

BPO Company of the Year
2011 INTERNATIONAL ICT AWARDS



Content Re-Use and Enhancement

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Content Re-Use and Enhancement

Where to start?

Leveraging E-Pub 3 and HTML 5 will mean that the publisher / supplier relationship will be moving from content conversion to content creation and more.

Especially where existing content will be leveraged in the enhanced electronic delivery

Different skills and working models will be needed need as we now must combine Layout, design, technical conversion and app development to create these products.

Flash learning objects will evolve to enhancing premium learning materials via integrated HTML5 interactivity and rich media

A cautionary tale of content reuse and enhancement

Publishing trial and tribulations....

While not exactly enhanced e-pub creation, this follows the same General steps and procedures as many enhanced e-pub projects we are currently involved with and is a good example of how things might go

The names have been changed to protect the innocent.....

Access to Content

Partnership Strategy

Associations offer:

- Content
- Route to market
- Brand recognition

Emphasis on developing Association Network

- To maximise cross-selling opportunities
- To achieve critical mass of content quicker

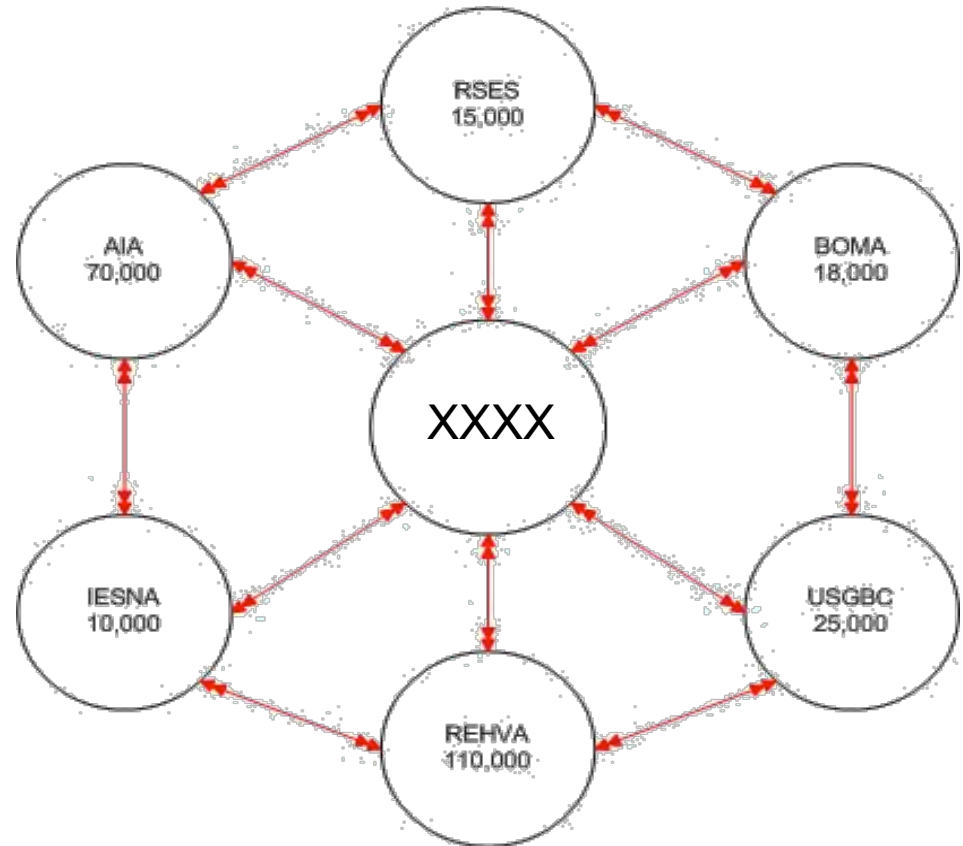
Broader the network and build more makes the web stickier..

- Associations: existing ones become embedded as more courses are developed and elearning grows, provide credibility and proof of concept for new society connections
- Corporations access content for all their technical needs from one source

Leverage and replicate structure in developing other industry network

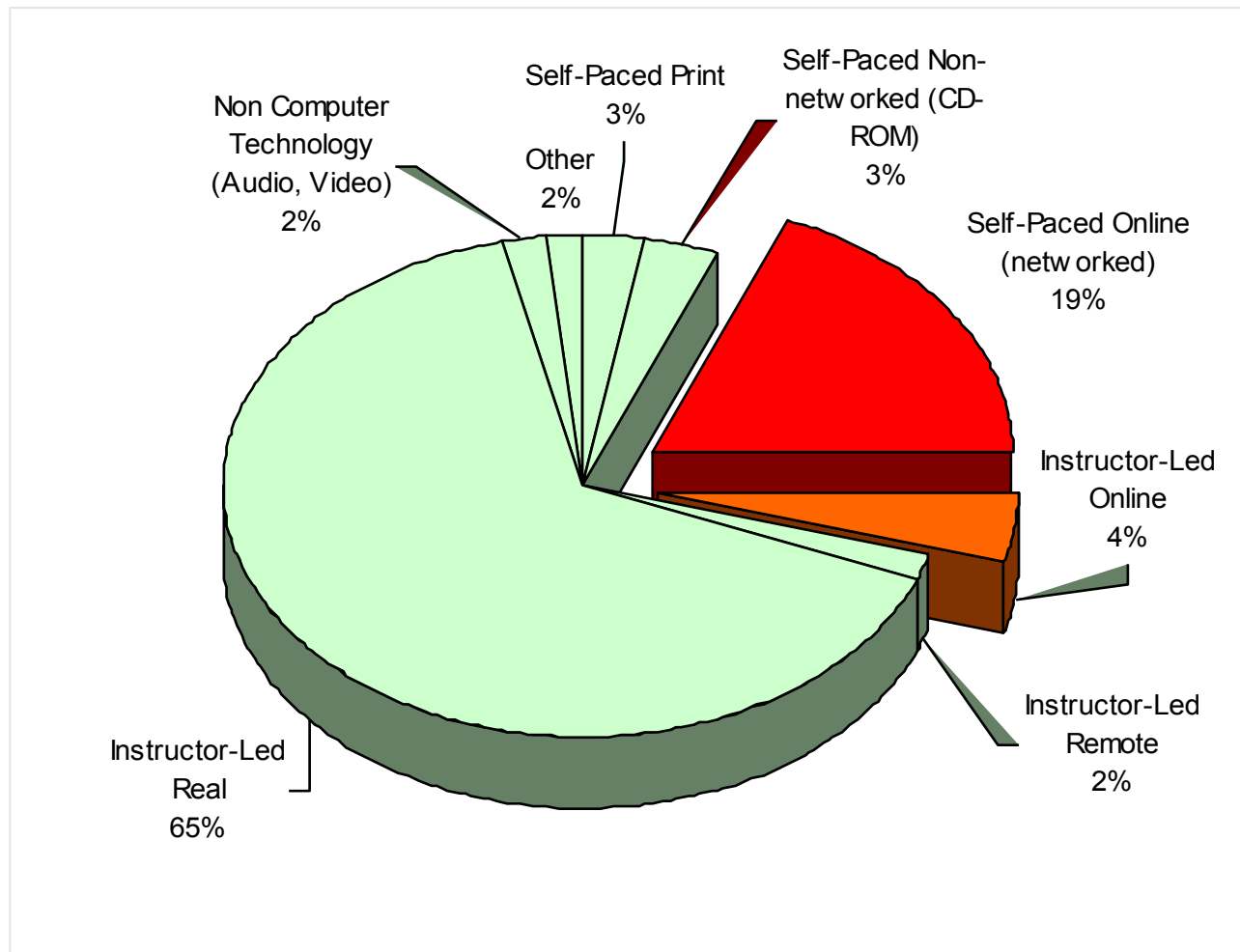
Engineering 'Web' of Associations

Centered around XXXX (number of members in brackets)



US Training & Educational Market by Delivery

- 23.37% of delivery is via online methods



FILTER #4

ONLINE DELIVERY METHODS ONLY



\$646m Core US Addressable online market segment

Acc = \$62m

Eng = \$254m

Com = \$330m

Growing at 15% pa

Where to Start?

- Acquire Content and Partnerships
- Define the Offering(s)
- Develop a “Critical Mass” of Offering(s)
- Build out Infrastructure for Sales and Delivery
- Get “Sales” on board
- Limited Budget (!)

Define the Offering(s)

Distinct Learning Outcome = Module

Module = 60 – 90 minutes of “Seat” Time (Hour)

One Learning Hour constitutes 40 – 50 screens

- Total Teach Screens: 12 - 20
- Total Interactivities: 24
- Total Assessments: 4
- 2D Complex Illustrations: 2
- Simple Static Illustrations: 18

Any number of Modules Can Be Combined to Make a “Course”

Used to develop templates and negotiate costs and timelines with the vendor

Module length later reduced 15 and 30 minutes during UAT and implementation

The Path to Success:

Development structure was broken down into 3 core activities:

- Editorial – publishing, content owner relationships and content production

Production was managed with close interaction with Editorial

- 3 dedicated Project Management Roles
- Key Vendor Partner

As an afterthought:

- Marketing – market intelligence, operational marketing, Websales
- Sales – large corporate sales, Websales

The Path to Production:

The Easy Stuff:

- Implementation of a modular/short course product architecture and offering
- Development of a modular content development process
- Conversion of existing materials to new content format
- Implementation of a new SCORM Compliant LMS
- Integration of the product website and stand-alone e-commerce system

The Path to Production:

The Easy Stuff:

Instructional Design

- Content Analysis
- Creating the Module Structure
- Storyboarding

Designing and Developing Content Templates

Media Creating:

- 2D complex Illustration
- Simple Static Illustrations
- Photo Editing
- Complex Animation with Audio Recording

Production using Flash + XML Technology

The Path to Production:

Fantastic Results in the first year-

- Content Partner#1
 - 90 new courses were developed and launched
 - 3 existing courses converted to current template - driven / modularized format
- Content Partner#2
 - 65 new courses launched
- Content Partner#3
 - 50 new courses launched

Going Sideways -



Going Sideways -

Editorial and Production -

- Content acquisition
- Creating a critical mass of offerings
- Content delivery

Marketing -

- Had limited or no input up till launch
- Focus was on “snazzyness” of the delivery platform

Sales

- Skilled but Clueless -
- No real exposure to the market (B to C) or product type

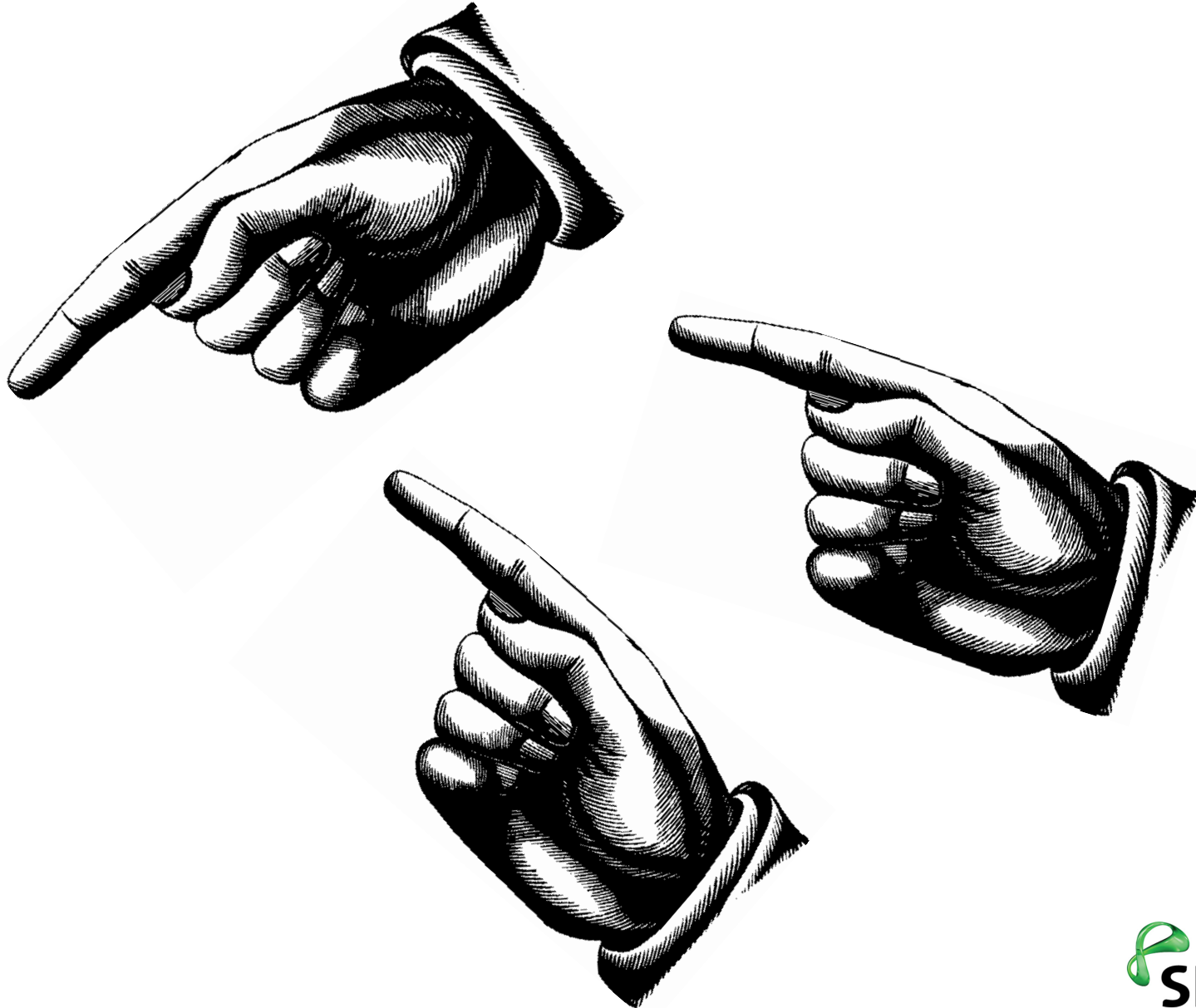
I.T. -

- Arrived late to the game
- Focus was purely on the technologies and “fit” into the corporate infrastructure

Going Sideways -



Going Sideways -



The “New Model”

With enhanced e-pub creation, the technology and content cannot be separated

It is critical that all parties are fully involved and engaged throughout the process

Editorial, Marketing, and Sales are all finding themselves more involved with technology than ever before

Leaving this strictly to production, operations or IT is long past





In concert with select customers, the SPi Innovation Lab provides an engine for the creation of innovative products, services, and processes

- A cross-functional team comprised of key personnel from our Strategy, Marketing, Technology, and Research & Development Units.



- Serves as a breeding and proving ground for new ideas, offering a low risk path for the development and productizing of innovative activities across the publishing spectrum

Thank you!