Integrated Learning Management Infrastructures with CLIX®

Frank Milius, Member of the Executive Board

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Agenda

- Company Facts
- What is Learning Management
- Selected Reference Projects
- E-University Construction Site
### Partner/Shareholder
- 60,01%: Scheer Group
- 13,33%: Dr. Wolfgang Kraemer
- 13,33%: Frank Milius
- 13,33%: Dr. Volker Zimmermann

### Locations
- Saarbruecken (HQ)
- Astana
- Berlin / Freiburg
- Kuala Lumpur
- London / Sevenoaks
- Sibiu
- Wien
- Zurich

### Employees
- 1997-1998: 10
- 1999-2000: 70
- 2001-2006: 110
- 2007: 125
- 2008: 150

### Rankings
- Strongest-selling eLearning full service provider in Germany (New Media Service Ranking 2006)
- Most capable LMS technology provider (MetaGroup 2003)
- Purchase recommendation (Prof. Schulmeister, Hamburg 2002)
- Precursor in usability (Prof. Baumgartner, Austria 2002)

### Awards
- World of Learning Award Training Provider of the Year 2007
- Digita Award 2007
- Empower Germany 2007
- doIT-Software Award for outstanding scientific performance 2003
- Innovation Award of the German entrepreneurship days 1998
- Innovation Award for “Life long learning in the knowledge society” 2000

### Revenues (Euro)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>'97</td>
<td>2 Mio.</td>
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<tr>
<td>'98</td>
<td>4 Mio.</td>
</tr>
<tr>
<td>'99</td>
<td>6 Mio.</td>
</tr>
<tr>
<td>'00</td>
<td>8 Mio.</td>
</tr>
<tr>
<td>'01</td>
<td>10 Mio.</td>
</tr>
<tr>
<td>'02</td>
<td>12 Mio.</td>
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<tr>
<td>'03</td>
<td>14 Mio.</td>
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<tr>
<td>'04</td>
<td>15,0 Mio.</td>
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</tbody>
</table>

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Products and Services

Products

**Learning Management System**
- Process Oriented Learning Management and Life-long Learning for heterogeneous markets

**Authoring Solutions**
- Rapid Learning
- _LECTURNITY®_
  - Lecture and Presentation Recording
  - Authoring on the fly
  - Video Postcast
  - Mobile

**Web 2.0 Content Community Platform**

**Services**

**Professional Services**
- Consulting Services
- CLIX Implementation and Integration Services
- Content Development Services
- On Demand Learning Services

**New Business**
- Research
- Prototyping
- Business Model and Market Validation
- Transfer into Products and Services
IMC’s Products and Market Segments

**Market Segments**
- Corporate
- Public Sector
- Higher Education
- K12 Education
- Consumer

**Product Focus**
- CLIX
- LECTURNITY
- SLIDESTAR
CLIX – Learning Management System

http://global-company.im-c.de/homeworkstation_f.jsp?my=1199173997399

Course catalogue

Catalog structure

Information Technology
Communication and Languages
Management and Soft Skills
Sales
Other Courses and Programmes

To be successful in today’s environment, any professional and manager must be able to effectively work with people. Global Company Inc. soft skills trainings aim to develop those personal values and interpersonal skills that determine a person’s ability to fit into a particular structure. While your customers will “see” the hard skills you bring to an engagement, what they “feel” will be the soft skills. It is through the combination of both hard and soft skills that perfection can be reached.
SLIDESTAR – Community for e-Lectures und Learning Ressources
Some Customers: Corporate Sector
Some Customers: Higher Education, Public Sector, Europe Aid

<table>
<thead>
<tr>
<th>Higher Education</th>
<th>Public Sector</th>
<th>Europe Aid/Government</th>
</tr>
</thead>
<tbody>
<tr>
<td>TU Clausthal</td>
<td>Bundeswehr</td>
<td>Bundesministerium für Bildung und Forschung</td>
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<tr>
<td>FHWW</td>
<td>datport</td>
<td>Bundesministerium für Wirtschaft und Technologie</td>
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<tr>
<td>Universität Hannover</td>
<td>esmt</td>
<td>Caucaz</td>
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<tr>
<td>Universität Karlsruhe (TH)</td>
<td>The Fire Service College</td>
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<td>Universität Konstanz</td>
<td>Hanöverskammer Aachen</td>
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<tr>
<td>LMU</td>
<td>Handelskammer für München und Oberbayern</td>
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<td>Universität Stuttgart</td>
<td>IHK</td>
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<td>Universität des Saarlandes</td>
<td>IBB</td>
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<td>UNIK</td>
<td>IHK</td>
<td></td>
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<td>University of Oslo</td>
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<td>teleAKademie</td>
<td>NDR</td>
<td></td>
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<tr>
<td>TUM</td>
<td>Unfallkasse des Bundes</td>
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<td>WDR³</td>
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### Higher and Further Education Institutions, Schools (Selection)

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<th>Country</th>
<th>Institutions</th>
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<tr>
<td><strong>Australia</strong></td>
<td>Western Australia University</td>
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<td><strong>Austria</strong></td>
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<td></td>
<td>Carinthian Polytechnic University, Vienna University, Technical University of Vienna, University of Vienna</td>
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<td><strong>Azerbaijan</strong></td>
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<td><strong>Czech Republic</strong></td>
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<td>Technical University of Liberec</td>
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<td><strong>France</strong></td>
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<td>Institute Eurecom, Université de Nice Sophia Antipolis</td>
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<td></td>
<td><strong>Georgia</strong></td>
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<td><strong>Greece</strong></td>
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<td>NCSR Demokritos, ENINYAE – National Institute for Public Health and Safety</td>
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<td></td>
<td><strong>India</strong></td>
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<td></td>
<td>Indian Institute of Technology, Kharnagpur, Indian Institute of Technology, Chennai</td>
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<td></td>
<td><strong>Italy</strong></td>
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<td>Università di Fierenze</td>
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<td><strong>Kazachstan</strong></td>
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<td>National Euroasic Gumilev University, Technical University of Almaty, Turan University Almaty, Distance Learning Academy of Economy and Statistics, Aktau University</td>
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<td><strong>Norway</strong></td>
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<td>University of Oslo</td>
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<td><strong>Russia</strong></td>
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<td>Nizhni Novgorod University</td>
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<td><strong>Switzerland</strong></td>
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<td>Basel University, Swiss Tropical Institute, Polytechnic University Bern</td>
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<td><strong>Romania</strong></td>
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<td>Lucian Blaga University of Sibiu</td>
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<td></td>
<td><strong>United Kingdom</strong></td>
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<tr>
<td></td>
<td>Lancaster University, Local Education Authority, Leeds, Stowe School, Glostershire, St. Dunstans College, London, Royal Navy, Maritime Warfare School, HMS Collingwood, National Airtraffic Services</td>
</tr>
</tbody>
</table>
IMC and Sales & Support Partner Offices – Europe

- IMC Offices
- Sales & Support Partner

Locations:
- Berlin
- Freiburg
- Zurich
- Vienna
- Sibiu
- Athens
- Moscow
- Birmingham
- London
5-я Московская Международная Выставка и Конференция по Электронному Обучению

eLearnExpo Moscow

21-22 мая
Москва, Центр Международной Торговли

Не забудьте eLearnExpo 08!
Нажмите сюда

1. Нажмите на иконку.
2. В открывшемся окне выберите ОТКРЫТЬ/OPEN.
3. Затем Сохранить и закрыть/SAVE and CLOSE.

» СПОНСОРЫ

Генеральный информационный спонсор:

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What is Learning Management?
Learning Life Cycle Management
CLIX LMS Overview
CLIX Architecture

Analytics
- CLIX Continuous Professional Education
- CLIX Report Designer
- CLIX Financial Controlling
- CLIX Learning Cockpit

Performance Management
- CLIX Skill / Competency Management
- CLIX Knowledge Management
- CLIX Performance Review / Yellow Pages
- CLIX Team Learning

Learning Management
- CLIX Virtual Classroom
- CLIX Gradebooks
- Learning Process Management (LPM)
- Learning Content Management (LCM)
- CLIX Testing / Assessment
- CLIX Evaluation
- CLIX Mobile Services
- CLIX Resource Management
- CLIX Partner Management

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E-Learning Iceberg

E-Administration Iceberg

Technology

Features

Infrastructure

Design

Integration/Interfaces

Contents

Editorial Processes

Target Groups / Roles

Learning and Teaching Processes

Organisational Processes

Learning Design/Didactics

Change Management

Resources

Curricula

Processes of Access and Use

Return on Investment

Analysis and Evaluation

Tutoring

Operator Concept

Marketing and Rollout Concepts

1/7 obvious

6/7 needed for success

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Learning Management with CLIX
Selected Reference Projects
German Elite Universities
(selected by the German Science Council in 2007)

- Technical University of Aachen
- Free University of Berlin
- University of Freiburg
- University of Göttingen
- University of Heidelberg
- Technical University of Karlsruhe
- University of Konstanz
- Technical University of Munich
- University of Munich
Some University References – Our Partners

- Technical University of Aachen
- Free University of Berlin
- University of Freiburg
- University of Göttingen
- University of Heidelberg
- Technical University of Karlsruhe
- University of Konstanz
- Technical University of Munich
- University of Munich

7 out of 9 „Elite Universities“ in Germany are imc-partners
Goal:
e-learning is an integral part of teaching and learning at TU Darmstadt

Partners:

Dual Mode – Our vision
The use of information and communication technologies encourages new and diversified forms of teaching and learning which are needed in a digital world. New media are central at the workplace and in our daily ways of gathering information. In a similar way, new media are changing our institutions of higher education and the ways of generating and passing on new knowledge.

By the year 2010
- all students at TU Darmstadt will have enrolled in at least one e-learning course where they get acquainted with the qualifications needed for life long learning
- the technical and didactical know-how of teachers at TU Darmstadt has developed to a degree that they are able to blend on-site teaching with e-learning and digital media on a daily basis
- students and staff at TU Darmstadt are able to perform most of the administrative tasks online
Case 1: e-Learning-Strategy TU Darmstadt („Dual Mode“)

- **Goal:**

  E-Learning is an integral component of the university’s teaching program

- **Partners involved:**

  [Image of e-learning center TU Darmstadt]
Goals:
- Implementation of a central learning management system for the university
- Integration of the platform with existing administrative system and processes

Partners involved:

1. Universität des Saarlandes
2. VISU (Virtuelle Universität)
3. Advanced Learning Solutions
Case 2: Saarland University

- **Milestones:**
  - Configuration and university-wide use of CLIX
  - Plattform roll-out
  - Implementation of the university's organizational structures on CLIX (clients)
  - Content migration / integration
  - (...)

Currently, more than 3.300 students use the platform in 114 different courses. The university has some 15.500 students.
Case 2: Saarland University

- **Milestones:**
  - Configuration and university-wide use of CLIX
  - Plattform roll-out
  - Implementation of the university's organizational structures on CLIX (clients)
  - Content migration / integration
  - (…)

- Connection of CLIX to student administration system
- Interface design and adaptation
- Connection of CLIX to course administration system
- Implementation of CLIX Virtual Classroom (Adobe Connect)
Case 2: Saarland University

Adobe Connect

API
SOAP

Active Directory (Registration, Authentication)

LDAP(s)

(Lecturnity)

CMS

LECTURNITY explain everything.

Groupware

XML Connector Mapping

(B) API
XML
CSV

Connector

Connector Mapping

XML

LSF

POS

XML Connector Mapping

XML AICC SCORM

ASP
API/MAPI
SMTP

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Next steps:
- Design and implementation of the „Virtual Saar Campus“
- Connection of all Saar HEIs to CLIX beginning with Summer Term 08
- Implementation of a CLIX Excellence Center at Saarland University
Scenario 1:
CLIX@UdS as a Multi-Domain-System with dedicated clients for additional HEIs
- **Scenario 1:**
  CLIX@UdS as a **Multi-Domain-System**
  with dedicated clients for additional HEIs

- **Scenario 2:**
  Implementation of a **Multi-Site-License**
Case 3: Integrated Learning Infrastructure, TU Munich

- **Goal:**
  - Implementation of a central learning management system at TUM
  - Interface design and development
  - Integration of CLIX with existing administrative systems and processes
  - Authentication and Authorization Infrastructure

- **Partners:**
  - [IMC AG](http://www.imc.de)
The Technische Universität München (TUM) aims at building up an integrated learning infrastructure and thus serves as an example for German university management.

The infrastructure comprises TUM’s main areas of activity in the academic sector, i.e., research, teaching and scientific education. Additionally, the university administration will also have access to the learning infrastructure. It will be included into an innovative concept for continuous education and human resource development.

Next to the offerings in presence teaching (studies and continuous education) the learning infrastructure supports e-learning programs to all target groups: to students and lecturers, to participants in continuous education programs as well as to TUM’s administration staff in the context of their internal human resource development.
Process and System Integration

CLIX®

Student Administration

Tutor
Design of Courses in CLIX

Content and Course Creation

Student

Grades

Learning History

CLIX Courses reported to Student Administration System

Courses reported to CLIX; Creation of Courses in CLIX

Course catalog reported to CLIX

Course enrolment in both systems

Course Catalogue

Student

Tutor
Design of course offerings

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Case 3: Integrated Learning Infrastructure, TU Munich

UnivIS Informationssystem der TU München

Darstellung
kurz
ausführlich
Druckansicht
Stundenplan

Extras
alle markieren
alle Merkmale
löschen
Ausgabe als XML
Expertenansuche

Lehrveranstaltungssuche

AMDP-Training zur Psychopathologieschulung mit Patientenvorstellungen
SE 2 SWS, Di, 15:30 - 17:00, Raum 3, Anmeldung Raum 305 Psychiatrie
Klinik 3 St., Tel. 4140.423

WA MED 6 - Bauml 10, Reifstr.

Lerhveranstaltungen WiSe 07/08

Staatsexamen

Katalogstruktur

Medizin (klinische Studienabschnitte) (Staatsexamen)

AMDP-Training zur Psychopathologieschulung mit Patientenvorstellungen
Anmeldung durch Freiplätze unter

Lehrveranstaltungsadministratoren zugordnet kein Betreuter

Advances in General Psychiatry and Clinical Neuroscience
Standort: Innenstadt/Gerching/Weißenstei

Aktuelle Probleme der Sportorthopädie und Sporttraumatologie (Doktoranden-Seminar)
Standort: Innenstadt/Gerching/Weißenstei

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Case 3: Integrated Learning Infrastructure, TU Munich

Authentication and Authorization Infrastructure
Case 4: CLIX2Sharepoint at Aachen University

- **Goal:**
  Integration von Microsoft Office SharePoint Server and CLIX Campus in view of a seamless portal and workspace solution

- **Partners:**
  - RWTH Aachen
  - Microsoft
  - IMC
E-University Construction Site
Goal: Integrated Learning Infrastructure
Benefits: CLIX Offers Benefits to all User Groups

- Learners
  - Pupils
  - Students
  - Employees

- Tutors
  - Teachers
  - Professors
  - Trainers

- Administrators
  - IT commissioner
  - IT department
  - Faculty

Learners' view

Administrators' view
Benefits for Learners

- Possibility to learn anytime and anywhere
- Personalised learning portal
- Comfortable access to learning
- Easy-to-use software
- Wide range of tools for self-paced learning
- Intuitive communication and collaboration environment
- Individual schedules and learning history
- Better learning results
Benefits for Tutors

- Save time when organizing educational responsibilities
- Plan future courses and monitor current lectures
- Powerful pedagogical tools to support online teaching
- Receive and manage students' feedback
- Produce online learning content
- Track students learning progress
- Conduct assessments online
Benefits for Administrators

- Powerful back-office tool for faculty management
- Comfortable course design
- Marketing and distribution of learning offerings
- Efficient participant management
- Flexible workflow management (enrolment and registration)
- Collect and administer students data consistently
- Produce and administer certificates
- Reporting and statistics
Thank you!