

An Interview with Steve Bentley FRAeS – CEO Of Sofema – Why offer Online Regulatory Training at Prices Below 10 Euros / Delegate Training Day?

Sofema Online (SOL) www.sofemaonline.com discusses the value, rationale and purpose of bringing volume online training to everyone of your employees.

Steven Bentley has spent a lifetime in commercial aviation – over 50 years to be precise and such a journey provides an insight into how the commercial aviation industry ecosystem operates.

Q/ How did you reach the position where the Training Provided by Sofema Online to Corporate Clients is the lowest cost worldwide?

The journey began with a simple realization: competing solely on price is not a sustainable business goal. Clients expect and deserve quality. However, with 35,000 enrollments in a single year, economies of scale present opportunities that are simply not available to our competitors. This allowed us to minimize course fees for our Corporate Freedom Pass Clients. - <https://sofemaonline.com/courses/corporate-freedom-pass>

Q/ What Made you Enter the Niche Market of Aviation Regulatory Training?

A/ Swimming in the regulatory waters for over 30 years has provided me with an insight and deep understanding into how the regulatory environment has developed – seeing how our competitors charged over 1250 Euros for a single person to attend a 2-day course – very much reminded me of flying in the 1950's it was a world for the rich and privileged – means the average person simply could not afford to fly!

So, companies would send one or 2 people on such training courses – to bring back the knowledge. In reality this is a very inefficient way for an organisation to behave – receiving competence building training is not a reward it is an essential attribute of an effective employee.

There had to be a better way!

Q/ How hard was it to break into such a niche market?

A/ Extremely – Back in 2008 when I started Sofema Aviation Services – our entire annual revenue which had to meet office and staff costs was around 50% of the annual salary I received during my previous employment as a Senior Airworthiness with Virgin Atlantic (I was employed with VAA from 1991 to 2005) and before you ask absolutely Sir Richard Branson was a huge inspiration in my attitude approach and motivation (how not to be!)

By minimizing costs and growing organically (for the first five years – my salary was 500 Euro / Month)) we were able to focus on the important task of improving our product & services with a genuine focus on meeting the clients' needs. This is why today we have a portfolio of over 1000 Regulatory Courses

Breakthrough

Our breakthrough came in 2013 when we launched our online platform – this allowed us to reduce further our overheads and to build economy of scale business processes.

Our first license to enroll concurrently multiple students on our platform allowed for 500 students to be enrolled at the same time – This was subsequently extended to 3000 concurrent students then 5000, followed by 7000 & finally 10,000 each time we extended we bought an additional license – Finally we were able to purchase in 2020 a license that allowed unlimited students to be enrolled on our platform concurrently and today in May 2024 we have over 20,000 active users on our platform.

Q/ How important is Competence in the Aviation Workplace?

A/ The simple answer is crucial! for ensuring safety, efficiency, and reliability. (essentially this is why it is important to train all your workforce & not just a select few). Competent employees are typically motivated employees and contribute to customer satisfaction by providing high-quality service and ensuring smooth operations.

- Skilled personnel are essential for maintaining and operating aircraft.
- High competence levels not only reduce the risk of accidents and incidents, they seek to drive efficiency.
- Continuous training and assessment help aviation professionals stay updated with the latest technologies, regulations, and procedures.

Q/ Tell us about the Corporate Freedom Pass?

A/ Once we had full access to the capability of our online platform, we were increasingly able to offer more and more cost-effective training solutions for our clients. Culminating in the Corporate Freedom Pass where our clients nominated administrator can enroll their own employees in our platform bringing the cost of training down to a few Euros / Training Day for each student.

Sofema Online Freedom Pass Provides Access to a portfolio of online training courses which would normally Cost Several 000's Euro. (now approaching over 330 courses, Packages & Diplomas)

The Corporate Freedom Pass Allows our clients to engage with a large number of courses with the knowledge that their cost is fully budgeted.

Continues Steve “Sofema Online currently offers more regulatory complaint and vocational training courses than any other organisation worldwide.

Keeping in close contact with our user base, we understood that organisations who are building competence in the workplace have a desire to broaden their reach but are financially limited in their ability.

We looked hard at this objective and developed a solution whereby we can support our clients' objective and at the same time provide financial certainty that they will be able to complete a detailed program of training for all staff which will deliver (following completion of the appropriate examination) multiple certificates for all staff, demonstrating the subject matter which has been covered."

Q/ What is The Vision Moving Forward for Sofema Online?

A/ Sofema Online currently offers more regulatory compliant and vocational training courses than any other organization worldwide.

- By keeping in close contact with our user base, we understood that organizations building competence in the workplace have a desire to broaden their reach but are financially limited.
- We developed a solution that supports our clients' objectives while providing financial certainty. This enables a comprehensive training program for all staff, delivering multiple certificates upon completion of the appropriate examinations, demonstrating the subject matter covered.

Our Vision Statement - "To be the global leader in aviation regulatory training, empowering professionals through comprehensive, accessible, and innovative e-learning solutions that enhance safety, compliance, and career advancement in the aviation industry."

I proudly invite you to engage with Sofema Online and explore our extensive course portfolio. Build competence across your workforce with our Corporate Freedom Pass and transform your training approach today.

Visit Sofema Online www.sofemaonline.com to learn more and get started or email team@sassofia.com