

Introduction of Bobcat University and user manual

CD/ Training Team
JUL 2025



Course Objective

Getting information about ALAO Bobcat University,
Learning how to use and utilize learning system.



30 minutes

After finishing this course, you should:

- Know ALAO Bobcat University and how to utilize it.
- Know how to access Bobcat University.
- Take online training course by yourself both PC and mobile interface.

Contents

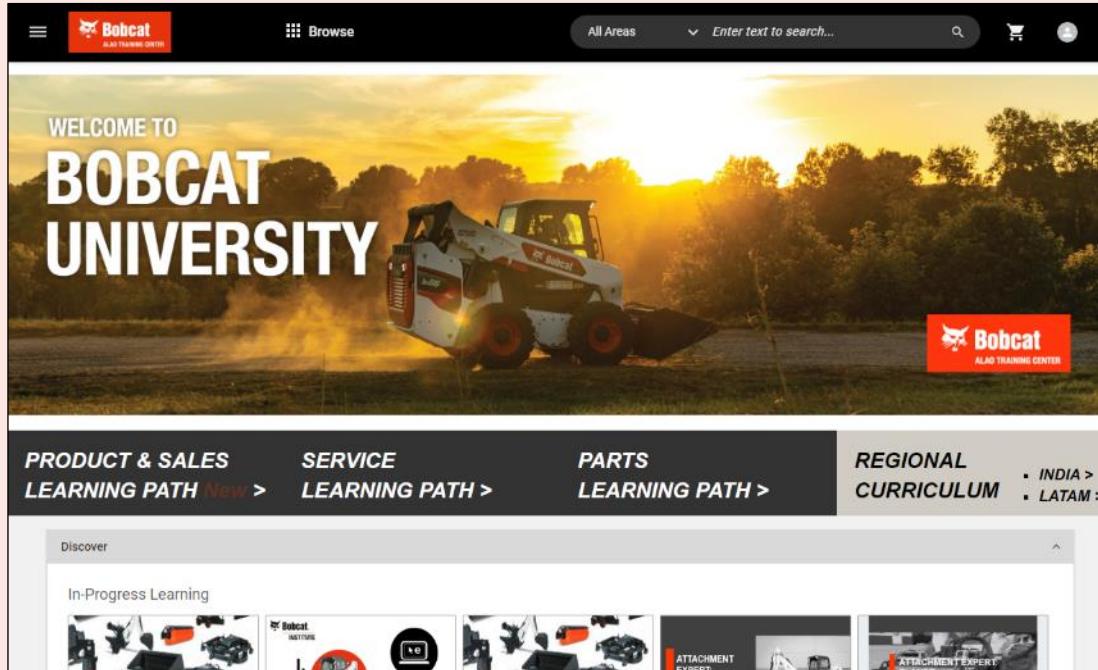
- 1. Introduction of Bobcat University**
- 2. Bobcat Training Level System**
- 3. Manual for Bobcat University**
- 4. FAQ**

1. Introduction of Bobcat University

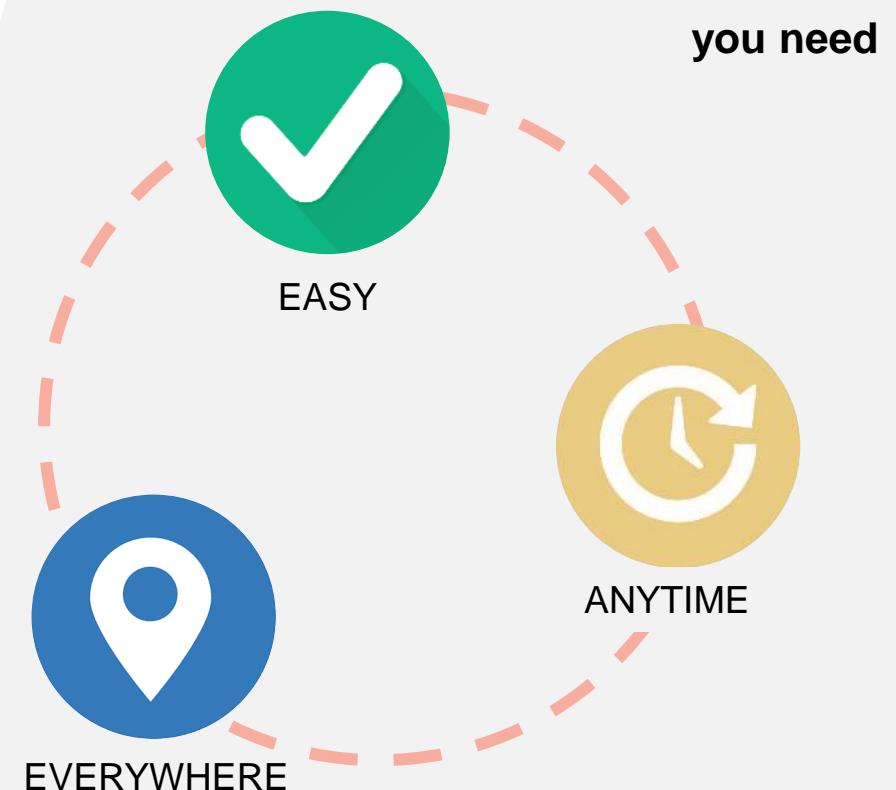


What is Bobcat University?

An online training platform
for Compact Product & Service training contents

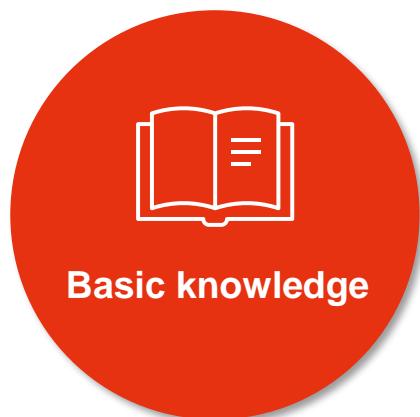


Easy to find training contents
and take the courses whenever, wherever



What is Bobcat University?

- ✓ Providing various training contents such as **basic knowledge** of Compact equipment, Application, Features and Benefits.
- ✓ **Service fundamentals** of Compact and **specialized training** by product & models.
- ✓ Available registering for video/ offline training in the system.



- Product knowledge
- Understanding of Compact Market & Business



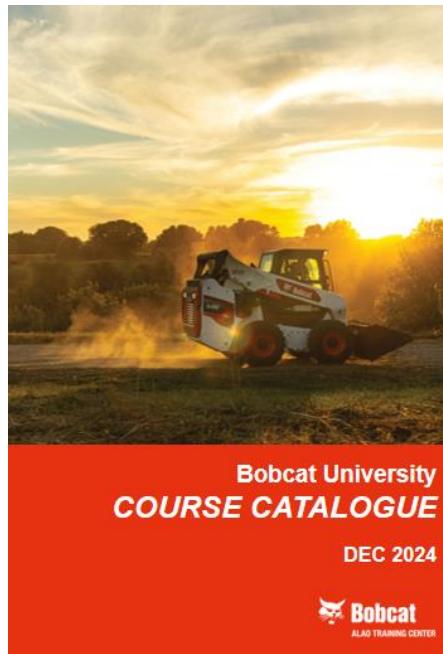
- Sales point, comparison
- Schematics, training by model
- Bobcat process and soft skills



- Pre-notice for video/ offline training so that trainee can manage their own schedule

Course Catalogue – What Contents the Bobcat University provides

You can check every course in the Bobcat University.
Discover and make a learning plan by yourself.



Bobcat University
COURSE CATALOGUE
DEC 2024

 **Bobcat**
ALAO TRAINING CENTER

Bobcat Product & Sales training level system

Bobcat Product & Sales Specialist path

Bobcat ALAO Training center provides 3-level product training system for 7 product groups of Compact Equipment. Follow our training journey and improve your product knowledge and sales skill. We support your growth!

Loader **Mini Excavator** **Backhoe Loader** **Telehandler** **CWL*** **GME**** **Attachment**

* Compact Wheel Loader
** General Maintenance Equipment

Bronze General product knowledge
Basic concept of product
"Discover basic product explanation"

Silver Practical product sales knowledge
Basic point by product series
"Become a good customer"

Gold Interpreting business & application
"Discover advanced customer"

Be a Bobcat Product & Sales Specialist
There are 7 Product & Sales Specialists in Bobcat. You should follow each product learning path to get it.

Bobcat Product & Sales training level system

Bobcat Product & Sales Specialist path

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Be a Bobcat Product & Sales Specialist
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Bobcat Service training level system

Bobcat Service Specialist path

Bobcat ALAO Training center provides 4-level system of service training. Follow our training journey and be a Bobcat Service Specialist in your fields. We are together with you!

START **Bronze** Basic theory/knowledge of models
"Securing basic knowledge" **SILVER** Applying service technique based on the basic theory
"Performing maintenance" **FINISH** **Bobcat Service Specialist**

Platinum Hands-on Deep dive to models
"Able to give a solution to complicated trouble cases"

[Product] Loader

[Product] Loader Bronze

Available course: 10
Updated Nov 2024

Introduction to Compact

Course ID: A2422101 Description: This course will give you comprehend the history and overall business of Compact Equipment (Compact, CP). Language: EN

Compact Loader Basic

Course ID: A2422102 Description: You can learn about the basic design concepts and fundamental concepts of compact loaders. Language: EN

EARTHFORCE introduction

Course ID: ALAO-EF001 Description: This course will give you an introduction to Bobcat Earthforce Skid-steer Loader. You'll learn the loader types, terminology and key transmission information so that you have a foundation to build off for future Earthforce courses. Language: EN

EARTHFORCE Concepts and basic principles

Course ID: ALAO-EF002 Description: This course will expand your knowledge of Bobcat Earthforce Skid-steer Loader. Language: EN

Loader Basic Online – Module 1 of 3

Course ID: ALAO-WBTP_BLDR_1 Description: This course will give you and general introduction of SSL/CTL. Language: EN

Loader Basic Online – Module 2 of 3

Course ID: ALAO-WBTP_BLDR_2 Description: This course will give you and general introduction of SSL/CTL. Language: EN

Loader Basic Online – Module 3 of 3

Course ID: ALAO-WBTP_BLDR_3 Description: This course will give you and general introduction of SSL/CTL. Language: EN

ALAO Training Center Location

ALAO Training Center

Korea | Incheon **China | Suzhou** **India | Chennai**



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2. Bobcat Training Level System



Bobcat Product & Sales training level system

- ✓ Level based training contents.
- ✓ Each product group has their own training level.

(7 product groups for CP)



**Product
Bronze**

- ✓ Essential product knowledge to start sales in Bobcat
- ✓ General market, business information
- ✓ Sales key point, how to approach



**Product
Silver**

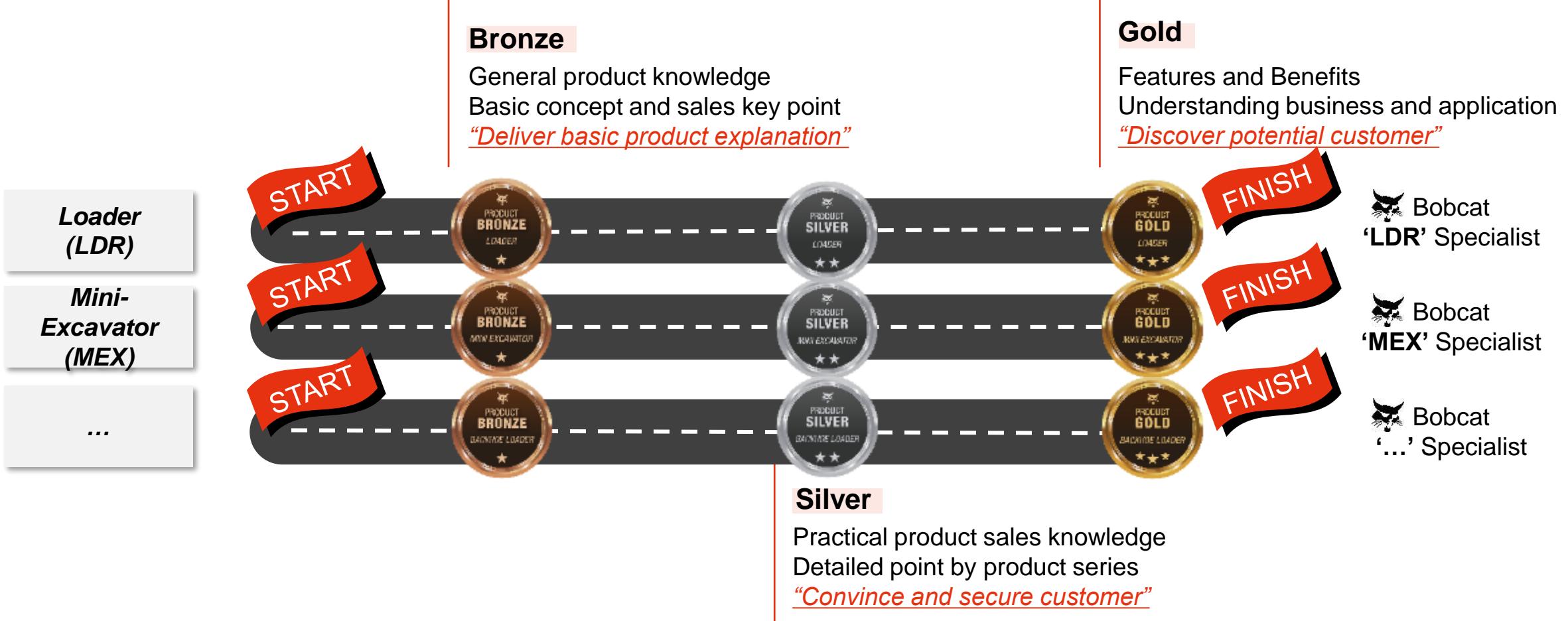
- ✓ Advanced knowledge about Bobcat products
- ✓ Comparing product series in Bobcat lineup
- ✓ Recommendation and persuading point by model series



**Product
Gold**

- ✓ Features and Benefits
- ✓ Comparing with competitors
- ✓ Business understanding and application

Bobcat Product & Sales Specialist Path



Bobcat Service training level system

- ✓ Level based training contents.
- ✓ Bronze, Silver, Gold levels are commonly applying regardless of models.
- ✓ **Platinum is dedicated by model groups.**

(6 product groups for CP)



**Service
Bronze**



**Service
Silver**

- ✓ Maintenance
- ✓ General knowledge for using system/ diagnostic tools
- ✓ System (Engine/ Hydraulic/ Electric)

- ✓ Background knowledge of product
- ✓ General market info, regulations
- ✓ Response to customer & claim



**Service
Gold**

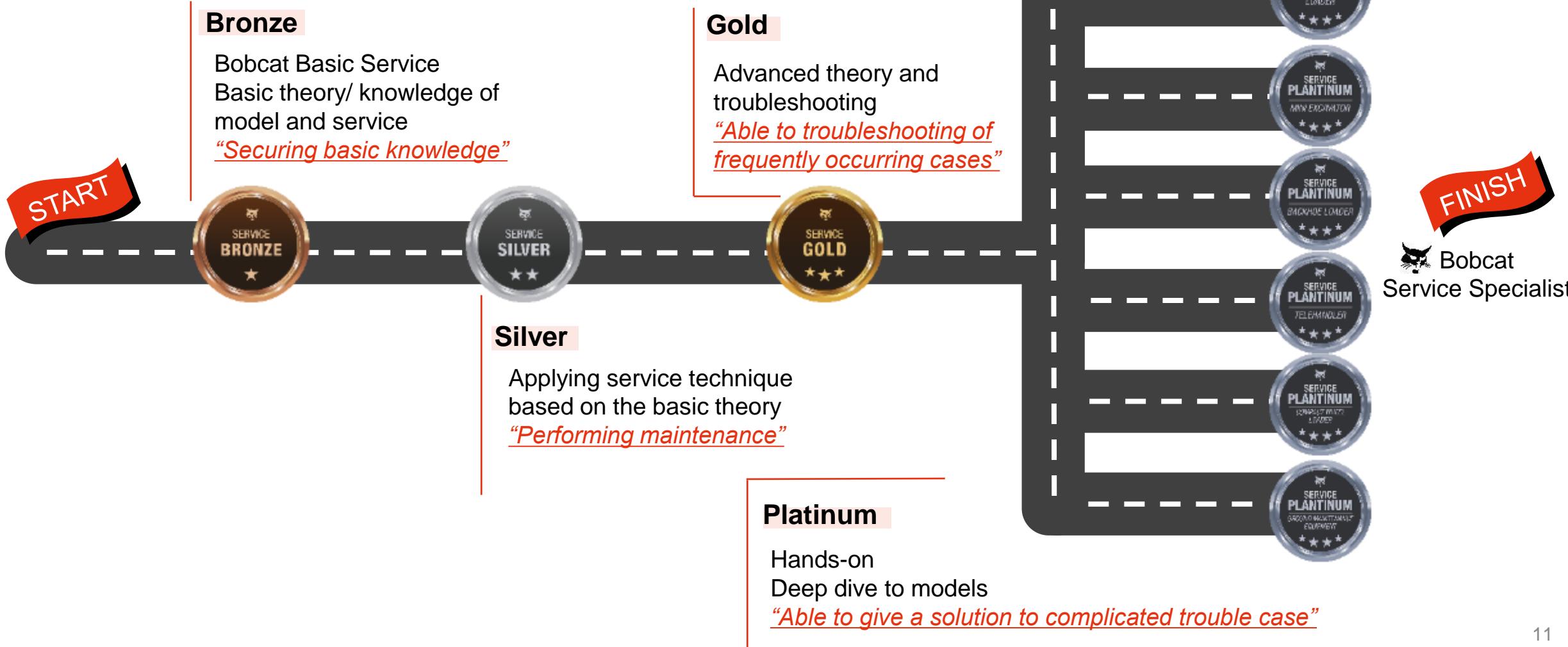
- ✓ Advanced theory
- ✓ Engine assemble/ disassembly
- ✓ Schematics



**Service
Platinum**

- ✓ Service training by models
- ✓ Hands-on

Bobcat Service Specialist Path



Bobcat Soft skill training Level

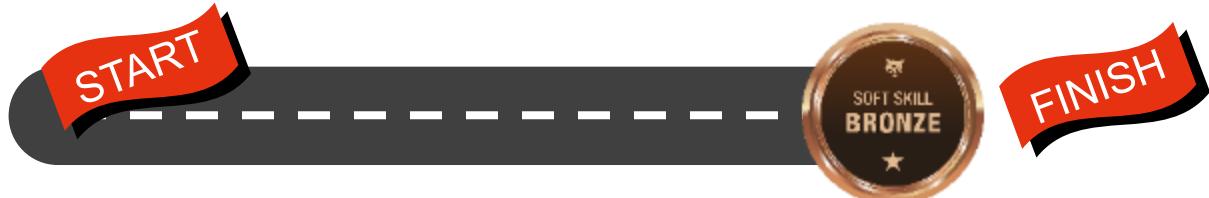
- ✓ Single level with Bronze



Soft skill Bronze

- ✓ Bobcat company introduction
- ✓ Communication skill with customer
- ✓ Business manner

Bobcat Soft skill Specialist Path



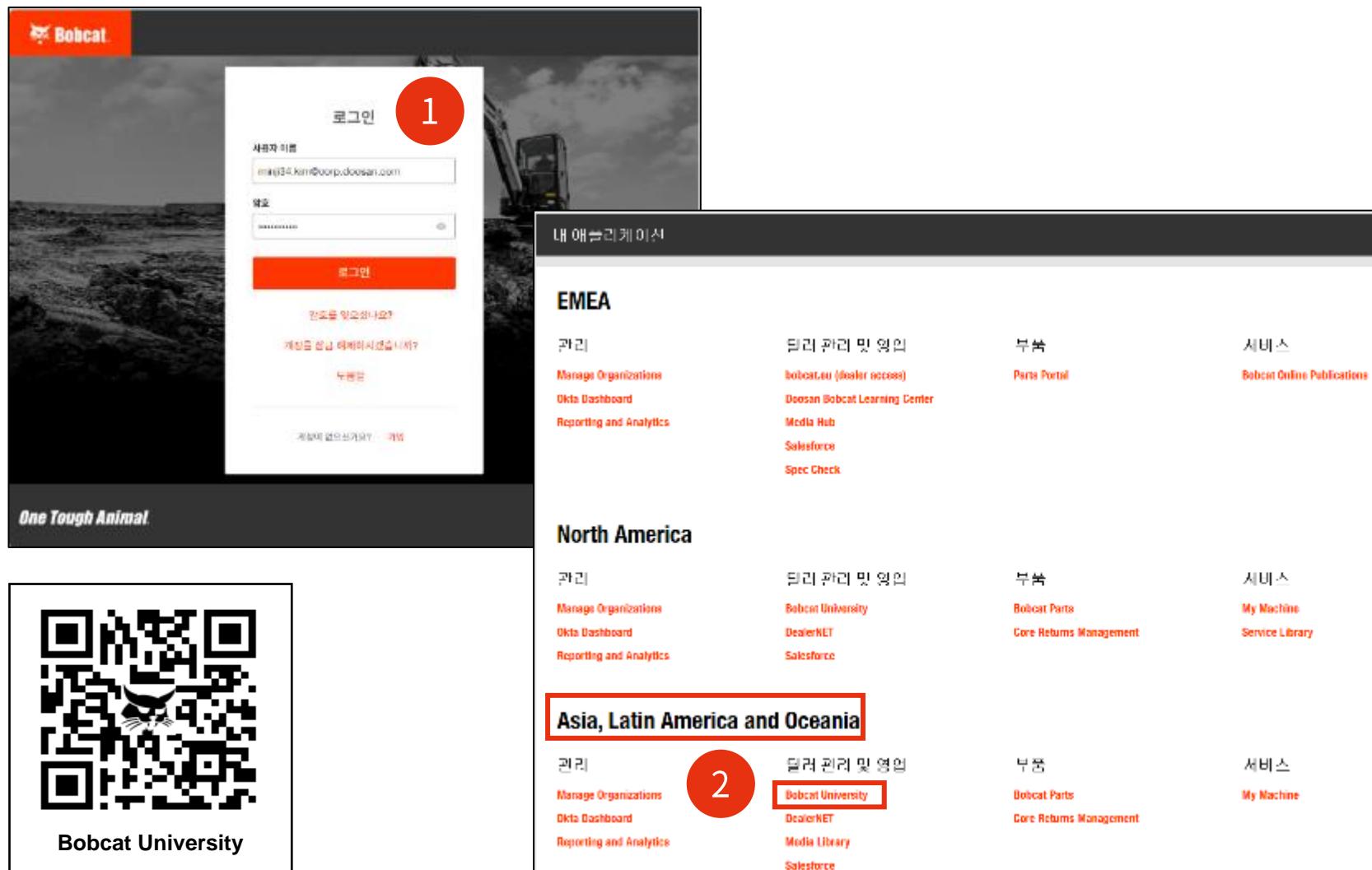
Bronze

Understanding Bobcat Company
Developing a business mindset
“Securing basic capability as Bobcat dealer”

3. Manual for Bobcat University



1. Access to the learning site



The screenshot shows the Bobcat dealer portal interface. On the left, a login screen is displayed with fields for '사용자 이름' (User Name) and '암호' (Password), and a '로그인' (Login) button. A red circle with the number '1' is overlaid on this screen. On the right, the main application menu is shown, divided into regions: EMEA, North America, and Asia, Latin America and Oceania. Each region has sections for '관리' (Management), '판리 권리 및 영업' (Dealer Rights and Sales), '부품' (Parts), and '서비스' (Services). In the 'Asia, Latin America and Oceania' section, the 'Bobcat University' link is highlighted with a red box and a red circle with the number '2' is overlaid on it. At the bottom left, a QR code is provided for quick access to Bobcat University.

① Access to Bobcat dealer portal and sign in.

※ Bobcat dealer portal:
<https://dealer.bobcat.com/>

② In my application,
Scroll down to the Asia, Latin America
and Oceania and click
“Bobcat University”

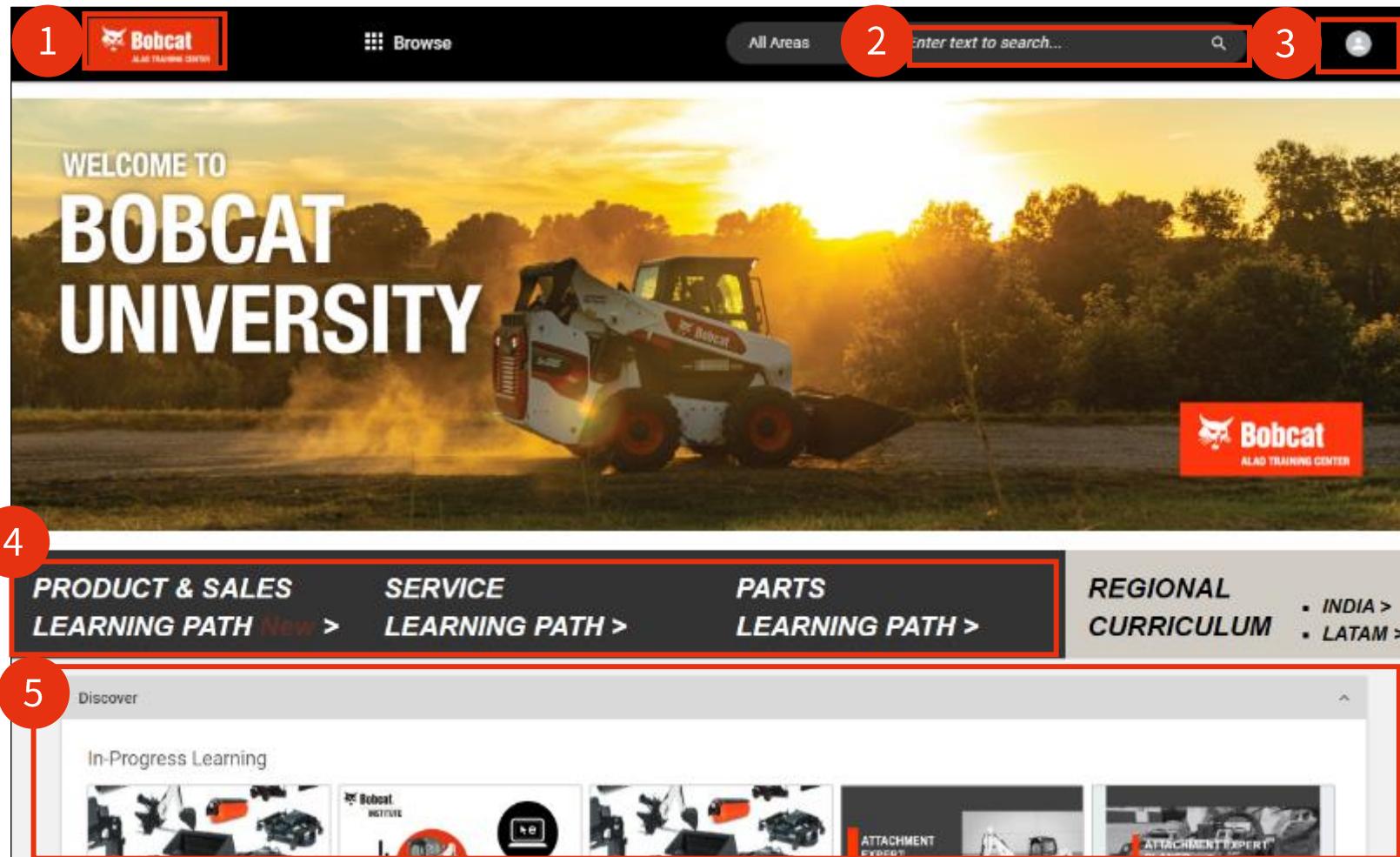
*Bobcat University only can be accessed
via Bobcat dealer portal.

**You can access with your mobile
device as well.

***Training contents are free of charge.

[Access](#)[Site map](#)[How to learning](#)[Complete learning](#)[Status](#)

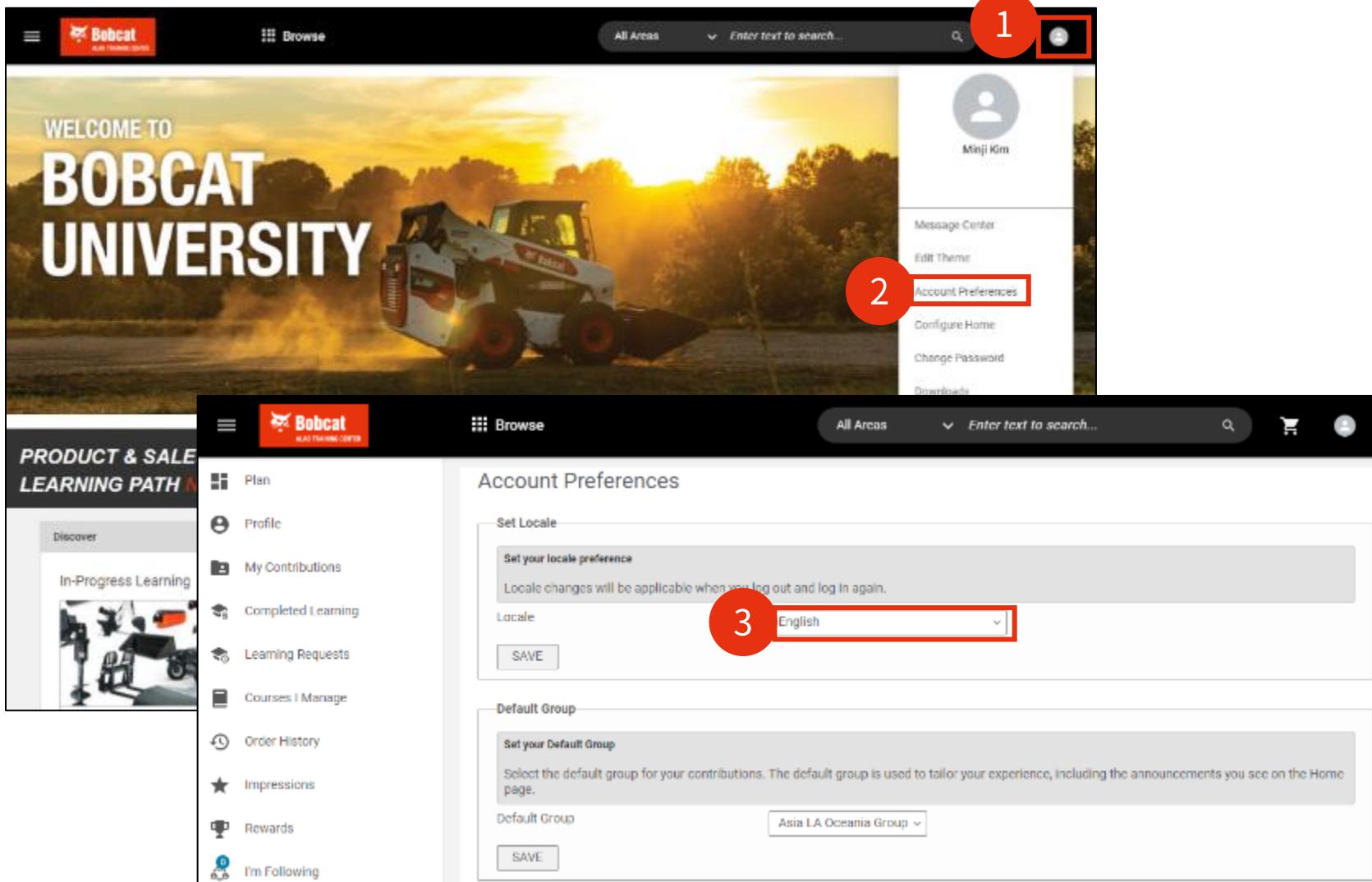
2. Site map



The screenshot shows the Bobcat University homepage. At the top, there is a navigation bar with the Bobcat logo (1), a 'Browse' button, an 'All Areas' dropdown, a search bar (2) with placeholder text 'Enter text to search...', and a user profile icon (3). The main banner features a Bobcat skid-steer loader working in a field at sunset. Below the banner, the 'WELCOME TO BOBCAT UNIVERSITY' text is displayed. The navigation menu includes 'PRODUCT & SALES' (4), 'SERVICE' (4), 'PARTS' (4), and 'REGIONAL CURRICULUM' (4). The 'REGIONAL CURRICULUM' section lists 'INDIA >' and 'LATAM >'. At the bottom, a 'Discover' section shows 'In-Progress Learning' with various course thumbnails, including 'Bobcat INSTITUTE', 'ATTACHMENT EXPERT', and 'ATTACHMENT EXPERT'.

- ① Move to the main page when click this logo.
- ② Search : Use when find training contents and courses.
- ③ View my profile: Setting my language and site theme.
- ④ Recommended learning path:
These are preset training curriculum for Product & sales/ Service/ Parts.
- ⑤ Check my learning status and courses.

2-1. Setting language



The screenshots illustrate the process of changing the language setting on the Bobcat University website:

- Click the profile icon at the top right.
- Click 'Account Preferences'.
- Change the language in the 'Set Locale' dropdown menu.

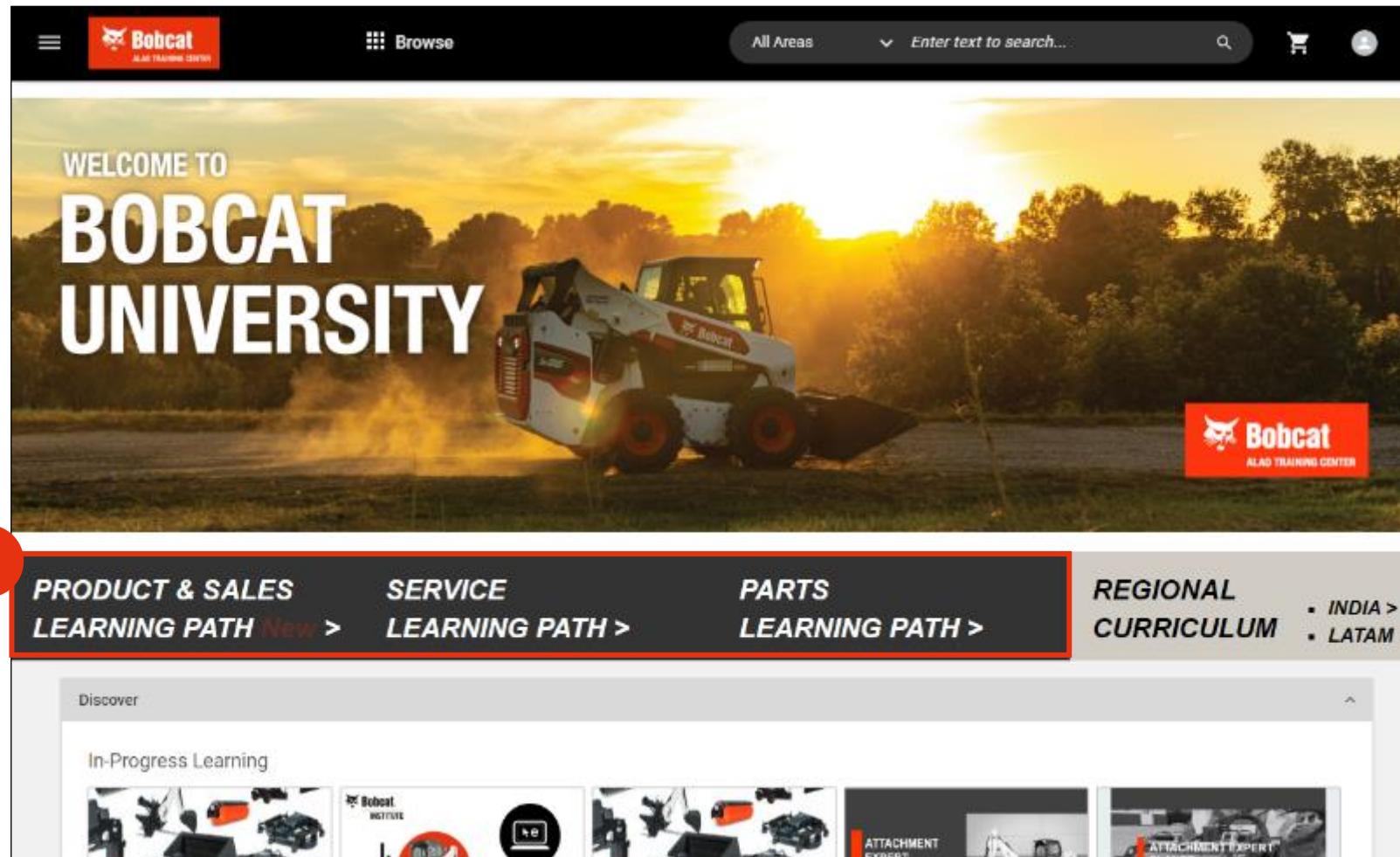
① Click profile icon at the right top

② Click Account Preferences

③ You can change your account language at the <Set Locale> menu.

* It applies to the site. The contents language is depending on the course.

3. How to learning (1) Use learning path



The screenshot shows the Bobcat University homepage. At the top, there is a navigation bar with links for 'Access', 'Site map', 'How to learning' (which is highlighted in red), 'Complete learning', and 'Status'. Below the navigation bar is a search bar with the placeholder 'Enter text to search...'. The main banner features a Bobcat skid-steer loader working in a field at sunset. The text 'WELCOME TO BOBCAT UNIVERSITY' is overlaid on the banner. Below the banner, there are four main navigation links: 'PRODUCT & SALES LEARNING PATH' (with a red circle containing the number '1' to its left), 'SERVICE LEARNING PATH', 'PARTS LEARNING PATH', and 'REGIONAL CURRICULUM'. The 'REGIONAL CURRICULUM' link has sub-links for 'INDIA >' and 'LATAM >'. Below these links is a 'Discover' section titled 'In-Progress Learning' which displays several thumbnail images of Bobcat equipment and training modules.

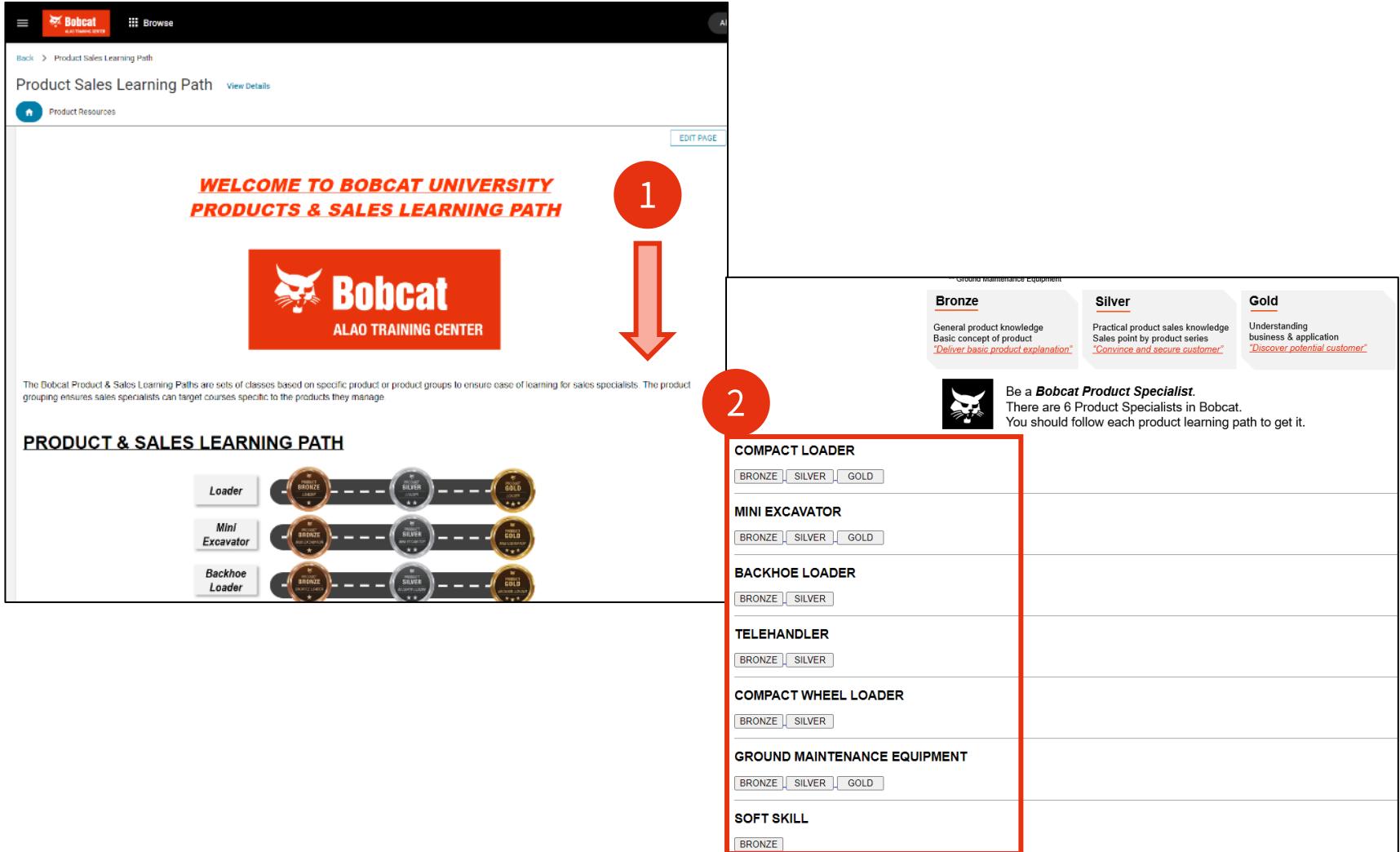
(1) Use learning path

① Click the <Learning Path> banner at the middle of the main page.

- i) Product & Sales learning path
- ii) Service learning path
- iii) Parts learning path

*In case of Soft skill, it contains both Product & Sales and Service path.

3. How to learning (1) Use learning path



**WELCOME TO BOBCAT UNIVERSITY
PRODUCTS & SALES LEARNING PATH**

Bobcat
ALAO TRAINING CENTER

The Bobcat Product & Sales Learning Paths are sets of classes based on specific product or product groups to ensure ease of learning for sales specialists. The product grouping ensures sales specialists can target courses specific to the products they manage.

PRODUCT & SALES LEARNING PATH

- Loader
- Mini Excavator
- Backhoe Loader

COMPACT LOADER
[BRONZE] [SILVER] [GOLD]

MINI EXCAVATOR
[BRONZE] [SILVER] [GOLD]

BACKHOE LOADER
[BRONZE] [SILVER]

TELEHANDLER
[BRONZE] [SILVER]

COMPACT WHEEL LOADER
[BRONZE] [SILVER]

GROUND MAINTENANCE EQUIPMENT
[BRONZE] [SILVER] [GOLD]

SOFT SKILL
[BRONZE]

Ground Maintenance Equipment

Bronze
General product knowledge
Basic concept of product
"Deliver basic product explanation"

Silver
Practical product sales knowledge
Sales point by product series
"Convince and secure customer"

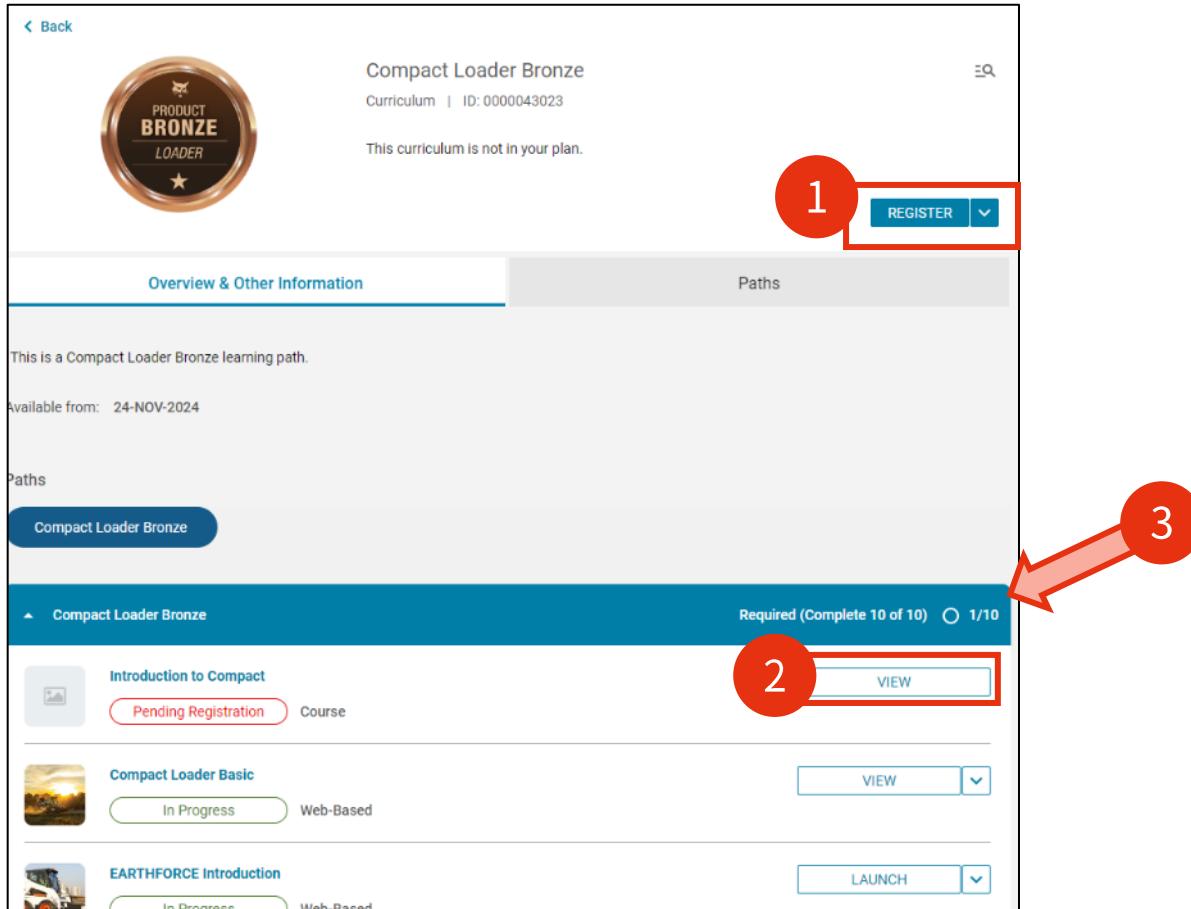
Gold
Understanding business & application
"Discover potential customer"

Be a Bobcat Product Specialist.
There are 6 Product Specialists in Bobcat.
You should follow each product learning path to get it.

(1) Use learning path

- ① When you click the learning path, the introduction page will appear. Scroll down to the end of description.
- ② Then short cut button to the curriculum at the bottom.

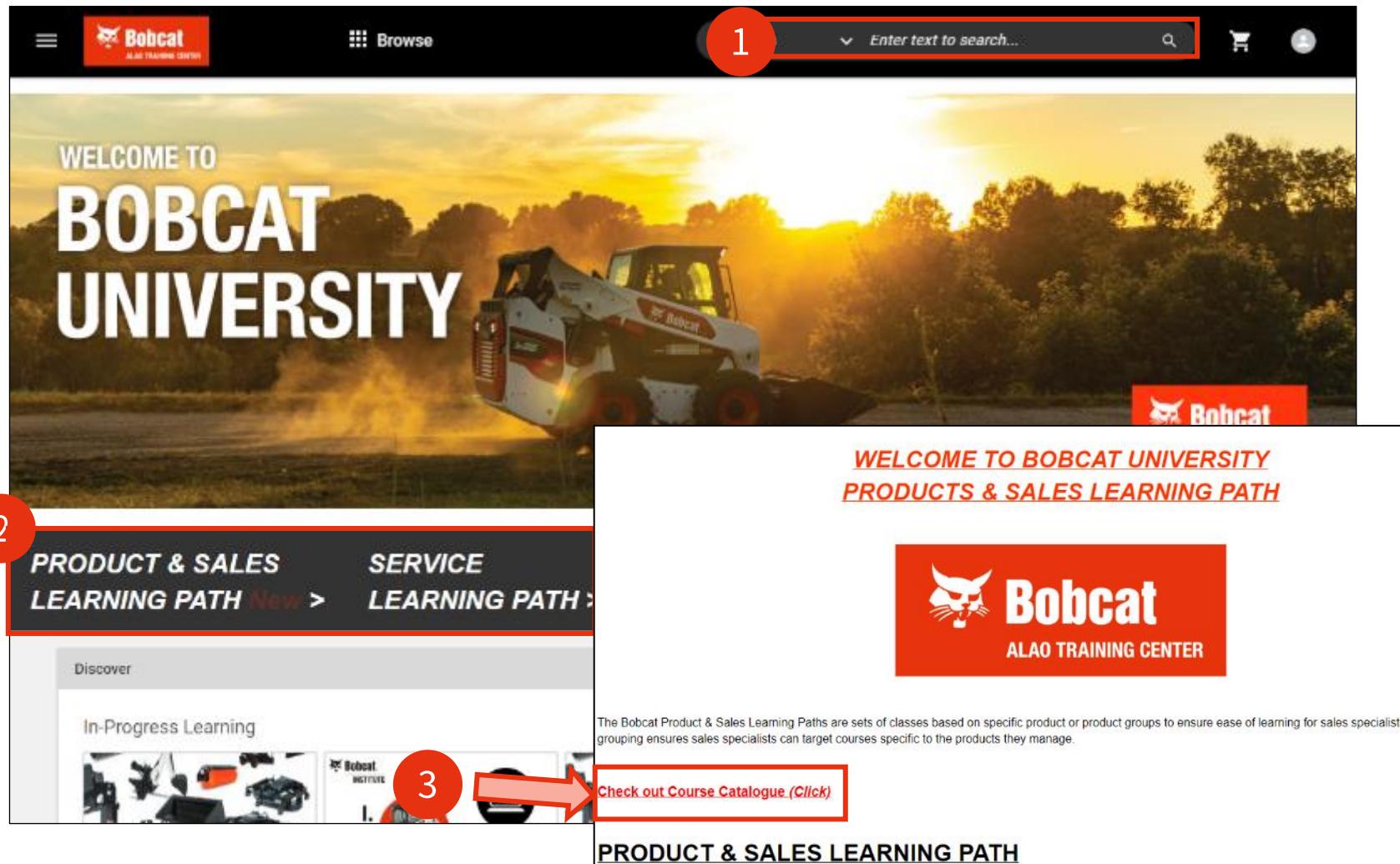
3. How to learning (1) Use learning path



(1) Use learning path

- ① If you click the curriculum, the curriculum page will be linked. When click the [REGISTER], you will automatically enroll the all courses in the curriculum.
- ② Or you can also register a course in the curriculum separately.
- ③ You can easily check how many courses in the curriculum/ is this courses are required or suggested.

3. How to learning (2) Search course directly



The screenshot shows the Bobcat University homepage. At the top, there is a search bar with the placeholder "Enter text to search..." and a magnifying glass icon. A red circle with the number "1" is placed over the search bar. Below the search bar, the main content area features a large image of a Bobcat skid-steer loader working in a field at sunset. To the left of the image, the text "WELCOME TO BOBCAT UNIVERSITY" is displayed in large white letters. On the right side of the image, there is a red button with the Bobcat logo and the text "ALAO TRAINING CENTER".

On the left side of the page, there is a navigation menu with the following options: "PRODUCT & SALES LEARNING PATH" (with a "New" tag), "SERVICE LEARNING PATH", and "Discover". Below this, there is a section titled "In-Progress Learning" showing thumbnail images of various Bobcat products. A red circle with the number "2" is placed over the "PRODUCT & SALES LEARNING PATH" link. A red arrow with the number "3" is pointing to a red box containing the text "Check out Course Catalogue (Click)".

On the right side, there is a box with the text "WELCOME TO BOBCAT UNIVERSITY PRODUCTS & SALES LEARNING PATH". Inside this box, there is the Bobcat logo and the text "ALAO TRAINING CENTER". Below this, there is a paragraph of text: "The Bobcat Product & Sales Learning Paths are sets of classes based on specific product or product groups to ensure ease of learning for sales specialists grouping ensures sales specialists can target courses specific to the products they manage." At the bottom of this box, there is a link "Check out Course Catalogue (Click)".

(2) Search course directly

- ① Use search menu at the top right of the main page.
* Put keyword or course ID retrieved from course catalogue.
- ② The course catalogue is in the learning path description page.
- ③ You can check out and download the catalogue with the link.

3. How to learning (3) How to take course

Introduction to Compact

Course | ID: A2422101 | V1

Not Registered

SEE CLASSES TO ENROLL

Overview

In this course, you will learn general Compact equipment business and history.

Other Classes

Available Completed Filters

2 Available class(es).

English | Web-Based | Class ID: 0000075073
Total duration: 00:40 Hrs | [Check cancellation policy](#)

In this course, you will learn general Compact Equipment business, line-up and history.

Show More LAUNCH

Korean | Web-Based | Class ID: 0000075074
Total duration: 00:40 Hrs | [Check cancellation policy](#)

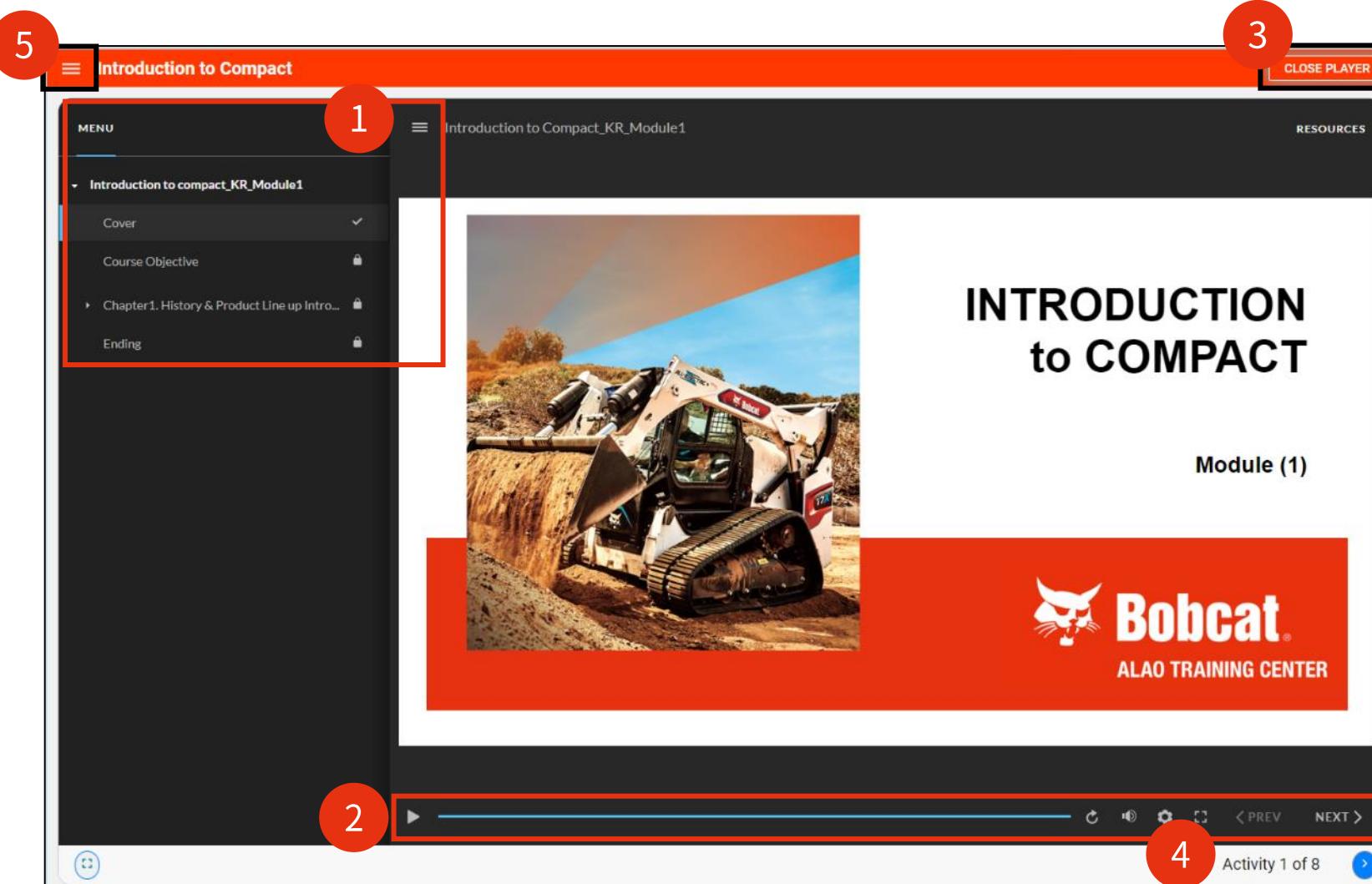
Compact Equipment의 역사와 비즈니스 전반 그리고 라인업에 대해 학습하는 과정입니다.

Show More LAUNCH

(3) How to take course

- ① Click the course title what you want to take.
- ② You can see the course description and check available language options.
- ③ Click [LAUNCH] at the class of language you want to take, then the player window will appear.

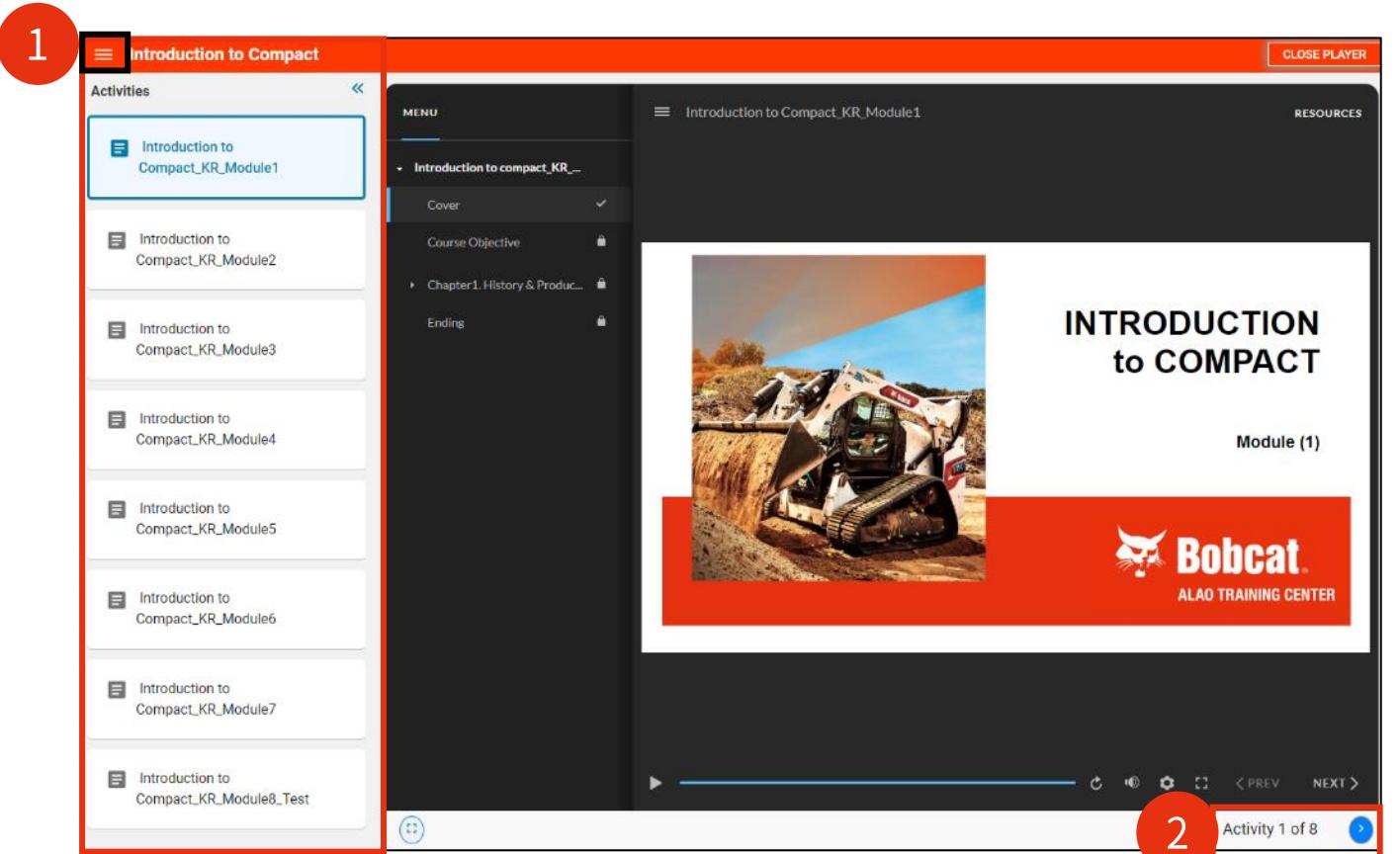
3. How to learning (4) Player window



(4) Player window

- ① Check your training status. If you click the menu icon , you can hide and view the list of contents.
- ② Play/ pause, full screen, subtitle menu.
- ③ If you click [CLOSE PLAYER], then the course will stop and close the player.
- ④ If you complete the current module, you can proceed to next module.
- ⑤ You can check all activities of this course. You need to take in orders. To mark this course complete, you need to complete every activity in a course.

3. How to learning (4) Player window

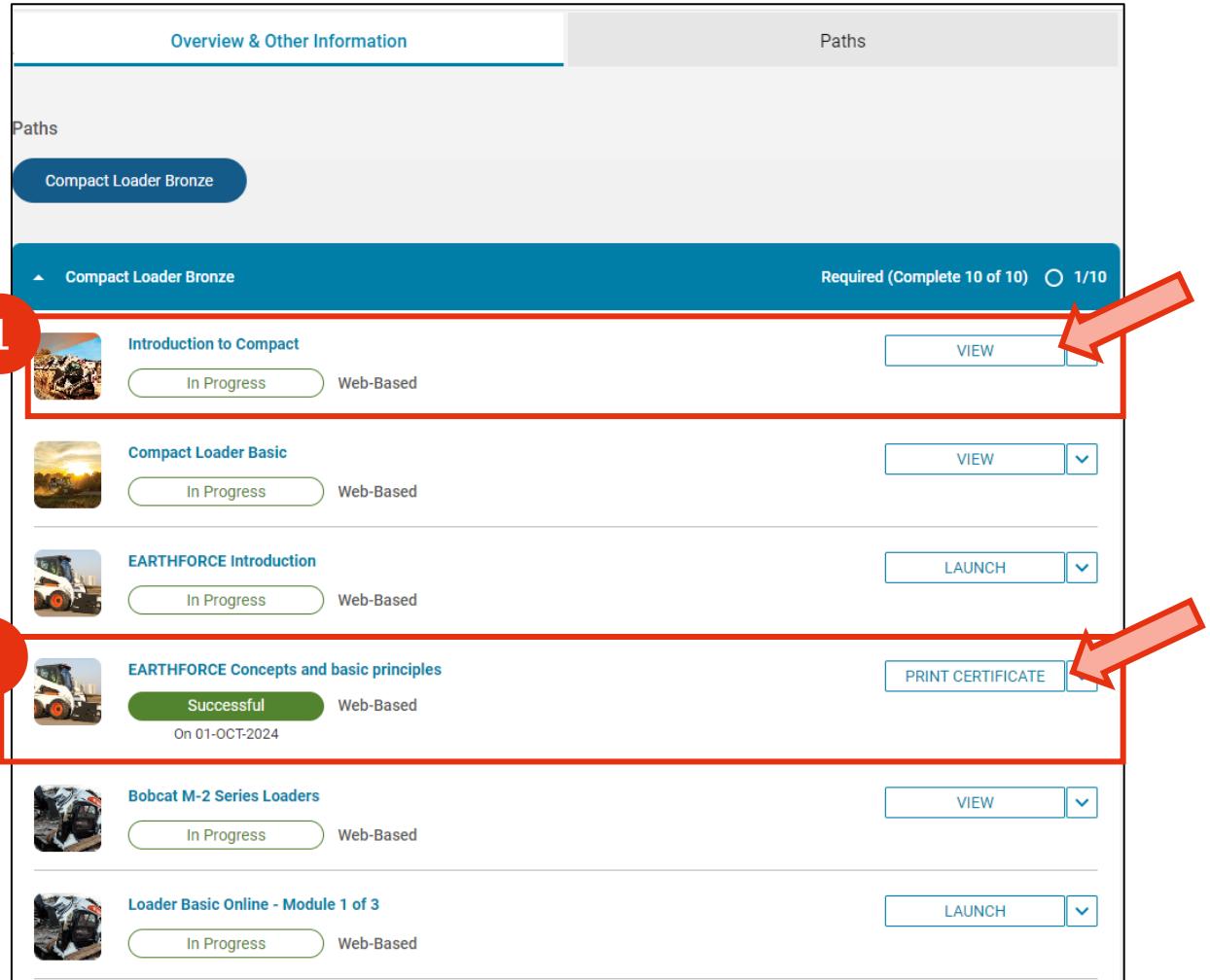


The screenshot shows the Bobcat University Player window. On the left, a sidebar titled 'Introduction to Compact' lists 'Activities' with 8 items: 'Introduction to Compact_KR_Module1' (selected and highlighted in blue), 'Introduction to Compact_KR_Module2', 'Introduction to Compact_KR_Module3', 'Introduction to Compact_KR_Module4', 'Introduction to Compact_KR_Module5', 'Introduction to Compact_KR_Module6', 'Introduction to Compact_KR_Module7', and 'Introduction to Compact_KR_Module8_Test'. A red circle with the number '1' highlights the sidebar. On the right, the main player window displays the first module, 'Introduction to Compact_KR_Module1'. The title 'INTRODUCTION to COMPACT' is at the top, followed by a thumbnail image of a Bobcat compact track loader working in a dirt field. Below the image, the text 'Module (1)' is shown. The Bobcat logo and 'ALAO TRAINING CENTER' are at the bottom. A red circle with the number '2' highlights the player window.

(4) Player window

- ① A list of Activities
- ② Menu for moving between activities

4. Complete learning (1) Complete course



Course	Status	Action
Introduction to Compact	In Progress	VIEW
Compact Loader Basic	In Progress	VIEW
EARTHFORCE Introduction	In Progress	LAUNCH
EARTHFORCE Concepts and basic principles	Successful	PRINT CERTIFICATE
Bobcat M-2 Series Loaders	In Progress	VIEW
Loader Basic Online - Module 1 of 3	In Progress	LAUNCH

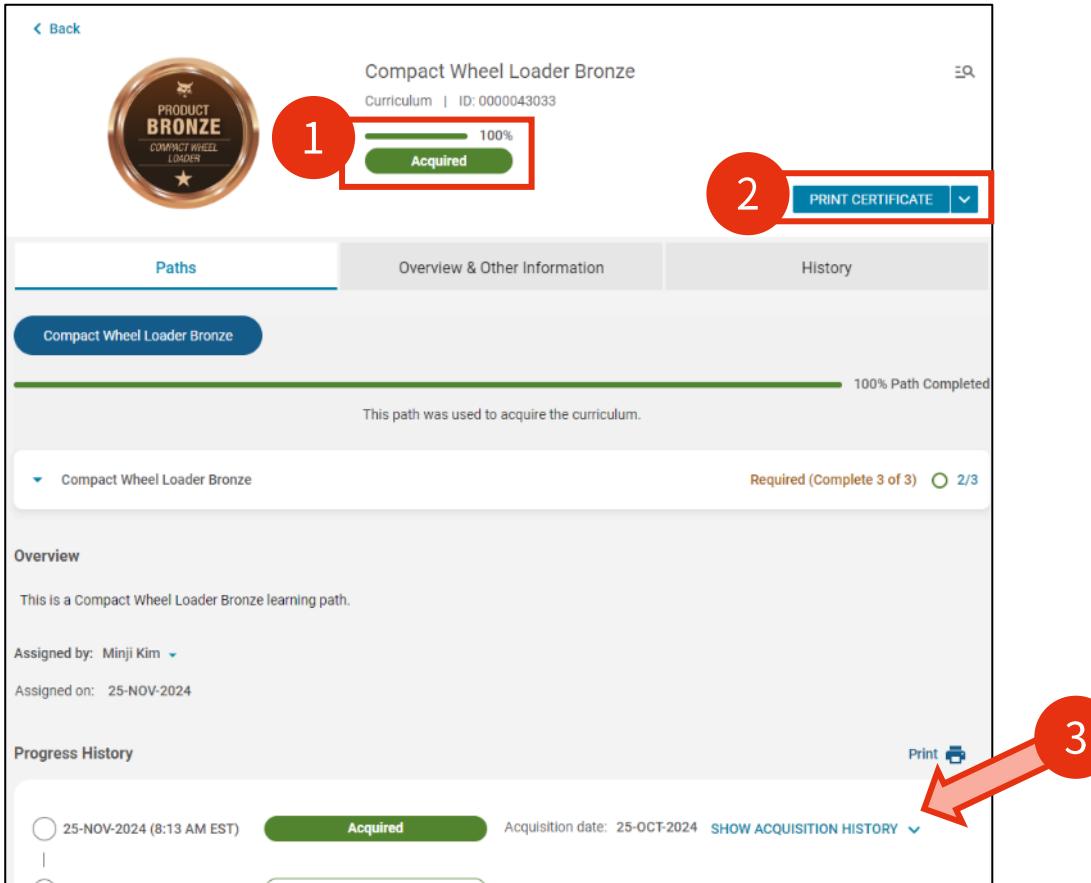
(1) Complete course

① If you are in the middle of taking the course, the course status will be appeared as [In Progress]. If you click the [VIEW], you can resume the course.

② If you complete the course, the status will be appeared as [Successful].

Course Certificate is not issued. Even though you click the [PRINT CERTIFICATE], there is no contents.

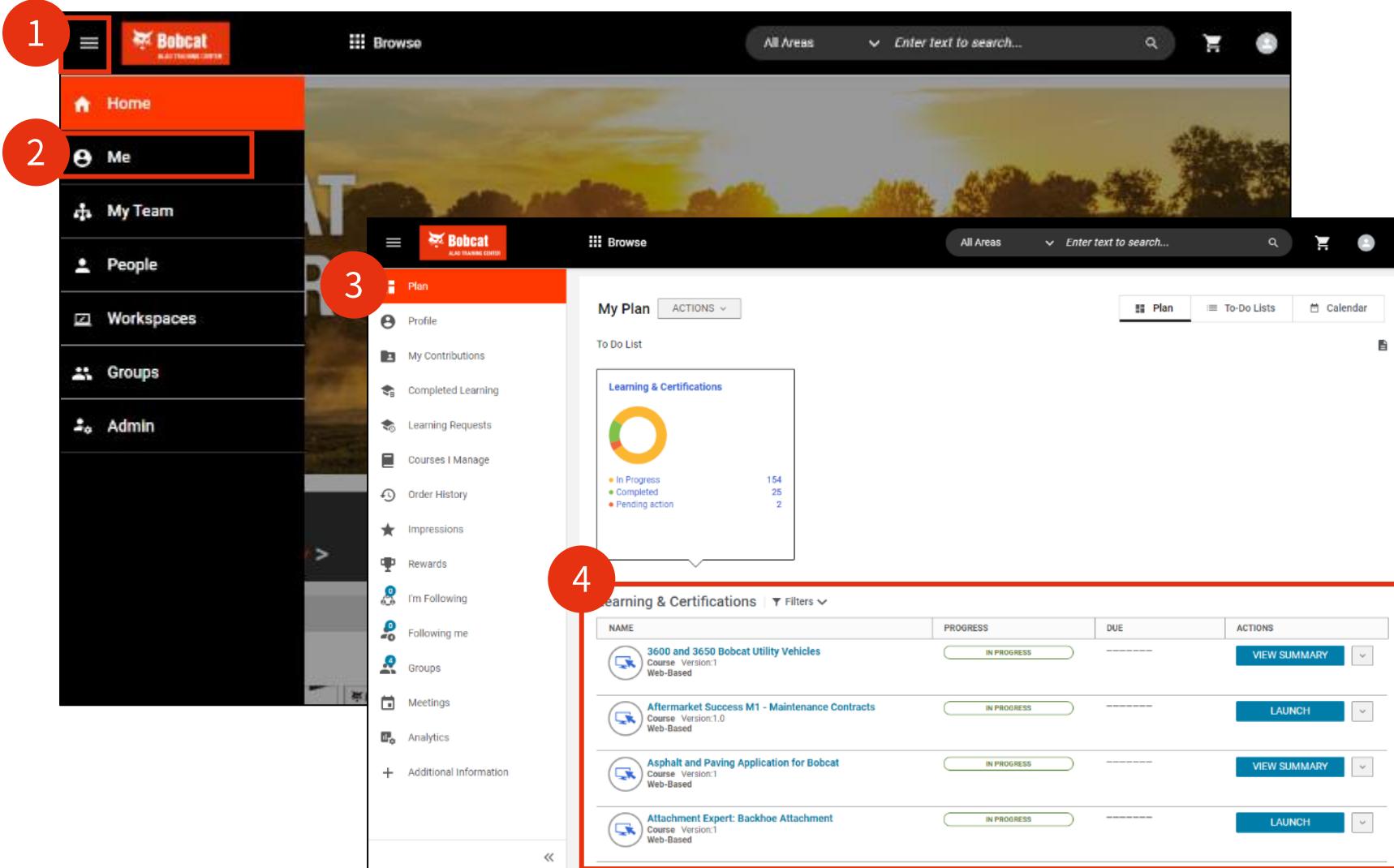
4. Complete learning (2) Complete curriculum



(2) Complete curriculum

- ① If you fulfill the conditions for completing curriculum, your curriculum status will be appeared as [Acquired] in green.
- ② If you click [PRINT CERTIFICATE], you can check certificate for the curriculum.
- ③ You can see your learning history.

5. Learning status



1 Click menu icon on the left top.

2 Click [ME] at the left list.

3 Then you can see [Plan] tap.

4 You can check your training status in the list.

NAME	PROGRESS	DU	ACTIONS
3600 and 3650 Bobcat Utility Vehicles Course Version:1.0 Web-Based	IN PROGRESS	-----	VIEW SUMMARY
Aftermarket Success M1 - Maintenance Contracts Course Version:1.0 Web-Based	IN PROGRESS	-----	LAUNCH
Asphalt and Paving Application for Bobcat Course Version:1.0 Web-Based	IN PROGRESS	-----	VIEW SUMMARY
Attachment Expert: Backhoe Attachment Course Version:1.0 Web-Based	IN PROGRESS	-----	LAUNCH

4. FAQ



Q. I don't have an account in Bobcat dealer portal. How can I sign-up?

A. Please contact to your Helpdesk to generate new account in Dealer Portal. Bobcat University use dealer portal as a gate.

- Asia & Oceania: [Click to Chat](#)
- Latin America: [Click to Chat](#)

Q. What if I need some help about Bobcat University?

A. Please contact to alao.training@doosan.com for queries about Bobcat University.

Q. Can I check all the courses in Bobcat University?

A. Yes, please look <Course Catalogue> in the learning path description.
It will be updated regularly.

Q. I have trouble with playing contents.

A. Training contents are video or interactive type.
It takes few seconds up to the user's network environment.
If you have still trouble with loading contents over 1 minute waiting, ① Close your browser and try again,
② Still no contents or error message popped out, please capture your screen and send it to alao.training@doosan.com

Q. Can I download the lecture or training material?

A. No, the online training contents are also assets of Doosan Bobcat.
Please study repeatedly by using this online training system whenever you need.

Q. I am from service network/ parts dealer. Can I take the courses, too?

A. Training contents are provided for Bobcat dealers.

Enjoy Learning!

