

# case study

## Shell Trading - High Tech Training for High Dollar Traders "Immersion Center"

**Client Objective:** Shell's technology team developed a new internal commodity trading system for its traders. The traders needed to become proficient with Shell's new synchronized system and software platform without disrupting their daily business functions - trading billions of dollars of commodities around the globe.

**Why They Chose The Kerry Group:** Shell already knew we were "capable of doing the impossible". We proved this again by designing a unique learning environment for Shell traders - *Taking it from concept to live in less than 90 days*. We designed, fabricated and installed a customized, interactive training center, using proven educational norms to fully immerse employees in an audio and visual hands-on experience that trained them on the new trading software application. This required working side by side with Shell's software design teams, real estate division, the building management and the city of Houston.

The Kerry Group worked seamlessly with Shell and their vendors to create an inviting, contemporary design (bright interior, custom painted/fabricated truss work, strategic accent lighting and window appliqué that allowed natural light while creating an visual barrier that eliminated distractions). The design was also composed of multiple user-friendly elements, including touch screen overlays on 50" LED monitors; HD projection; directional sound speakers over each station; and sleek kiosks synchronized for a continuous presentation flow. The floor plan allowed users to easily progress from station to station via the instructor and on screen commands. Our team managed all facets of the construction and installation, ensuring the project came in on budget and on time.



**The Results:** Our team of education and activation professionals worked tirelessly to assist Shell in creating an effective training facility that was not only a user-friendly environment, but one that also ensured proper training using true educational formats.

The results exceeded the client's expectations and the environment won rave reviews from the students who praised the learning process, helping to guarantee a smooth launch of the new software.



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