



Founded in 1996

Independent Learning Analyst & Consultancy

Corporate Best Practice Research & Services
Corporate Strategy & Advice

Topic Areas: E-learning, learning strategy, blended learning, Enterprise LMS, sustainability, measuring value & ROI, leadership development, e-communities, e-assessment, rapid content development ...

Customers: B&Q, BP, Cable & Wireless, Chubb Insurance, Coca-Cola Europe, HSBC, Marks & Spencer, RBS, Vodafone, ...

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" the combination of learning services and technology to provide high value integrated learning: anytime, anyplace "

E-learning City Technology Forum

Delivering measurable value to the business

Integrated into all corporate learning activities

Within a coherent business-focused strategy

Leveraging an integrated infrastructure for all learning (Compliance provides a very strong driver)

Strategies for Success

Cultural change

HR/L&D resistance

Underlying infrastructure

Integration

HR data quality

Cost of custom content

Lack of internal skills

Key Challenges

Uncertain Market, Unstable Vendors

Changing rapidly with improving business optimism and market consolidation

Confused Messages

Recent History:

Strong perception of need to act

And invest!

Weary of vendor spin & vested interests

Market Perceptions

Automated compliance

Blended delivery of core competencies

Integrated skills infrastructure

Up-skilling customer advisors

On-line validation of learning

In-store infrastructure for continuous learning

Developing e-learning within the business

Global learning standards & infrastructure

Making e-learning a global capability

Measuring and proving the value of learning

End to end capabilities

Banking

Retail

Telecomms

Industrial

FTSE100 Examples

What is E-learning?

Using technology to support or enable the learning process

E-Access to learning

E-Delivery of learning

E-Support for learning

E-Management of learning

E-learning is quite a general term

incorporating a range of disparate markets, vendors & products

Common usage from about 2000 onwards

Which Means?

Evolved rapidly

Through Dot.com and Dot.bomb

Through post-9/11 technology & training funding problems

Large range of additional jargon terms and product types

Blended Learning, LMS, LCMS, Virtual Classrooms, e-content, SCORM, AICC,

Corporate Realities

Often more action than talk

Very project driven

Increasingly infecting traditional learning areas

Re-engagement with the need for an enterprise strategy & platforms

Opposite of the big hype period

E.g. Management Development