

Sigma and Volvo establish joint venture for e-learning

Sigma AB and Volvo Technology have established a jointly owned e-learning company called Outsmart. The new company, headquartered in Gothenburg, will develop web-based instructional programs for high-technology products and systems.

"We have seen a growing need among our customers for computer-based training. Through our involvement in Outsmart, we are now concentrating on e-learning," says Sune Nilsson, a member of Outsmarts Board of Directors and Business Unit Manager within Sigmas e-solutions business area.

The computer-based training package is intended for self-instructional studies and they are tailor-made to meet customer specifications. Outsmart also helps formulate business strategies adapted to each customers corporate culture and technical capabilities. Its products include pure computer-based courses as well as practical training courses and computer exercises under the tutelage of instructors from Outsmart.

"The market needs a player able to formulate training programs to meet each customers specific requirements and provide the right knowledge in the least amount of time," says Richard Englund, President of Outsmart and former training manager at Volvo Trucks. "In my former job, I looked for companies that could offer these features, but never found one available on the market, not in Europe or the US. We are now starting a company that combines technology and education, augmented by an understanding of the business needs of its customers."

The joint venture between Volvo and Sigma will be a strong combination. Volvo has a great deal in common with the new companys future customers, such as a strong need for technological training in the international arena. Sigma has extensive experience in successful management of knowledge companies in closely related areas.

"With the support of Sigma, we have established contacts with virtually all potential customers in Sweden," says Peter Béen, Vice President of Outsmart and former Executive Vice President of Sigma Information Design AB.

"The owners of Outsmarts have established ambitious goals that include plans to establish business operations in Continental Europe next year. Outsmarts ability to use the business establishments and networks of Sigma and Volvo will be a major advantage in efforts to expand operations outside Sweden."

Sigma is a leading supplier of consulting services in the areas of e-solutions, embedded solutions and engineering solutions. The Group, which has some 3,000 employees in eleven countries, focuses on solutions for interaction, innovation and integration. Sigmas guiding principle is to strengthen its customers competitiveness and brands. (www.sigma.se)

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