

# OUTSTART

# OutStart LCMS

## Learning Content Management System

### Develop, Manage, Maintain, and Deliver Modular and Personalized Training



#### Reduce Development Time and Cost

Rapidly develop, ingest, reuse, and assemble content into courses, without the need for programming. Improve quality of your learning content with automated workflow and review functionality that eliminates time consuming and error-prone manual processes.



#### Foster Collaboration and Knowledge-sharing

A social business software platform supports interactions and knowledge exchange between development teams and SMEs.



#### Expand Your Delivery Options

Develop content once and deliver it in multiple formats, including eLearning, Word, PPT, PDF, XML, and Mobile.



#### Meet Internal Compliance Requirements

From safety and security standards to SOPs and certifications, personalized and modular training targets specific learning needs. Tracking functionality ensures all employees are up-to-date on required competencies.



#### Reduce Maintenance Time and Errors

Quickly find assets, perform impact analysis, modify content, and automatically propagate changes throughout all learning.



#### Maintain Corporate Standards

Implements support for corporate standards such as templates and style guides, assuring corporate branding and consistency in message.



#### Optimize Learning Effectiveness

Automatically and dynamically assemble and deliver training modules that are personalized to each learner's needs.



#### Mobile Support

Learning content can easily be rendered to any basic mobile phone, Smartphone, or tablet.

## OutStart LCMS – the Industry's Proven Leader

OutStart LCMS is the most widely deployed and most successful learning content management system in the market. OutStart LCMS dominates across industries, ranging from high tech and government to professional services and quick service restaurants.

Hundreds of organizations, small to large, use OutStart LCMS to develop, manage, maintain, and deliver highly effective training for millions of learners. No other solution available has more than a fraction of the successful implementations or number of learners supported.

The reason is simple: Coupled with OutStart's years of LCMS experience, OutStart offers the industry's most comprehensive and adaptable LCMS solution. From development to streamlined maintenance, management, and delivery of modular learning, OutStart LCMS automates the complete learning content life cycle to help organizations achieve their key business goals, including:

#### Business Agility

Respond rapidly to changing market conditions and urgent knowledge-sharing needs across the enterprise. A comprehensive OutStart solution will decrease production cycle time to quickly resolve customer demands, speed products to market, and support the knowledge requirements of key LOB initiatives and M&A activity.

#### Enablement

Deliver personalized training to quickly achieve employee competency, optimize employee productivity, empower customers to maximize the value of your products and services, and receive the highest level of contribution from your partners.

#### Rapid ROI

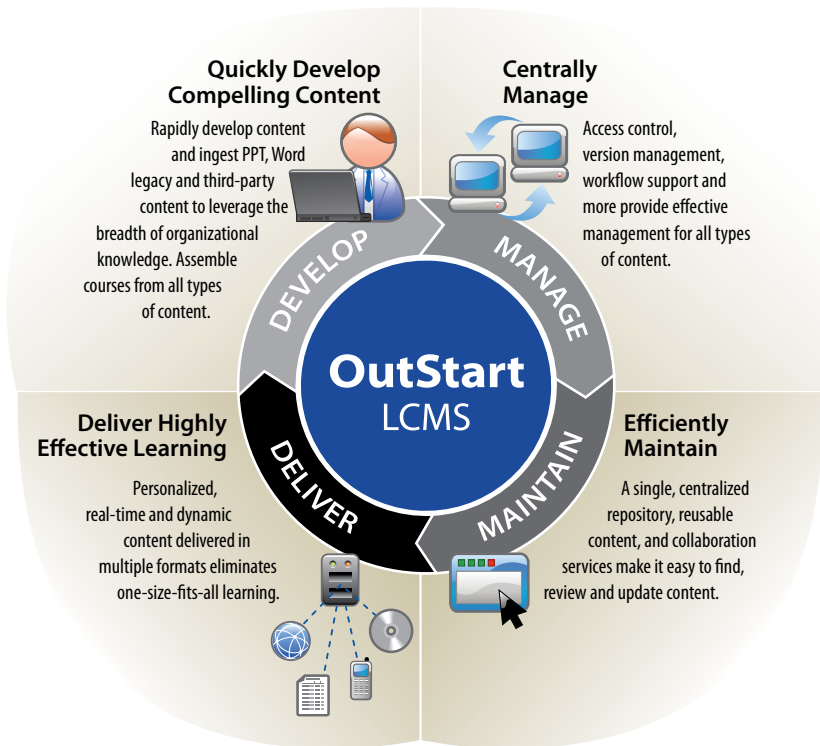
Quickly achieve significant ROI by automating your training development and delivery process. OutStart's business-focused LCMS helps cut training delivery time and costs, reduce IT support requirements, streamline maintenance, and deliver modular training to end users at all knowledge and skill levels.

With OutStart LCMS, your training organization gains a central hub for developing, assembling, re-using and repurposing, managing, and deploying all types of learning content. And unlike many technologies, OutStart LCMS minimizes implementation time and effort. With fast installation and training combined with a set of proven best practices, OutStart LCMS users typically are developing and delivering modular and personalized learning in a few weeks.

No matter what type of training your organization requires — online, instructor-led, mobile, performance support, in one language or many — OutStart LCMS can fulfill the learning needs of all sizes and types of companies. Activate the knowledge you need today while ensuring you can meet growing and changing requirements tomorrow with the industry's recognized LCMS leader – OutStart.

## OutStart LCMS: A Complete Solution for Managing the Learning Content Life Cycle

Many companies have discovered the benefits of automating learning content authoring, but manual processes for ingesting, re-using, maintaining, managing, and delivering learning content reduce flexibility and agility while driving up costs. For truly effective, cost-efficient learning content management, organizations need a solution that automates the entire content lifecycle, not just authoring. OutStart LCMS is the answer with its complete solution for managing content from the moment of creation to the delivery of personalized, on-demand training modules.



### OutStart LCMS Can Help

**Specialized learning requirements?**

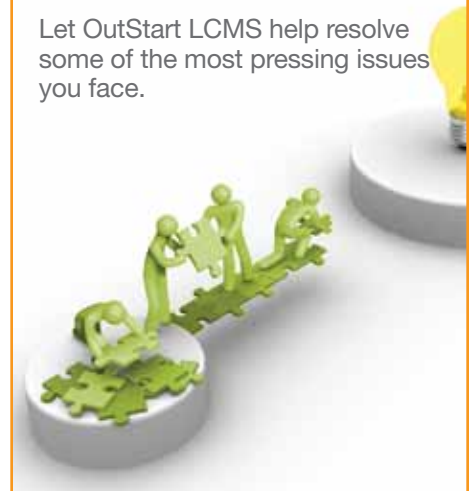
**Dispersed employees?**

**Fewer resources?**

**Tight budgets?**

For today's learning organizations, the pressure to deliver high quality learning at lower cost keeps growing.

Let OutStart LCMS help resolve some of the most pressing issues you face.



### Leverage the Market's First Social Content Development Environment

An integrated business social platform enables developers and SMEs to share ideas, best practices, tips and tricks, development standards, ask questions, and more.

### Extend development reach with OutStart LCMS's PowerPoint Developer

A MS PowerPoint add-on for creation of content, quizzes, polls, and assessments enables SMEs without training to readily create and publish content.

## Case Study

### OutStart LCMS Helps Kaiser Permanente Standardize Training to Save Time and Money

**CHALLENGE:** Healthcare organization Kaiser Permanente faced the challenge of training thousands of employees spread across the country. But because the organization lacked a single, national learning infrastructure, each region created its own version of training. The result was massive redundancy of learning content, which was difficult to keep current and consistent across regions.

**SOLUTION:** Using OutStart LCMS, Kaiser Permanente has standardized and streamlined content creation across the organization. Learning content is now stored as reusable learning objects in the central repository, making it easier and less expensive to update and maintain materials. By reusing the content across its regions, Kaiser Permanente provides consistent and up-to-date training that improves employee performance while satisfying regulatory compliance. At the same time, the ability to assemble content specific to regional audiences makes sure that each learning experience is relevant to the learner and supports local regulations.

#### RESULTS:

- Centralized learning content management reduced 48 versions of training courses to just 4.
- The company completed training and certification for its 5,000-person IT organization in less than 3 weeks — and all without any travel or classroom training costs.
- OutStart LCMS eliminated the redundancies and inefficiencies of creating multiple versions of the same content for every region.



## OutStart LCMS Highlights

### DEVELOP

- Rapidly develop content without programming, using built-in template-driven content development.
- Ingest legacy and third-party content in any form, including SCORM, AICC, Microsoft Word, and PowerPoint.
- Use FLASH, simulations, scenarios, built-in interactions, animations, and other media to create highly engaging content. Multiple tools promote collaborative development, streamlined workflow, and review to facilitate team development.
- A social business software platform enables developers and SMEs to share ideas, best practices, tips and tricks, development standards, ask questions, and more.
- Develop in your language of choice.
- Assemble courses from all types of content including natively authored, ingested, and third-party materials.
- Easily develop assessments with built-in capabilities that exceed standalone assessment tools.
- Support SME content contributions through PowerPoint Developer.

### MAINTAIN

- Rapidly make changes, deploy, and deliver targeted training, with all changes propagated automatically to every place the content is used.
- Quickly locate content using advanced searches by text, object type, or metadata, such as a course module, a single instructional element, a graphic, or media item.
- Effectively track changes to content with object locking

and security, versioning and roll-back, automatic task generation, and email notification.

- Easily ensure the right version of content is used every time. OutStart LCMS automatically determines and distributes the most recent version.

### MANAGE

- The creation of workflow tasks trigger automatic notifications to all content developers, including developers, SMEs, reviewers, and media specialists, increasing the efficiency of the development process.
- Maintain familiar processes for content developers and learners with easy-to-use configuration tools to mirror existing roles, workflow processes, access privileges, terminology, and the look and feel of the delivery.
- Streamline the interface by configuring privileges based on user role, e.g., media developer.
- Control access and activities within the repository with extensive security and the ability to assign users and data to secure partitions.
- Meet corporate standards with the most extensive standards support in the industry including SCORM 1.2, SCORM 2004 content, and seamless conversion from SCORM 1.2 to 2004; ADA Section 508 Compliance level 1; FDA 21 CFR Part 11; AICC. Gain compatibility with leading LMS systems.
- Dynamically perform impact analysis before you make any changes to understand the effect on project cost and delivery schedule.
- Gain insight into the effectiveness of learning and content with detailed reporting.

### DELIVER

- Provide highly interactive and engaging elearning including animations, transitions, videos, and Flash.
- Leverage real-time, on-demand personalized learning.
- Using performance-based assessments before, during, and after training, OutStart LCMS can dynamically assemble and deliver exactly what the learner needs – without any complex rules or programming.
- Deliver “learning your way”. Increase learning effectiveness and flexibility with delivery over multiple channels including the Web, instructor guides, classroom materials, offline on the desktop, CDs, mobile, performance support, and printed documents.
- Deliver natively in multiple formats including Microsoft Word, PowerPoint, FrameMaker, SCORM, AICC, HTML, PDA, and direct to PDF to support online, classroom, and mobile learning.
- Dynamically deliver to mobile devices including basic mobile phones, Smartphones, and tablets.
- Encourage learner self-service with keyword, job role, or subject matter search options that make it easy to find the right topic and paragraph in course content.
- Maintain control of delivery with template-driven presentation, navigation, delivery method, and language.
- Leverage OutStart’s industry-defining business social software platform for learners to bridge the gap between formal learning and the informal knowledge sharing that is essential to the learning process.

# A Full Range of Learning and Knowledge Solutions

## Hot Lava Mobile®

Hot Lava Mobile enables you to develop content once, securely deliver it across a variety of mobile devices, ranging from basic mobile phones to Smartphones and tablets, and analyze results. *Available via SaaS.*

## OutStart LCMS

The leading learning content management system (LCMS) for automating the development, management, maintenance, delivery and publishing of modular and personalized learning. *Available SaaS or on-premise.*

## OutStart LMS

A full featured, configurable learning management system (LMS) to administrate, document, track, report, and deliver learning in support of classroom, online, and mobile learning. The system optimizes the effectiveness and efficiency of training administrators and learners at a fraction of the cost of traditional LMS systems. *Available SaaS or on-premise.*

## OutStart Participate®

A social business software solution that integrates social networking, collaboration and knowledge sharing technologies. *Available via SaaS.*

## OutStart TrainingEdge.com

An affordable learning and knowledge suite that extends LMS and traditional elearning with a blend of learning management, content development and management, social business software and mobile capabilities. *Available via SaaS.*



## The OutStart Advantage

### Our Company

Over 10 years experience with a focus on learning and knowledge solutions.

### Our People

Our award-winning software solutions are backed by our people, who are uncommonly responsive, innovative, and committed to your success, thereby ensuring a positive return on your investment. Over 50% of our people have been with OutStart for more than seven years.

### Our Award Winning Solutions

Recognized as a Visionary in Gartner's Magic Quadrant reports for the last seven years, OutStart is regularly acknowledged for its industry leading solutions. In the last two years alone, OutStart was named a Top Learning Portal, one of "Five Emerging LMSs to Watch," a winner of two Best of Elearning! Awards for OutStart LCMS, the winner of a Best of Elearning! Award for Hot Lava Mobile, and a winner of two Brandon Hall Group Technology Excellence Awards.



### Our Customers

OutStart has over 10 years of learning and knowledge experience serving customers that are surpassing expectations and delivering exceptional business results such as Alcatel-Lucent, Alcon, AgustaWestland, Ascent, BB&T, Berlitz, Boeing Company, BT, California State Automotive Association, Capital One, CVS Caremark, DIRECTV, InfoComm International, Infor, Internal Revenue Service, McDonald's, MedFlow, MetLife, NextGen Healthcare, Phones4U, Pilatus, Primed, Swisscard, UK Ministry of Defence, Verizon Wireless, Xerox, and Yum! Brands.

## Connect with OutStart

For insight into customer implementations, best practices, industry news and more, visit the OutStart Knowledge Solutions Blog, and follow us on Twitter @outstart.

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