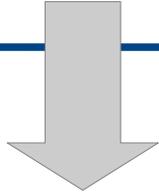


# Adoption of E-Learning solutions: selection criteria and recent trends

EXCERPT



## 1. Introduction

## 2. Criteria for choosing and E-Learning solution

## 3. E-Learning platforms are not dead, yet...

## 4. 2012 Learning trends

- Cloud
- SaaS
- Talent Management Oriented Solutions
- Mobile Learning
- Social Learning

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## 5. E-Learning offers Overview

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*In recent years, organizations of any kind have used E-Learning training to respond to specific training needs*

Reasons which prompted those companies to adopt E-Learning:

- Need to train people located in **remote locations**
- Need to train a **large number** of employees
- Leverage **customizations** of training software and their **great flexibility** in terms of use and methodology

*To develop the research, we contacted important learning providers and market leaders*

Data collection has been carried out in relation to:

- Interviews with **marketing managers** of major available companies
- **Analysis** of solutions, products, and services offered by leading companies
- Questionnaires to **selected customers** of E-Learning products

The **choice of an E-learning solution** is certainly a complex task that involves different levels of the company and it is different from case to case.

The **answers** given by different companies, which largely are already using e-learning for staff training, showed a concentration of items related to **general aspects of provider's quality and service.**

Item criteria	%
Competence	82
Integration with other informatic system	74
Low price	66
Support	63
References/testimonial	58
Quality/user friendly of LMS	56
Cloud	43
Mobile version of LMS	37
Consulting	35
Retail of Learning Object	35
Development of Learning Objects	34
Unlimited Scalability	34
Integration with other application through API	33
SaaS - Software as a Service	21
Talent Management System	21
Content Network Distribution	20
Hosting	18
Fast Time To Market	18

Tag cloud of the answers given during interviews with the E-Learning's marketing managers of six leading companies



*Starting from the famous article by Tim O'Reilly, and when the definition of "Web 2.0" was first drafted, there have been many rumors about a possible usage drop of E-Learning platforms*

The research results, however, show different trends:

- Almost **every company** invests in a Learning Management System
- LMS platforms are still **the first** E-Learning product/solution offered
- The acquisition of an LMS platform is still **perceived as necessary**

*By analyzing the different E-Learning solutions in the marketplace, a common trend is the so called “Cloud”*

Cloud trends and benefits according to the interviews conducted:

- An **increasing attention** to this kind of solution is confirmed
- Cloud technologies have an impact on both the **IT infrastructure** side and the **adopters usage**
- **Benefits** are identified in both the possibility to **reduce** the the client's IT personnel involvement and to **ease** the adoption and performance from the users standpoint

*The second trend is a particular articulation of cloud computing, the so-called SaaS (Software as a Service)*

Why E-Learning is embracing SaaS:

- SaaS enables users to access online E-Learning platforms **in a few minutes** and **without** the need of a sales agent
- It comes with all the **technical advantages** of a cloud solution (flexibility in the management of LMS scalability and configuration)
- Many providers are offering cloud solutions, but **not real SaaS**: Docebo is now rebuilding its offer into an **open source modular SaaS**

## *The third trend is about Talent Management-Oriented Solutions*

TMOS may be considered as an added value to other E-Learning services:

- This works especially for companies that already have experience in **consulting and management**, with integrated e-HR LMS applications
- The success of this service is linked to the **accuracy** of data tracking and the **effectiveness** of predictive algorithms
- Otherwise, a big investment **will be risked** in trying to integrate E-Learning and e-HR systems

## *The fourth trend concerns the Mobile Learning*

### Opinions about Mobile Learning:

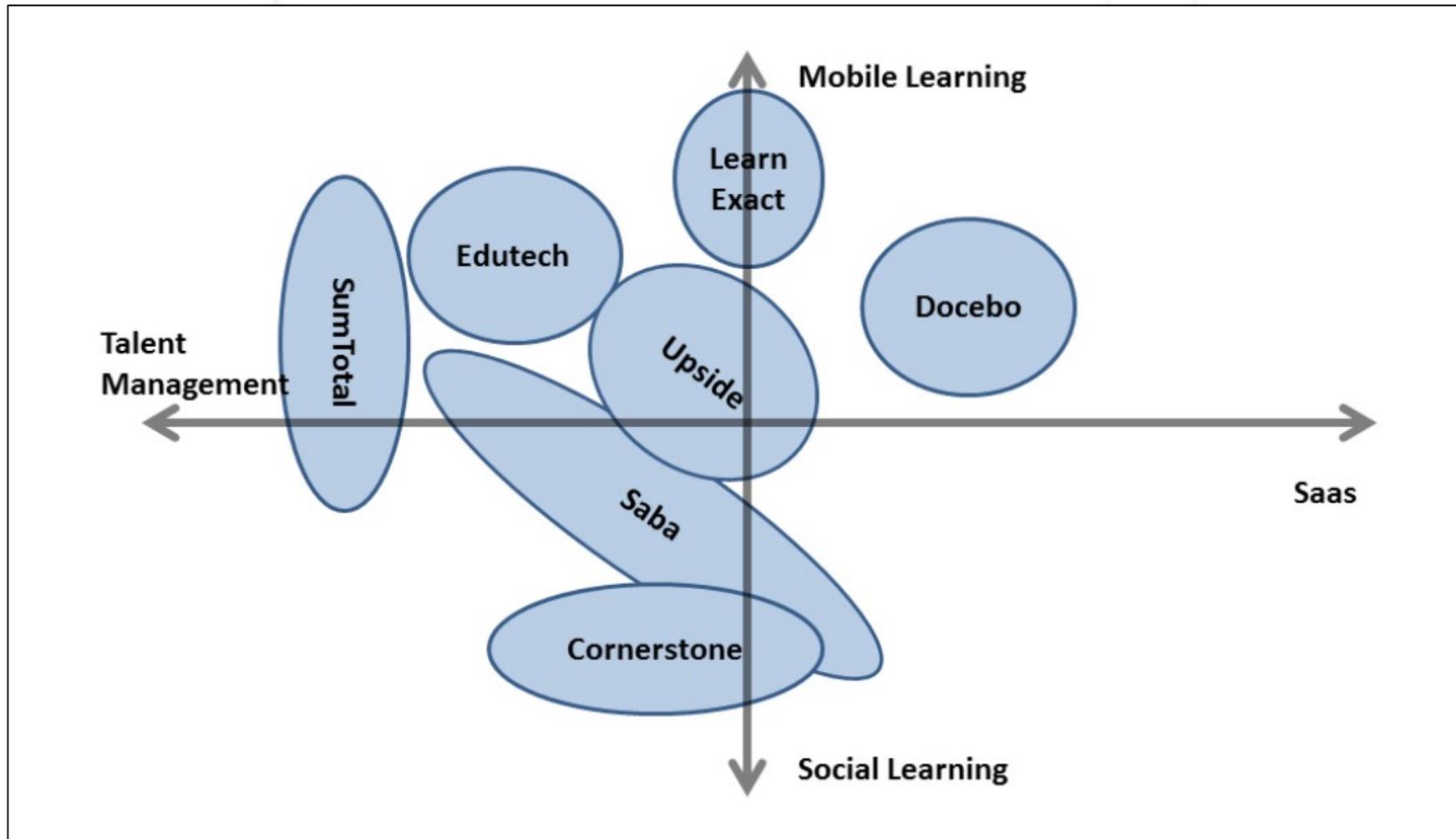
- The use of portable devices for training has become **increasingly common**
- It focuses on the **learner**, that is the center of the learning process
- This phenomenon is connected to the **large diffusion** of smartphones and tablets (used by people even without technical competences)
- Developers seem to be focusing on creating a **mobile version** of their platforms and sometimes also of their E-Learning courses

*The fifth trend is recognized in the so-called Social Learning*

Approaches, potential and limits of Social Learning:

- Social Learning aims to enrich the LMS with **informal elements**, in order to reconstruct a Social Networks-style of interaction
- This solution, whose benefits have **not yet been established**, is still under development
- It's **very difficult to integrate** an informal communication typical of the social learning with a formal system like the one of an organization

Summary graph of the offers of each providers



- Cloud E-Learning platform “As a Service”
- Design and development of E-Learning courses
- Professional services and project management
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