



COREVAULT ACHIEVES WIN-WIN WITH CUSTOMIZED TRAINING

INSIDE

TEAMWORK
MADE MOTOR
VEHICLE
ACCIDENT
PREVENTION
PROGRAM
REDESIGN
EFFECTIVE

PARTNERSHIP
AWARD HONORS
INTERNATIONAL
ENVIRONMENTAL
CORPORATION



LEADERSHIP
GREATNESS
& EXECUTIVE
PERSPECTIVE

THE BUSINESS
& INDUSTRY
SERVICE TEAM



Woodie Wallace is Vice President of Operations and Customer Care for CoreVault, a division of DWL Holdings launched in 2005. CoreVault markets and delivers an encrypted online data backup and recovery solution to small and medium size businesses. While starting the business, Wallace and the rest of the CoreVault team knew they were just in time to serve a market plagued with data security concerns. “We know that most businesses have considered the risk of data loss, but few have a secure plan or have taken the right action to protect their data. CoreVault spent a great deal of time to develop an excellent product and specific training prior to rolling it out. When we opened the doors, we resembled a three-year-old company.”

Jeff Cato, Vice President of Sales since late 2005, sees a strong need for the product. “Historically, most businesses have managed their own data back-ups using various forms of storage, usually housed at their facility. Industry statistics show that nearly fifty percent of small businesses never open their doors again following catastrophic data loss. And ninety percent go out of business within one year of losing their data.”

Wallace knew training would be integral to CoreVault’s success. Through previous experience in the data storage industry he had seen great results from training partnerships with Oklahoma Department of Career and Technology Education (CareerTech). Wallace sought a similar partnership with CareerTech and Francis Tuttle.

CareerTech Training for Industry Program (TIP) Coordinator Mac Brown, Francis Tuttle’s Industry Training Coordinator Kevin Barber, and Curriculum Specialist Jennifer Owen were among the team of people that initially met with Wallace and CFO John Harris. As Wallace and Harris explained the CoreVault vision, each team member assumed their role to support it. Brown gathered information to determine funding eligibility. Owen collected documentation to help develop training manuals and PowerPoint presentations. Barber gathered information to help identify rooms, equipment, software, material, and trainers needed to deliver the customized training solution.

For Sales and Channel Partner training, Barber chose trainer Larry Gundlach for his strong sales background and success training in a variety of industries. Wallace and Cato both believe that Francis Tuttle and Gundlach bring what’s necessary to the table. “The partnership with Francis Tuttle helps us to educate our Channel Partners so they are able to market CoreVault to their customers, for a win-win for all parties,” says Cato. “Larry understands what we need and brings in-depth knowledge of regulations that necessitate long-term storage and management of data.”

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CoreVault’s Jeff Cato and Woodie Wallace

Barber selected trainer Marla Lobo to develop and deliver product-specific training to CoreVault’s Sales Engineers. “It is a little-known fact that Francis Tuttle can learn about and then teach your employees about your product,” states Barber. “In some of the strongest partnerships between Francis Tuttle and industry, this is what happens. Francis Tuttle becomes your training department.”

With Francis Tuttle as its training partner, CoreVault can focus on its core competency. “Our expectation,” adds Wallace, “is that our partnership with Francis Tuttle and CareerTech is one that will continue long-term. They are the first thought in my mind for training, always with a “can-do” attitude, never a canned solution, and can provide any level of training that a company needs.”