



**Training Proposal for:
Zobrist Consulting Group, Inc.**

Small Business ≤ \$50,000

ET16-0191

Approval Date: September 11, 2015

ETP Regional Office: North Hollywood **Analyst:** L. Vuong

CONTRACTOR

- Type of Industry: Technology/IT Services
Priority Industry: Yes No
- Number of Full-Time Employees
 - California: 30
 - Worldwide: 30
 - Number to be trained: 30
 - Owner Yes No
- Out-of-State Competition: NAICS Code Eligible
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 6%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$46,800
- In-Kind Contribution: \$102,300

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 Priority Rate SB <100	Business Skills, Computer Skills, Cont. Imp.	30	8-80	0	\$1,560	\$15.97
				Weighted Avg: 60			

- Reimbursement Rate: \$26 SB Priority
- County(ies): Los Angeles, Orange
- Occupations to be Trained: Developer, Project Leader, Sales Staff, Administrative Staff, Owner
- Union Representation: Yes
 No
- Health Benefits: N/A

SUBCONTRACTORS

- Development Services: Training Funding Source (TFS) in Seal Beach, assisted with development for a flat fee of \$2,900.
- Administrative Services: TFS will also provide administrative services for an amount not to exceed 13% of payment earned.
- Training Vendors: To Be Determined

OVERVIEW

Founded in 2001 and located in Woodland Hills and Irvine, Zobrist Consulting Group, Inc. (Zobrist) designs and develops computer software (ecommerce). Its services assists clients manage databases, emails, merchandise, financials, technical support, payment solutions, assessment and security services. In addition, Zobrist’s unique business model and software flexibility, offers website personalization services (i.e., user convenience, security and 24/7 availability). Major customers include Vans, JanSport, 3M, The North Face, Lee Jeans, Wrangler, The Cheesecake Factory, Coach, Mazda and Toshiba of America Business Systems. Zobrist has been certified by the Women’s Business Enterprise National Council.

Zobrist must keep up with technology and customer demand in a constantly changing environment to remain competitive. Technology is advancing at a rapid pace and new systems are constantly being introduced into the marketplace. In addition, customers are continually expecting better and faster services and products at a lower cost.

Zobrist is currently transitioning to Cloud and Bluemix technologies, Adobe Experience Manager and Internet of Things applications. These improvements will assist in meeting Zobrist’s current market needs and customer demand. Going forward, the Company will focus on redesigning, updating, developing, and creating high technology products and services. Improved technology systems and highly trained staff will drive Zobrist to meet these demands. With these new technologies, Zobrist anticipates an increase of 15% in business and revenue; and the Company plans to hire at least four new employees within the next six months. In this proposal, Zobrist is requesting ETP funding to train 30 employees at its two facilities: Woodland Hills and Irvine.

Training Hours Limitation

Zobrist requests a waiver to exceed the standard small business cap of 60 training hours per trainee. Given the need for intensive training of new high technology and complexity of learning software applications, the trainees will need to complete 120 training hours. However, Zobrist is requesting a cap of 80 training hours per trainee, and the Company will assume the cost and expense of the additional hours.

Training Plan

This is the Company's second ETP Agreement. The first project focused on workers job skills and business practices. This new proposal focuses more on computer skills and new technologies. Zobrist states that it needs to retrain its employees in skills to further the Company's transition to a high performance workplace. In addition, Zobrist has expressed its need for ETP-funded training because it faces out-of-state competition, struggles to keep up with technology, and needs to build employees' skills in a constantly changing environment.

To remain competitive as technology evolves, Zobrist has developed a company-wide training and employee development program. Workers will receive skills necessary to better understand customer requirements, deliver sophisticated products and services, and become more consistent and efficient.

Classroom/Laboratory and Videoconference will be provided as follows:

Business Skills – Training will be offered to all occupations. Training will provide trainees with a greater understanding of customer service, sales, organization, priority and company operations.

Computer Skills – Training will be offered to all occupations to utilize the new Cloud and Bluemix technologies and Adobe Experience Manager applications.

Continuous Improvement – Training will be offered to Developers, Project Leads, and Owners. Training will promote teamwork, improve services and processes that will help save time and enhance delivery processes.

RECOMMENDATION

Staff recommends approval of this proposal.

PRIOR PROJECTS

The following table summarizes performance by Zobrist under an ETP Agreement that was completed within the last five years:

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned \$ %
ET14-0100	Woodland Hills, Irvine	8/5/13 – 8/4/15	\$49,920	\$46,361 (93%) Earned in Review

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

8-80

Trainees may receive any of the following:

BUSINESS SKILLS

- Design and Merchandising
- IBM Partnerworld
- Marketing and Customer Acquisition
- Retail Industry
- Social Networking

COMPUTER SKILLS

- Adobe Experience Manager
- BitBucket
- Bluemix
- Cloudant Database Technology
- Computer User Usability Guidance
- Content Management System
- Coremetrics
- Cognos Advanced Analytics
- Cross-Browser Testing
- DemandTec
- Database 2
- Electronic Data Interchange
- Git (Software)
- Internet of Things
- IBM Commerce on Cloud
- IBM Sterling Commerce
- IBM WebSphere Application Server
- Integration Tools
 - Message Broker
 - Message Queue Series
 - Web Services
 - Cast Iron
 - Data Power
- JIRA (Software)
- JMeter
- Software as a Service
- Programming languages
 - Javascript
 - Java and J2EE (Java 2 Enterprise Edition)
 - HyperText Markup Language
 - Exchange Markup Language
 - Structured Query Language
 - Cascading Style Sheet
- Responsive Web Design
- Slack
- Tealeaf

- WebSphere Commerce Build and Deploy
- WordPress

CONTINUOUS IMPROVEMENT

- Agile Refresher
- Knowledge Transfer
- Process Improvement
- Social Relations
- Teambuilding

Reimbursement for retraining is capped at 80 total hours per-trainee, regardless of method of delivery.