

Adobe Reimagines eLearning

Making it faster and easier to deliver, exchange and measure knowledge across learning channels

Today's Learning Management Systems (LMS) fail to deliver on the experience required by learners. They're based upon learning concepts and technology from the 1990s, when the focus was merely on course content and attendance, and the technology consisted of the personal computer and a newborn Internet. Improvements have since been made, but their foundations are buckling under the sheer weight of change.

As Adobe rearchitects its learning platform, the focus is on learners—what is being learned or not learned; how people are connected to information and other people; how content is improved over time and how a learning service extends to the right device, at the right place and at the right time. These considerations can all be met with a cost-efficient, scalable solutions that allows learning management to focus more on the mission and less on technology and infrastructure.

In the 1990s, the rapid growth of the Internet was a transformational agent for many fields, including training. As a result, excitement grew, distance education came into its own, and many special-purpose technology vendors rushed to the space to capitalize on the market. The past 25 years have been both good and bad for learning technology.

Good: Innovation with authoring tools, on-demand learning and virtual classrooms.

Bad: Lack of a holistic view that brings everything together with the learning mission in mind. As more and more technology is applied to meet the needs of the learning community, solutions are faltering. The result: LMS products across the industry fail to scale and to adopt the technology and expectations already well understood by other verticals.

Adobe strives to make it faster and easier to deliver, exchange and measure knowledge across the learning community. The combination of **Adobe Experience Manager (AEM)**, **Adobe Connect**, **Adobe Captivate** and **Adobe Captivate Prime** provides a comprehensive approach to authoring, deploying, learning and measuring, which, in turn, maximizes the return on investment (ROI).

Learning in 2015 needs to fuse formal and informal, synchronous and asynchronous, social, mobile and analytics. As the learner's experience continues to evolve and place more demands on technology, Adobe draws from the disciplines of web content management, marketing, instructional design and learning science for insights:

1. **The experience matters.** Easily access content across devices and time: rate, recommend, comment, moderate and suggest learning. This is how industry works. Learners are consumers too. They're having better experiences and see more innovation in other aspects of their daily lives.
2. **An extensible, open standards-based platform for learning innovation is required.** This entails an agile platform that can easily be extended to how each organization has defined processes, workflows and roles. Rapid development components need to be built in

to support enterprise integration—learning, forms, websites, mobile apps, workflows and digital asset management.

3. **The learning platform should be offered as a secure, cloud-based service**, with the infrastructure of a major provider (Amazon Web Services). Most vendors offer a product, but Adobe believes in a managed service that allows an organization to focus more on learning and less on technology.

As learner expectations continue to grow, Adobe looks to disciplines of web content management, marketing, instructional design, and pedagogy for guidance on both new technology and new strategy for building out Adobe’s Learning Ecosystem.

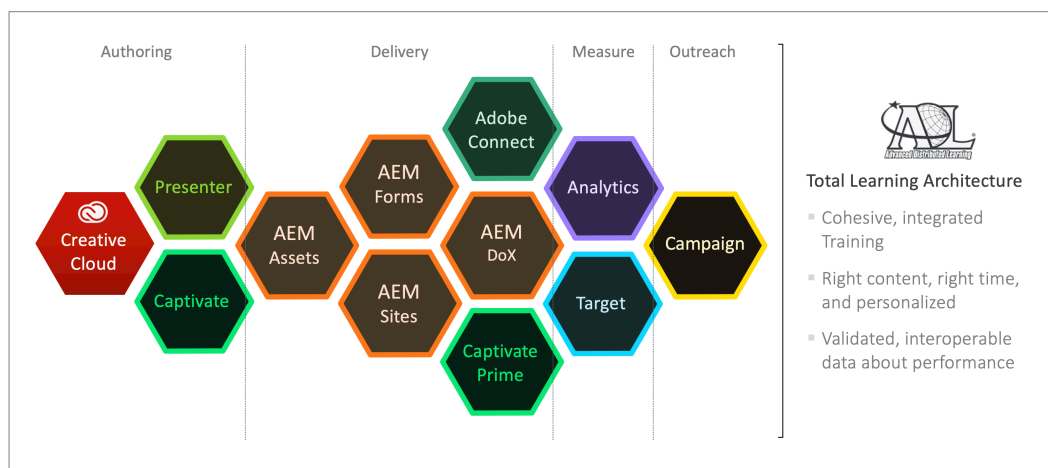


Figure 1: Adobe's Learning Ecosystem – eLearning from a comprehensive, Enterprise Platform. This is a learning ecosystem for authoring and managing assets; publishing content; delivering content; managing both content and personnel / communities of interest; and tracking learning content and social engagement

Today, two-thirds of the Fortune 500 companies rely on Adobe's Enterprise Technology to manage and deliver their digital experiences. Whether it's digital marketing, new-age social training, portals, analytics, eLearning and collaboration – the leading commercial entities, as well as government agencies depend on Adobe to drive their digital strategies. Beyond widespread, industry adoption, the core products for this solution have earned top marks by analysts.