Custom Technology Solutions, *Real Time* Support

CSE Software escalates custom software and interactive training solutions to the next level

By Claudia D. Newcorn

A s companies take the next step towards incorporating technology into their businesses through training and custom-designed software, CSE Software Inc. is helping guide them to success.

Headquartered in Peoria, CSE has earned a reputation for superior application development, training and support services for clients such as Caterpillar® and Methodist Medical Center and is known for delivering "bug-free" projects on time and on budget.

"We're unique in that we have two companies that operate as one big happy family," shares Founder and CEO Ken Pflederer. "Our custom development team designs programs and applications that exactly meet a firm's requirements. Simformotion LLC is a leader in heavy equipment simulator training solutions that enables operators to learn the same machine applications found on actual worksites, in the safety of a virtual environment."

BRINGING TEXTBOOKS TO LIFE

Today's mobile business environment demands mobile education. "ELearning has become an essential part of training and education," explains Vice President Renee Gorrell. "CSE eLearning Solutions can now bring textbooks and other legacy print materials to life, helping companies to educate employees, clients and prospects on any topic desired, from medical training to understanding a new product rollout." ELearning takes traditional static paper materials and animates them with simulation, audio, videos, interactive graphics and text, and more.

Because CSE's eLearning solutions can be delivered anytime over any device, they create the ideal

Ken Pflederer, Founder and CEO of CSE Software Inc.

flexible learning environment. "When we give prospective clients a 'tour' of our training materials, they're astounded," says Pflederer. "It's all at the touch of the fingertip. It's effective for any audience: corporate, medical training, HR, equipment operators or anyone needing training and education."

GLOBAL REAL TIME SUPPORT

Pflederer and Gorrell both credit a large part of CSE's success to unparalleled real time support, atypical for the industry. "Our clients want to speak to live voices," says Gorrell. "Our global help desk support is based in the U.S. and available 24x7, in 110 possible languages, making us very unique when compared to the common practice of sending call centers overseas and limiting access to certain days and hours." Any customer that wants to provide software or product support, without menus or prompts, would benefit from CSE's help desk support services.

TWENTY YEARS AND GROWING

Founded in 1990 by Pflederer, the company employs 72 people, many who have been with the firm since the formative years. Simformotion in turn, was named one of 2011's Top Simulation & Training Companies by Military Training Technology magazine.

Ready to lend a hand around the community and beyond, CSE employees are involved in any number of good works, from collecting food to

donate to the local food banks, to donating a simulator to the Wounded Warriors project at Hunter Holmes VA Medical Center in Richmond, Va. Simformotion recently announced a 2012-2013 academic collegiate $2,000 scholarship to be awarded to a student with an interest in pursuing a career in heavy equipment operation, construction management or another heavy equipment-related program.

CSE's corporate philosophy has carried it forward for decades, and will continue to do so. "We create solutions that fit the customer's exact needs using the appropriate technology for each situation," says Pflederer. "Service is our No. 1 priority. We know that if you dedicate yourself to your customers, they will remain your customers. Our motto is, 'Whatever it takes!'"

Vice Presidents Lara Aaron and Renee Gorrell discuss the latest mobile app from the eLearning development team.

FOR MORE INFORMATION

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