training efficiency.

"Our goal is to convey an effective, consistent message that can easily be tracked. It's also important that the employees be able to complete the training anytime and anywhere."

—Tim Swango
EVP, HR and Information Systems
Trammell Crow Residential

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



"We're a sizeable company, with employees in more than 200 locations across the country, and we didn't have a standardized PC setup," added Swango. Nonetheless, TCR's implementation and rollout of the training program was seamless. "We were up and running within two weeks, and the training program since then has gone extremely well."

Enjoying Benefits of Automated Chooser Technology

Swango is also impressed with Sage Abra LearningAction's Automated Chooser Technology, which automatically gives trainees either animated or non-animated versions of each course, with or without sound, depending on the recipient PC's capabilities and Internet connection.

"The program's ability to adapt to a variable PC environment to give each employee the best possible presentation is very important," said Swango. "That's what really sold me on Sage Abra LearningAction when I first saw it, and it's continued to be a benefit for us over the last few years."

He added, "I receive positive feedback [about the Sage Abra LearningAction courses] from around the country. Employees are saying, 'Why can't we do more training this way?' That was exactly the response I had hoped for."

Achieving Strategic Objectives

Swango is pleased with the results Sage Abra LearningAction has helped him achieve. "We consider training on important HR issues, like sexual harassment, a business fundamental. Our goal is to convey an effective, consistent message through courses that can easily be tracked. It's also important that our employees be able to complete the training anytime and anywhere," he said.

The value TCR derives from Sage Abra LearningAction goes beyond sexual harassment training. According to Swango, implementing successful Web-based programs, like e-learning, is a strategic objective for the company as a whole.

"Implementing Web-based training to cover business fundamentals allows our trainers to focus their time and energy on more strategic course topics."

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