

NEWS

FOR IMMEDIATE RELEASE

EduCel Launches the SOP Improvement Service™

Tailored for clients in need of higher compliance rates for employee use of Standard Operating Procedures

Emeryville, CA, (PRWEB) March 11, 2008 -- EduCel, LLC, a pioneer and leader in technology that accelerates learning and supports performance at the time of need, today launched a new service named the SOP Improvement Service™ -- offering a solid solution for clients in need of higher compliance rates for employee use of Standard Operating Procedures. The service ensures that SOPs can be accessed in an easy-to-use format on any web enabled device, including cell phones -- resulting in significantly increased employee approval and compliance rates.

"Most SOP formats currently in use have severe shortcomings as performance support tools," says Maria Gonzalez, VP of Content Development and a manufacturing and quality improvement veteran of the SOP-intensive biopharmaceutical industry. Gonzalez added, "Even if online, they are often too cumbersome to be used when actually needed."

The service involves converting existing SOPs to comply with both the cognitive sciences (on how to facilitate expert prep), and the utility of accessing a SOP on a hand held device. The SOPs are then embedded in EduCel's Will-it-Fly?® DKTS (Dynamic Knowledge Transfer System) technology, and delivered on demand 24/7. The whole system is managed and run by EduCel. The only requirement client-side is a web-enabled device (computers, PDAs and basic WAP enabled cell phones all work fine).

"The SOP Improvement Service™ is derived from our considerable experience in how to make it easier to understand and implement best practices at the time of need," says Gonzalez, "which is why PC World dubbed EduCel's other main property -- Willitfly.com -- 'Cliffs Notes' for Business Tasks."

Independent of subject matter, EduCel's DKTS technology -- the foundation for the new SOP Improvement Service™ -- speeds up the process of understanding and fills knowledge gaps in real-time, without the slowdown and frustration that comes with having to sift through extraneous material.

The fee structure for the new service is based on the number of SOPs that need to be converted, and the number of users. Pricing starts at a reasonable \$3,000 for a fully functional system.

About EduCel

EduCel *\e-j&-'sel*: *education* as in the true meaning of the word, as in to *educate* or bring out from within, *celerity* as in speed, or rapidity of motion or action. EduCel LLC, a privately held California corporation, is a pioneer and a leader in technology that accelerates learning and supports performance at the time of need.

EduCel's other main property, Willitfly.com (When Doing it Right Matters™), is a modular knowledge base with functionality that lets users find out instantly -- on any web enabled device -- if they are up to best practices for important business tasks. If not up to the latest standards, the Will-it-Fly?® technology makes it easy to get up to speed on the spot.

For a demo or more information, please go to www.educel.com.

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SOURCE EduCel, LLC

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