

Western Asset Management Deploys GeoLearning's Hosted LMS and KESDEE's Financial e-learning solutions to provide training to their employees.

Western Asset Management Company, a leading fixed income manager, has deployed the *GeoExpress*™ Learning Management Suite (LMS) and KESDEE's over 500 financial e-learning solutions to deliver and manage company-wide training as part of a 3-year managed learning services contract.

Western Asset Management's rapid international business expansion created the need for comprehensive and rapid employee development opportunities. Faced with this challenge, Western Asset Management turned to GeoLearning's *GeoExpress* LMS and KESDEE's financial learning content to deliver and administer training programs for its nationwide team.

"Starting a corporate university 'from the ground up' is a challenge for any organization," said Steve Rue, Head of Training and Organizational Development for Western Asset Management. "But GeoLearning and KESDEE have a lock-solid integration that enabled us to assemble a best-of-breed solution. Their strong partnership helped make our new company-wide learning initiative a real success."

KESDEE's financial content topics include Bank Balance Sheet Management, Financial Concepts, Derivatives, Banking Regulations, Risk Management, Structured Finance, Treasury Management, Finance & Accounting, Global Financial Markets & Operations and Compliance.

- KESDEE in co-ordination with Western Asset Management created several learning paths (competency mapping) to suit the training requirements of different target audience. KESDEE's e-learning solutions were mapped to different job roles, as indicated in the schematic below

KESDEE e-learning Courses	Analytics	Client Service	Enterprise Risk	Finance	Information Technology	Investment Management	Investment Support	Legal/ Compliance
Asset Liability Management (28 courses)								
1. Scope of ALM								
2. Objectives of ALM								
3. Growing Relevance of ALM								
.....								
28. Audit of ALM								
Liquidity Management & Contingency Funding Plan (14 courses)								
1. Role of Liquidity in ALM								
2. Liquidity Crises - Case studies								
3. Liquidity Measurement Systems - 1								
4. Liquidity Measurement Systems - 2								
5. Liquidity Measurement Systems - 3								
.....								
14. Contingency Funding - 2								

Screenshot showing competency mapping to WAM

Competency Mapping:

Competency mapping is a process of identifying key competencies for a particular position in an organization, and then using it for training and development, performance management, and succession planning.

Our competency mapping features include:

- Aggregation of individual roles within the organization.
- Skill set gap analysis.
- Scheduling and planning e-learning courses in correspondence with role and skill set demands.

Benefits:

- Key Competencies for a particular position in an organization
- It helps to identify the knowledge and skill that the employee requires in functioning in a job role, effectively and efficiently.
- It ensures that relevant training is provided.

About KESDEE Inc.

KESDEE is the world's largest financial e-Learning company. KESDEE's off-the-shelf catalog consists of 750 accredited e-Learning courses on various topics in **Banking, Finance, Accounting, Insurance and Risk Management**. In addition, KESDEE offers eCoaches, the web-based tutorials for Certification Exams in Risk Management and Financial analysis (ePRM, eFRM, eCoach for the CFA® Program, Associate ePRM etc).

KESDEE's e-Learning solutions are relevant for the providers of financial services, as well as for users, regulators, advisors and educators of financial services.

These can be customized/localized and branded with Private Label Portal (incorporating your organization's Logo, Color and Look & Feel).

KESDEE's e-Learning solutions are customized for the following verticals:

1. Banking and Financial Services Industry (BFSI)
2. Regulators of Financial Services
 - A few examples of KESDEE's clients:
 - a. Federal Reserve Board (FRB)
 - b. Office of Comptroller of Currency (OCC)
 - c. Federal Deposit Insurance Corporation (FDIC)
3. Large Corporations
4. Small and Medium Enterprises
5. Consultancy Firms
6. Software /Technology Companies
7. Educational Institutions
8. Associations for Banking, Accounting, Finance, Insurance, Risk Management etc.

KESDEE's e-Learning solutions are also available in Spanish. For details, please visit: www.kesdee.com

About Western Asset Management Company

Western Asset is one of the world's premier fixed income managers. With offices in Pasadena, New York, London, Tokyo, Singapore, Hong Kong, Melbourne and Sao Paulo, the company offers clients a full range of local and cross-border fixed income products. By devoting all of its resources to fixed income, Western Asset can provide a full commitment to clients in every area. This focused approach has generated superior returns in products with a variety of risk disciplines. Western Asset's long performance track record and global presence has positioned the company to continue its commitment to excellence in fixed income investment management and client service. For more information visit www.westernasset.com.

About GeoLearning, Inc.

GeoLearning is the leading provider of Managed Learning Services and hosted learning and performance technology. The company's products and services are used by corporations, government agencies and non-profit organizations to manage human capital development, accelerate critical business processes and drive organizational performance. GeoLearning's Software as a Service model means there is no hardware or software for clients to install. As a result, the company's Web-based *GeoMaestro*™ and *GeoExpress*™ learning management platforms can be deployed quickly, allowing clients to efficiently manage enterprise-wide learning, development and knowledge acquisition. Additional information is available at www.geolearning.com.

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