



CUSTOMER CASE STUDY

Information Builders Leverages Single-Source XML Solution to Develop Content Once while Delivering Training in Multiple Formats

THE CLIENT

Information Builders is a privately held software company founded in 1975 with over 1,400 employees worldwide. The company develops business intelligence (BI) and enterprise integration software solutions for more than 12,000 customers – including most of the Fortune 100 as well as top government agencies. Information Builders' WebFOCUS is the world's most widely used business intelligence platform, and their iWay Software suite delivers SOA, application, data and information management solutions.

Information Builders offers over 50 different training courses in a variety of delivery formats for their mission-critical software. The training materials rely heavily on media – such as Flash, Captivate and graphic screen shots – and incorporate use-case scenarios and best practices. Courses are revised on a frequent basis to reflect new releases and product updates.

THE CHALLENGE

The training department's development and delivery staff has faced staff reductions over the past nine years. They were struggling with shrinking budgets to produce an increasing volume of training materials for customers, employees and over 350 business partners.

Department leaders knew they needed to make their content development process more efficient while meeting the needs of multiple delivery formats, including instructor-led, virtual classroom, eLearning, self-paced learning, eBooks, live web seminars, and student and instructor guides.

Information Builders' training courses include rich scenario-based content with step-by-step screen shots. With their current systems they could not reuse and link content across different learning products or separate the text from the media files, so they were creating multiple versions of the same content and media for each different delivery format. Managing all of these versions was expensive, time consuming and error-prone.

Kristin Devlin, Information Builders' Executive Director for Customer Education, and Amanda Regan, Technical Director for Course Development, established the following goals to measure the success of the proposed new development process:

- Enable effortless content reusability across multiple delivery formats with a single-source of open, non-proprietary XML content
- Shorten turnaround time for ILT and ILO courses from three months to two and reduce eLearning turnaround time from six months to three
- Generate new revenues from product introductions

THE SOLUTION

Information Builders' primary requirement for a new development system was to efficiently support a wide range of course output formats, which is in general the most compelling reason for moving to XML. They researched learning content management system (LCMS) vendors with single-source development tools. They wanted a flexible vendor with a partner-oriented approach, strong references and reasonable

"In an environment of tightened budgets and reduced headcount, we have been able to significantly decrease the cost of developing our print and eLearning content, along with expanding our delivery offerings and creating new revenue generating training products. This would not have been possible without an XML-based single-source product."

Kristin Devlin, Executive Director of Customer Education, Information Builders

"A structured approach to authoring not only streamlines course development, the ease of reuse across courses and delivery formats is sparking numerous ideas for linking resources, driving interactivity and improving the learner experience."

Amanda Reagan, Technical Director of Course Development, Information Builders

pricing. After evaluation and due diligence, the Information Builders team decided to go with Xyleme because of their solution's native XML technology and its ease of use, document import and conversion capabilities, powerful content reusability and robust user interface tools.

Xyleme reviewed Information Builders' extensive library of existing Word, Flash and screen shot content and made recommendations to facilitate the import process, while Xyleme and Information Builders teams worked together to create primary document output templates. The initial 20 courses were converted in five weeks and course developers were functionally trained with the new Xyleme single-source process and tools.

Xyleme's XML-based system allows Information Builders to separate content from its presentation for immediate reuse in multiple outputs. This enables the advantageous use of media files across delivery formats, which dramatically increases the level of interactivity possible across training courses.

One of the key developers initially thought it would take a long time to become comfortable with the new tools and single-source process,

but – to his own surprise – he got up to speed quickly. The developer then became excited about the efficiency of the system and the possibilities available with content reusability across different formats, which has sparked valuable innovation amongst the development team members.

THE RESULTS

With the single-source Xyleme Studio LCMS, Information Builders no longer struggles to maintain multiple versions of the same content and media files for each separate delivery format, thereby eliminating a significant amount of what had been resource-intensive and error-prone work. The Xyleme tools successfully streamlined the development process and recovered its costs in less than a year – and Information Builders now has consistency across all 50 of their learning products.

Additional benefits included:

- Improved turnaround time for course development and maintenance
- The ability to quickly create new content including revenue-generating offerings such as hosted eBooks and application-specific eLearning

- Lower costs due to the elimination of printing and shipping student guides to internal staff
- A reduction in outside costs by removing the need to engage vendors for eLearning creation

As Information Builders' developers realized all the new ways they could utilize content, they began coming up with a wide range of ideas to improve courses. For example, enhanced interactive capability enables courses with web content seamlessly integrated into the training experience in a myriad of ways.

With their new Xyleme solution Information Builders now efficiently develops content that is open, modular and reusable. As well, the new content development process and tools allow Information Builders to create better training experiences via interactivity with all their learning resources.

ABOUT XYLEME, INC.

Xyleme, Inc. is the industry's leading provider of open and standards-based learning content management solutions that enable single-source publishing of training content. Xyleme is 100% XML-based to create massive efficiencies through modularity and reuse. With Xyleme, training organizations improve collaboration in content development, reduce time-to-market for customized training products, and minimize the cost of supporting a blended learning strategy for print, online and mobile delivery.

With Xyleme LCMS, the entire content lifecycle, from authoring to storage to publishing, is pure open XML. Therefore, content is effortlessly repurposed across print, eBook, online courses and mobile applications and automatically synchronized across these learning products. Xyleme LCMS takes full advantage of user-generated content to support enterprise content development processes and can publish training content to both formal and social learning environments. The industry's leader in standards support, Xyleme complies with key industry standards including SCORM 2004 and 1.2, Common Cartridge, QTI and ePub.

For more information about Xyleme, Inc., visit www.xyleme.com.