

# Case Study

## **Developing a Global Delivery Platform for eBooks and LMS Accessibility across All Digital Devices**

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Recent improvements in digital technology have brought about far-reaching changes in the education sector. Physical books are rapidly being replaced with eBooks and online content. The brick-mortar lecture rooms are not the only place where learning happens and exams and assessments are taken, they can happen online too. However creating effective courses or eBooks is only the beginning and it needs to be delivered in the right format and platform for anyone to benefit from it. The solution then needs to be strategized well to create audience and efficiently monetized to generate sustainable business.

### Client Profile

A US-based non-profit organization that funds cardiovascular medical research and educates consumers on cardiac care to reduce disability and deaths, was looking to develop and deliver eBooks and courses and to monetize their offerings by taking those to the B2B and B2C markets.

The organization is into Public health education, research, professional education and training, fundraising, and community service.

### Requirement

The client needed a solution to deliver eBooks as part of the training material distributed through distributors and training centers. It needed a global delivery platform to reach new markets for both retail purchase and institutional access with country specific portals in local language.

The delivery solution was required to allow anywhere, anytime access to eBooks on desktops and other devices and also support Analytics and Digital Rights Management (DRM)

The client wanted to provide users an interactive experience and wanted the delivery platform to generate web-ready PDFs and ePubs from InDesign, print PDFs and other formats and be integrated to certain companion apps.

Their existing solution was based on legacy system that was not owned by them making it difficult to enhance, innovate or implement new business needs and strategies. It was non-responsive, not mobile-friendly and not integrated into other essential business functions like Finance, Training Central, etc. With a new solution, they wanted to bridge all these gaps.

## Impelsys' Solution

Impelsys developed a scalable, responsive and extendable Learning Solution that supports role-based adaptive courses, and integrates into other client systems. And, they extended the solution to support future business needs for automated training.

Impelsys first identified learner's need and requirements and developed course objectives and defining elements. This was followed by working with SMEs to gather and analyze data, creating instructional design document and storyboarding the courses. Content for step-by-step skill-boards covering all topics listed was developed as per the modules and topics.

To improve the effectiveness of learning and make the process engaging, real-world dramatization videos and illustrations were prepared along with knowledge checks with reference to the topics/modules to maximize knowledge retention.

The development team of a Project Manager, a UX designer, 5 Architect Engineers and 2 QAs completed the development in around 7 months. Prototypes for both with and without audio delivery were developed and course delivery method was finalized.

The eLearning solution built using Impelsys' iPC Scholar platform is robust and scalable, supports next-generation adaptive courses and caters to both retail and institutional subscriptions. It also supports CME credits and certifications.

It has SSO and role based access as well as dashboards for Students, Instructors, Training Centers and Distributors – the last two integrated with client’s finance system. It also allowed for multiple payment gateways integration.

Impelsys commercialization expertise product development, solution delivery and audience development and institutional sales helped client manage entire product life cycle.

## Benefits

Launched with Instructor courses following a tight development timeline, Impelsys’ solution based on iPC Scholar sped to 450,000 courses within 3 months. Today it has 2 Million+ users accessing the courses on IOT-enabled eLearning solution.

They cater to multiple distributors, 4000+ training centers and 400,000+ certified instructors and train 15 to 20 million people every year including CMEs for healthcare professionals and mandatory trainings for first responders.

Impelsys’ shares a 7-year long engagement with clients in content engineering and simulations. During this period, it has taken multiple technology initiatives in:

- eBook delivery platform
  - For both retail & institutional channels
  - Language and geography-specific portals
- eLearning platform (CDP) for the next generation adaptive, mobile-compatible online courses
- Automated Training Solution



For details, email us: [marketing@impelsys.com](mailto:marketing@impelsys.com) or visit: [www.impelsys.com](http://www.impelsys.com)