



CASE STUDY

IDOM & Global eTraining – Empowering a Global Workforce Through Integrated, On-Demand Learning

IDOM is a prestigious, 100% employee-owned global leader in consulting, engineering, and architecture, with a workforce of over 5,000 professionals operating across 70 countries. Because their ownership model puts employees at the center of their values, IDOM requires a professional development strategy that is as sophisticated as their technical projects.

Global eTraining serves as the engine for IDOM's digital transformation by providing a friendly, integrated learning ecosystem. GeT addresses IDOM's need for global standardization; ensuring that a project team in Madrid and a team in New Delhi utilize the same technical methodologies.

In this case study, you will discover how IDOM, a multi-national, employee-owned engineering and architecture firm, successfully modernized its professional development strategy. You will learn how they moved beyond static training by implementing a friendly, integrated learning ecosystem that supports both long-term career development and immediate, on-demand problem solving. The study highlights the power of content customization and multi-language support in maintaining operational standards across more than 70 countries.



FEATURING



Víctor Aparici Godoy
Digital & BIM Lead Rail & Transit at IDOM



Eduardo Perez Rodriguez
Civil Engineer – BIM at IDOM



Learn Faster. Retain More. Save Time.

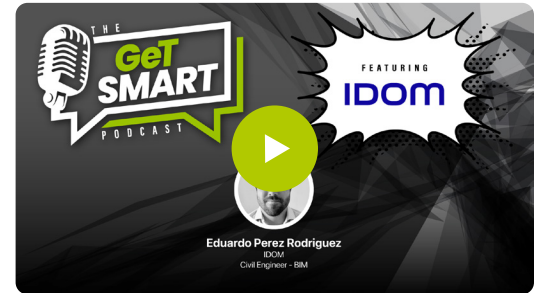
The Challenge

Overcoming Learning Friction in a Global, Multi-Office Environment

As a 100% employee-owned company, IDOM operates under a culture where the employee is the core pillar of the business. Their ownership model fundamentally shapes their vision: when the individual grows, the company grows. However, maintaining this commitment to career development became a massive logistical hurdle as IDOM expanded to 5,000+ team members. The leadership realized that their previous training methods were not keeping pace with their Digital Lead ambitions, creating a disconnect between high-level company goals and the daily reality of their technical teams.

They faced four primary strategic hurdles:

- **The Standardization Gap:** Decentralized Learning
- **Operational Friction:** The Failure of Traditional Courses
- **The Linguistic Barrier:** Comfort and Comprehension
- **Contextual Ignorance:** The Need for the “IDOM Way”



“In many percent of our daily work, we cannot introduce basic knowledge, such as big courses and so on, in our daily work. We need a friendly platform that we can access to small videos that we can introduce in our daily work.”

Eduardo Perez Rodriguez

1 The Standardization Gap: Decentralized Learning

With major hubs in Spain, Colombia, India, Poland, and the Middle East, IDOM struggled to ensure that a railway project in New Delhi followed the exact same technical excellence and BIM standards as a project in Madrid. Without a single source of truth, there was a risk of fragmented workflows and inconsistent project delivery across their 70 countries of operation.

“Having tools such as Global eTraining now helps us to have the same source of training in different areas... [it] lets us work in the same way or standardize the way we work all over the world.”

Victor Aparici Godoy



2 Operational Friction: The Failure of Traditional Courses

IDOM's engineers are tasked with complex, high-stakes infrastructure projects. They found that traditional big courses (multi-hour or multi-day training sessions) were impossible to integrate into a billable workday. This created learning friction, where staff wanted to improve but couldn't afford to stop their project work to consume lengthy, generic modules.

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Eduardo Perez Rodriguez



3 The Linguistic Barrier: Comfort and Comprehension

Technical software is complex enough; learning it in a second or third language adds a layer of cognitive load that hinders mastery. IDOM recognized that for their global workforce to truly adopt new technologies, they needed to be able to search for solutions and learn complex concepts in their native languages to feel comfortable and express themselves much better.

"We have nearly 100 different capabilities that we can kind of, I suppose, call upon... Trying to bring together the kind of hundred capabilities which are ever growing, along with the competence centers and the technology that's linked to those processes, has been complex."

Victor Aparici Godoy



4 Contextual Ignorance: The Need for the "IDOM Way"

Standard, off-the-shelf software training teaches how a tool works, but it doesn't teach how IDOM uses that tool. The company faced a significant challenge in capturing lessons learned from past environments. They needed a way to bridge the gap between general software knowledge and their own proprietary methodologies and internal project processes.

"For us, it's very important to have in the same repository our lessons learned to break the bridges between different projects and reduce as much as possible the cases in which we have new environments of problems."

Eduardo Perez Rodriguez



The Solution

An Integrated, Friendly Learning Ecosystem

To address their complex global needs, IDOM partnered with Global eTraining to implement a learning strategy that was far more than just a content library. They sought to create a seamless bridge between standard technical proficiency and the specialized "IDOM way" of working. By prioritizing a friendly user experience and deep technical integration, IDOM transformed training from an isolated activity into an on-demand resource that lives within the daily workflow of their 5,000+ employees.

The solution was built on four strategic pillars:

- **Frictionless Access:** LMS Integration & SSO
- **Capturing Proprietary Knowledge:** The 'Generator' Content Tool
- **Real-Time Support:** On-Demand Problem Solving
- **Global Adoption:** Multi-Language Localization

"On one side, we have the standard content, but we place strong value in the ability to create our own training material... Global eTraining allows us to develop content specific based in our methodology. Because for us it's very important to have in the same repository our lessons learned to break the bridges between different projects."

Eduardo Perez Rodriguez

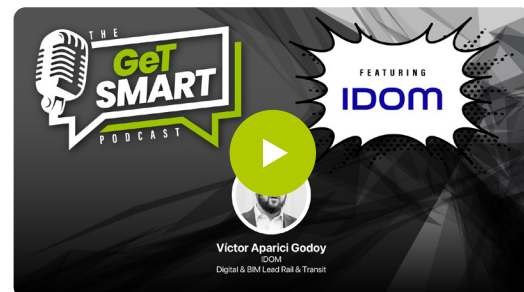


1 Frictionless Access: LMS Integration & SSO

Rather than forcing employees to manage multiple logins and navigate a separate platform, IDOM integrated GeT directly into their internal Learning Management System (LMS) via Single Sign-On (SSO). This ensures that from day one, every employee has immediate access to the entire training ecosystem. For leadership, this integration provides a unified view of analytics, allowing them to track progress and skill development alongside other internal training metrics.

"That was one of the main points... the integration on platforms. We have the Global eTraining platform available for all our learners from day one, where we can have the single sign-on totally synchronized... being able to integrate your content in our learning management system and being able to have those analytics... that obviously is a valuable source."

Victor Aparici Godoy



2 Capturing Proprietary Knowledge: The 'Generator' Content Tool

Standard software training was insufficient for IDOM's unique project requirements. By using GeT's Generator tool, IDOM's subject matter experts can easily create and upload custom training materials that reflect their specific methodologies. This allows them to capture lessons learned from past projects and distribute that institutional knowledge globally, ensuring that a solution discovered by a team in one part of the world is immediately available to a team in another.

"Global eTraining allows us to develop content specific based in our methodology. Because for us it's very important to have in the same repository our lessons learned to break the bridges between different projects and reduce as much as possible the cases in which we have new environments of problems."

Eduardo Perez Rodriguez



3 Real-Time Support: On-Demand Problem Solving

Moving away from time-consuming, traditional courses, IDOM shifted their focus to on-demand, micro-learning. By leveraging GeT's advanced search engines, engineers can treat the platform as a just-in-time technical resource. When a specific software hurdle arises mid-project, the employee can quickly search for a targeted video solution, solve the problem and return to work without disrupting their billable momentum.

"The most important part of the training we are focusing on is the on-demand training... we need a friendly platform and that we can access to small videos that we can introduce in our daily work... our employees can search for specific stuff that they can teach."

Eduardo Perez Rodriguez & Victor Aparici Godoy

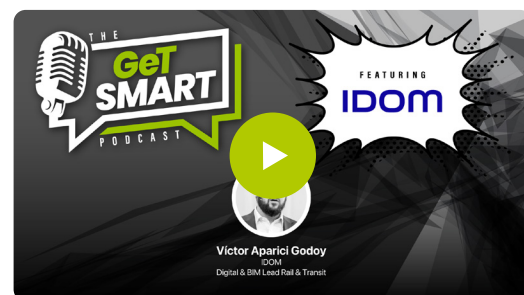


4 Global Adoption: Multi-Language Localization

To ensure high engagement across their offices in 70 countries, IDOM leaned into GeT's multi-language capabilities. Providing content and search functionality in native languages—particularly Spanish for their headquarters and Latin American offices—removes the psychological and cognitive barriers to learning. This localization fosters a culture of comfort and mastery, as employees can engage with complex technical concepts in the language they understand best.

"Over the past year, the platform has been improving quite a lot in terms of the languages... having the same content in several different languages... to be able to do the searches within the web and so on in your native language. It also helps on express yourself much better as well. So that helps on the entire learning experience."

Victor Aparici Godoy



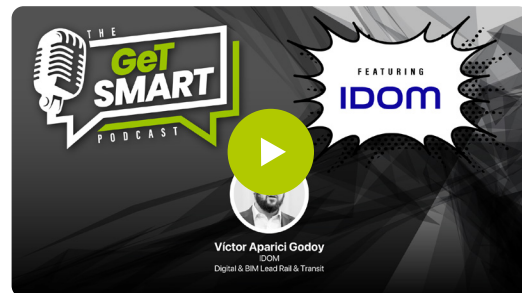
The Results

Standardized Excellence and Rapid Innovation

The partnership with Global eTraining has fundamentally transformed how IDOM approaches technical proficiency and professional growth. By moving away from fragmented, localized training and adopting a unified digital ecosystem, IDOM has successfully aligned its 5,000+ employees with a single vision of excellence. The results go beyond simple skill acquisition; the company has built a sustainable, scalable culture of innovation where knowledge is treated as a global asset rather than a local secret.

The impact of this transformation is visible across four key areas:

- **Global Alignment:** A Single Source of Truth
- **Strategic Focus:** Reduced Administrative Load
- **High Engagement:** Cultural Adoption and Career Growth
- **Accelerated Innovation:** Scalable Methodology



"It lets us work in the same way or standardize the way we work all over the world... [GeT] takes a lot of load from our shoulders as well... we are able to include in the roadmap new training content if it's necessary."

Victor Aparici Godoy

1

Global Alignment: A Single Source of Truth

With GeT, geographical boundaries no longer dictate the quality of technical output. Whether an engineer is in Spain, Poland, or India, they have access to the exact same training materials and company methodologies. This democratization of knowledge ensures that IDOM's brand promise—engineering excellence—is consistently delivered on every project, regardless of which office leads the work.

"It's important for us as well... being able to see or to watch the exact same content for the exact same doubt... it lets us work in the same way or standardize the way we work all around the world."

Victor Aparici Godoy

2

Strategic Focus: Reduced Administrative Load

Keeping pace with annual software updates (like those from Autodesk) is a massive administrative burden for any BIM or Digital Lead. By relying on GeT to automatically provide updated general courses and roadmap new training content, IDOM's leadership has taken a load off their shoulders. This allows their technical directors to stop acting as content maintainers and start acting as strategic innovators.

"What we need is a partner that is able to also update on the general courses every year. And we found that with Global eTraining, we have that covered, which takes a lot of load from our shoulders as well."

Victor Aparici Godoy



3

Strategic Focus: Reduced Administrative Load

Training is no longer seen as a chore, but as a friendly benefit. By integrating GeT into their Career Development Plan and yearly employee objectives, IDOM has made learning a core part of the employee experience. Because it's easy to use and supports the native language, adoption has been high, helping IDOM live out its values as an employee-owned company that invests deeply in its people.

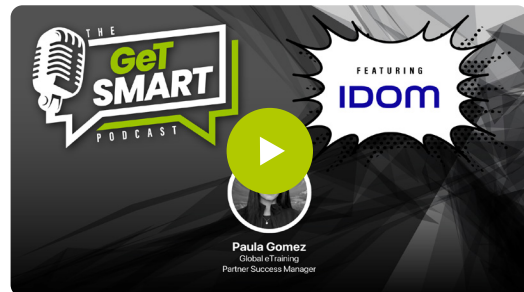
"It is amazing to see how Victor and Eduardo have been working to really remove any frictions or worries from the learning... the culture that they are creating is quite impressive."

Karen Andrea Forero



4 Accelerated Innovation: Scalable Methodology

The ability to use 'The Generator' to bridge the gap between projects has allowed IDOM to move at the speed of the industry. By instantly distributing "lessons learned" through a central repository, they have prevented the repetition of costly errors and accelerated their entry into specialized sectors. Innovation is no longer isolated to one department; it is now indexed, searchable, and scalable.



"I love that you touched on the content creator because IDOM is a very innovative industry leader... how this content creator benefits the company and benefits your different departments, and helps standardize projects and processes."

Paula Gomez

Looking Ahead

By partnering with Global eTraining, IDOM has successfully bridged the gap between global reach and local expertise. The transition to an integrated, on-demand learning model has removed the friction traditionally associated with corporate training. Through the use of custom content creation and a friendly, searchable interface, IDOM ensures that its 5,000+ employees are not just software-proficient, but experts in the unique "IDOM way." This collaboration serves as a blueprint for global firms looking to standardize quality while empowering individual career growth.

"We identify [gaps], we can discuss them openly with you, and you also react to that as well... what we need is a partner that is able to also update on the general courses every year. And we found that with Global eTraining, we have that covered, which takes a lot of load from our shoulders as well."

Victor Aparici Godoy

Hear the full discussion with IDOM on the Get Smart Podcast

