



**Training Proposal for:**  
**ALLDATA, LLC**  
**Agreement Number: ET15-0157**

**Panel Meeting of:** June 27, 2014

**ETP Regional Office:** Sacramento

**Analyst:** W. Atkinson

**PROJECT PROFILE**

Contract Attributes:	Retrainee Priority Rate	Industry Sector(s):	Technology/IT  Priority Industry: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Counties Served:	Sacramento	Repeat Contractor:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Union(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Number of Employees in:	CA: 3000	U.S.:56,000	Worldwide: 70,000
<u>Turnover Rate:</u>	10%		
<u>Managers/Supervisors:</u> (% of total trainees)	10%		

**FUNDING DETAIL**

Program Costs	-	(Substantial Contribution)	(High Earner Reduction)	=	<b>Total ETP Funding</b>
\$144,000		\$0	\$0		\$144,000

In-Kind Contribution:	100% of Total ETP Funding Required	\$280,000
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**TRAINING PLAN TABLE**

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee	Business Skills, Computer Skills, Continuous Impr Mgmt Skills	200	8-200	0-20	\$720	\$15.59
				Weighted Avg: 40			

**Minimum Wage by County:** Sacramento County \$15.59 per hour

**Health Benefits:**  Yes  No This is employer share of cost for healthcare premiums – medical, dental, vision.

**Used to meet the Post-Retention Wage?:**  Yes  No  Maybe

Up to \$0.59 per hour may be used to meet the Post-Retention Wage.

**Wage Range by Occupation**

Occupation Titles	Wage Range	Estimated # of Trainees
Engineer		20
Technical Support Staff		42
Quality Analyst I		10
Quality Analyst II		3
Inside Sales Staff		45
Production Staff		40
Frontline Manager I		10
Frontline Manager II		5
Marketing Staff		5
Managers		20

**INTRODUCTION**

Founded in 1986 and located in Elk Grove, ALLDATA, LLC (ALLDATA) is an online provider of Original Equipment Manufacturer service, repair information, shop management software, parts estimating and ordering tools, marketing applications, and tools to help customers locate and schedule appointments for professional automotive service. Customers include collision shops, mechanical repair shops, large scale dealerships, and do-it-yourself individuals. The Company is a subsidiary of AutoZone, Inc.

ALLDATA has online tools to handle situations from attracting new customers to ordering parts electronically. Available online 24/7, the database offers customers information covering 33,000 engine-specific vehicles.

## **PROJECT DETAILS**

ALLDATA is in the process of introducing a new generation of software, such as Smartlogic and Alfresco, Oracle Database MySQL, and Xamarin, to reshape its current business and transition into a true technology company. To facilitate this change, the Company must increase the scale and speed of its online fulfillment network. These upgrades will allow a more robust management of data, encoding, and data warehousing. Employees will require training on new updates to gain efficiency, troubleshoot, maintain, and streamline operating procedures for maximum productivity.

### **Training Plan**

ALLDATA's training and development team is committed to being successful on this ETP-funded training. Training is scheduled to begin early in July 2014. The training plan includes Class/Lab and Computer-Based Training.

**Business Skills** (30%) Training will be offered to Frontline Managers, Quality Analysts, Engineers, Inside Sales Staff, Marketing Staff and Technical Support Staff. Training will focus on communication skills, accountability, and team alignment concepts.

**Computer Skills** (40%) Training will be offered to Frontline Managers, Quality Analysts, Engineers, Inside Sales Staff, Marketing Staff and Technical Support Staff. This training is intended to assist staff to become more proficient in the use of various business software solutions (i.e. internal customer applications, Microsoft Office, data warehouse management software, and internet applications). Technical Support Staff and Quality Analysts will learn computer networking, database administration, software systems, and web hosting. Sales/Marketing Staff will learn internet marketing and related online applications.

**Continuous Improvement** (20%) Training will be provided to all occupations. The training modules will focus on equipping workers with the skills necessary to improve productivity and implement new processes.

**Management Skills** (10%) Training will be provided to Managers only. The training will focus on management skills training for newly promoted managers to effectively supervise, motivate, lead, and manage performance/productivity.

### **Commitment to Training**

ETP funds will not displace the existing financial commitment to training. Safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law. The Company spends \$30,000 annually per facility in California for orientation, basic computer skills, internet navigation, and anti-harrassment training.

### **Impact/Outcome**

Training will assist ALLDATA to:

- Implement new software and programs
- Improve efficiency and quality
- Increase customer base

## **RECOMMENDATION**

Staff recommends approval of this proposal.

## **DEVELOPMENT SERVICES**

ALLDATA retained ADP in San Dimas, CA to assist with development of this proposal for a flat fee of \$5,000.

## **ADMINISTRATIVE SERVICES**

ALLDATA also retained ADP to assist with administrative services in connection with this proposal for a fee not to exceed 13% of payment earned.

## **TRAINING VENDORS**

To Be Determined

**Exhibit B: Menu Curriculum****Class/Lab Hours**

8 - 200 Trainees may receive any of the following:

**BUSINESS SKILLS**

- Project Management
- Finance Basics
- Presentation Skills -
- Time Management
- Business Writing
- Meeting Management
- ALLDATA Technical Product Support and Troubleshooting
  - ALLDATA Repair
  - ALLDATA Collision
  - ALLDATA Mobile
  - ALLDATA Manage – SMS
  - ALLDATA Market – CRM
  - ALLDATA diy
  - ALLDATA Training Garage
- Customer Service
- Sales

**COMPUTER SKILLS**

- Gen3 Tools
- Advanced MS Office
- Intermediate and Advanced MS Outlook
- I-CAR Collision
- Java/Python
- SW Systems Architecture
- Enterprise Service Bus
- VM Ware Horizons
- CompTIA Network+
- Fundamentals of Databases Using MySQL
- Installing and Configuring Windows Server 2012
- PC Computer Hardware
- Configuration Management
- Google Analytics Training for PO's
- HP ALM
- HP UFT
- HP Performance Center
- SOA Test
- HP Discover
- StarWest
- Big Data Repository / Publishing Technologies
- Mobile Solutions Design

**CONTINUOUS IMPROVEMENT**

- Critical Thinking, Business Case Development
- Team Acceleration
- Intelligent Content
- Planning
- Process Review and Continuous Improvement
- Continuous Improvement Methods
- How to Motivate Employees
- Constructive Conflict Resolution
- Coaching & Feedback
- How to Solve Inter-Departmental Differences
- Understanding Learning Styles, Personality Types
- How to Effectively Communicate Goals and Expectations
- Strategic Planning and Budget
- Leadership, Coaching, Strategy

**MANAGEMENT SKILLS TRAINING** (For Managers/Supervisors only)

- Manager/Supervisor Training

**CBT Hours**

0-20

**BUSINESS SKILLS**

- ALLDATA Sales Resco Training (8 hours)
- Territory Management Planning (4 hours)
- Pipeline Management (4 hours)
- Product Training Certification Process (12 hours)
- Competitors - Products and Services Provided (4 hours)

**COMPUTER SKILLS**

- Advanced MicroSoft Office (Excel, Word, Powerpoint, Visio) (12 hours)
- ALLDATA Product User Interface and Features and How To (8 hours)
- Computer/Tablet OS and Basics (4 hours)
- SQL and JAVA (8 hours)
- MSD-CRM Training (8 hours)
- Diagnostics (8 hours)

**CONTINUOUS IMPROVEMENT**

- ALLDATA Sales Resco Training (8 hours)
- Territory Management Planning (4 hours)
- Pipeline Management (4 hours)
- Productivity Training (16 hours)

Note: Reimbursement for retraining is capped at 200 total hours per trainee, regardless of method of delivery. CBT is capped at 50% of total training hours, per trainee.