

OUTSTART



Delivering Blended Learning Solutions with OutStart LCMS

As a consulting firm focused on applying technology to maximize effective learning, communication and change, Adayana provides its customers with a broad range of products and services, including learning and performance support development, curriculum design, competency analysis and development, change management, and related business process reengineering.

To provide its employees and clients with a wealth of easily consumable learning material, the company selected OutStart LCMS, which streamlines the content development and review process, and significantly improves the reusability of learning content.

THE CHALLENGE

Adayana sought an LCMS solution that would allow it to create learning content objects that could be repurposed for a variety of uses and formats quickly and effectively. The company evaluated and used many LCMS applications and was impressed with OutStart's technology. "We needed the flexibility of OutStart LCMS for developing web-based training and performance support. OutStart provides an excellent value," said Adayana CTO, Steve Kerschenbaum. In addition, Adayana experienced a 20% savings in course development time using OutStart LCMS. Considering the power, flexibility and pricing of OutStart software, it just made sense for the organization.

THE SOLUTION

Streamlining Development

Previously, content subject matter experts (SMEs) would spend considerable time reviewing manual storyboards and visual mock ups prior to actual development. Before Adayana implemented OutStart LCMS, most storyboarding was done on paper, which was very inefficient. The company decided to conduct an initial trial of OutStart LCMS to develop a handful of internal courses. OutStart LCMS enables Adayana to storyboard online. Experts can make comments directly, and the content is taken through final development all within the application. After realizing these benefits, Adayana Instructional System Designers (ISDs) now use the OutStart LCMS as a collaborative authoring tool to build learning and performance support content for such clients as the IRS and U.S. Navy.

INDUSTRY

Professional Services

CHALLENGE

Adayana needed a solution that would allow them to create learning content objects that could be repurposed for a variety of uses and formats quickly and effectively while simultaneously also cutting production time and cost.

SOLUTION

Implementing a SCORM-conformant LCMS solution from OutStart has enabled Adayana to streamline and develop internal courses while simplifying employee projects from start to finish. Also, using the LCMS as an authoring tool, Adayana can now build learning and performance support content for their clients.

RESULTS

- Adayana experienced a 20% savings in course development time using OutStart LCMS

“OutStart LCMS offers tremendous flexibility. We have the freedom to use multiple authoring formats and third-party development tools, and can distribute the content in multiple output formats.”

Steven Kerschenbaum, CTO, Adayana

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For example, the U.S. Navy's Unclassified Controlled Nuclear Information Center is under a Department of Defense directive to develop annual security refresher training. Using OutStart LCMS, Adayana was able to deliver web-based courseware for the program. The product's built-in templates and configuration tools streamlined the development process. OutStart LCMS offers flexibility and provides Adayana the freedom needed to use multiple authoring formats and third-party development tools, which are in multiple output formats.

Standardizing Development

OutStart LCMS complies with new and emerging standards, so Adayana is able to produce SCORM-conforming courseware efficiently, helping it stay very competitive in the industry. Without OutStart LCMS, the responsibility would be on the developers to use other means to ensure that proper metadata tags were entered, and that various manifest files were created in accordance with SCORM requirements. "This is no small feat. It makes a great tool for the company and its clients," says Kerschenbaum.

Adayana has also used OutStart LCMS to assist the IRS. Previously, the IRS found that many employees were building static websites as Electronic Performance Support System tools (EPSS). The IRS worked with Adayana to begin standardizing its web development of these EPSS sites, as well as its courseware.

To do so, Adayana leveraged OutStart LCMS to modify the templates, enabling the IRS to develop, manage, and repurpose its content using OutStart's XML standards. As an added benefit, this process helped 'database' otherwise static HTML content in use through the IRS. "By far, OutStart LCMS provides us with the best way to produce quality content at a very low price point," said Kerschenbaum.

Future plans

Adayana plans to augment its elearning capabilities with additional OutStart products. Using OutStart SoftSim, Adayana will be able to offer more rapid and aggressively priced software application training. SoftSim will enable Adayana to capture the way a software application works and provide annotation for additional user guidance. The product's ability to help develop software simulations in an automated way makes it a real strong tool.

Adayana also plans to use OutStart Participate, which makes experts in an organization more available to the people that need to get to them. Many companies have issues in their help center environment where questions are asked over and over again. With OutStart Participate, this is no longer necessary.

Many of Adayana's clients are federal agencies facing the impending retirement of a large percentage of their workforce. With OutStart Participate, Adayana customers can better leverage institutional knowledge, so it's not lost when those employees walk out the door. In total, the OutStart product suite is Adayana's one-stop shop for e-knowledge.

ABOUT OUTSTART

At OutStart, we're out to solve a big problem.

Most organizations possess a wealth of underutilized collective intelligence around their products, services, and processes. This underutilization negatively impacts employees, customers, and partners, costing precious time and money while hindering performance. Said simply, "what your people don't know will hurt you."

OutStart's social business software and learning systems act like a lifeline: connecting people to the know-how, creativity, and learning they require to be efficient, effective, and agile.

Since its inception in 1999, and backed by leading venture capital firms, OutStart has matured into a profitable and rapidly growing company with an impressive range of customers, who are surpassing their expectations and delivering exceptional business results. The company is honored to have customers like Autodesk, BB&T, Boeing Company, BT, CVS Caremark, DIRECTV, EDS, Internal Revenue Service, Lufthansa, McDonald's, MetLife, Prudential, TiVo, Australian Defence Force, U.S. Navy, UK Ministry of Defence, Verizon Wireless, and Yum! Brands.

OutStart Inc.

745 Atlantic Avenue, Fourth Floor

Boston, MA 02111

Phone: 617.897.6800

Fax: 617.897.6801

CASE STUDY

