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“7sm has helped make
SafetyNet our single most
valuable asset and central
to our growth”

Rob French

Partner and General
Manager

AK PRODUCTIONS

Client Overview

AK Productions is a leading provider of life safety and security training services. Their training programs help organizations and commercial office building owners create safe work environments. Their client list includes the United Nations, Morgan Stanley, Merrill Lynch, Time Warner, AIG, CBS, Rockefeller Center, Sears Tower and Pfizer.

Business Opportunity

Customers purchase AK's safety videos to deliver life safety and security training to employees and/or building tenants. After viewing a video, participants are required to take a test to demonstrate their understanding of concepts that were delivered in the video. AK recognized how resource heavy and expensive it was for customers to administer training; an event had to be scheduled, a room needed to be booked, equipment was required to play the video and then there was the administration of a manual test to calculate and report on results. They quickly saw an opportunity to provide customers with an online training solution and turned to 7sm to realize this vision.

Solution

7sm helped AK stay ahead of the competition and reach clients in previously inaccessible markets with the launch of SafetyNet; a one stop web resource for online training, tracking and administration. SafetyNet allows customers to deliver and administrate their entire training program online; users can access the application anywhere they have an internet connection. SafetyNet is delivered as Software-as-a-Service (SaaS), a monthly subscription includes:

- Access to all training programs and follow up exams
- Access to management reports detailing who received training, individual scores as well as summary statistics
- Administrative tools to manage user accounts, customize exam content and generate ad hoc reports
- Administrative tools to publish building specific fire safety plans, emergency plan diagrams, emergency phone numbers, security information or any other emergency preparedness resources or links
- Co-branding feature gives customers the ability to customize the look and feel of SafetyNet to match their own brand identity



7sm

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Results

Within two weeks of launching, demonstrations proved that the product was more valuable to the market than even expected. “7sm has helped make SafetyNet our single most valuable asset and central to our growth” says Rob French, Partner and General Manager at AK Productions. Training times have been cut in half, making it much more cost effective to deliver life safety and security training. Since SafetyNet is delivered on-demand, scheduling training sessions is no longer an issue. Employees can conveniently participate in online training as their schedule allows. Today, SafetyNet is contracted for use in 85 properties throughout the U.S. and is being deployed in an enhanced version for the United Nations.