

**Flexible and  
Adaptive  
Learning Content  
Management  
System**



“OutStart Evolution provided us with an integrated solution that met all of our learning and training development management and delivery needs, while providing future scalability.”  
– Chris Burton, AgustaWestland Ltd

# OutStart Evolution LCMS

## Most Comprehensive LCMS

For training organizations, the pressure is on. Learners demand information specific to their needs. Courses need to be available in multiple formats online and offline. Authors need to increase efficiency by leveraging existing content in new courseware.

Learning Content Management Systems (LCMS) can meet these needs by providing a central site to create, reuse and deliver learning content. To be effective an LCMS must be able to:

- Offer native authoring capabilities
- Acquire or import content from any source
- Assemble new content from acquired or existing content
- Provide robust content management
- Publish, deliver and distribute content in multiple formats and over multiple channels

If any of these functions are missing, the system's ROI rapidly evaporates.

## Flexible, Adaptable Learning Content Management with OutStart Evolution LCMS

OutStart Evolution LCMS is the recognized leader for learning content management for the simple reason that it delivers the industry's most flexible, adaptive and comprehensive environment for creating, managing, assembling and delivering content. Evolution LCMS is the only system that provides content reusability at the smallest granular level in order to protect your investment down to each paragraph.

Evolution LCMS maintains the value of existing knowledge with a central repository that manages content from any source, such as Microsoft® PowerPoint, Word, Adobe® PDF, SCORM and Macromedia® FLASH®. With this universal content support, authors can continue to develop materials using their tool of choice, while you can be sure of a solution that can adapt to future forms of learning information and emerging standards, such as CORDRA and S1000D. Evolution LCMS adds a layer of access control, version management, workflow and digital rights support to all of the content it manages whether that content is a natively authored paragraph or a graphic created in PowerPoint.

## Individual Learning, Efficiently Delivered

To maximize delivery efficiency and personalized learning, Evolution LCMS separates content from presentation. Easily configured metadata tags create reusable learning objects that can be dynamically and automatically selected and assembled into "just-for-me" courses. Just like My Yahoo or My MSN, the personalized delivery engine delivers learning content based on your preferences, role and even prior knowledge of a subject.

To meet the changing demands of your learners, Evolution LCMS delivers learning flexibility without increasing your development costs. Personalized delivery doesn't stop with the learning you take - it extends to your preferences for how the material is delivered. Individuals on the go can receive content on their PDA; students in a classroom can use printed student guides; and distant learning centers can deliver directly to the virtual classroom.

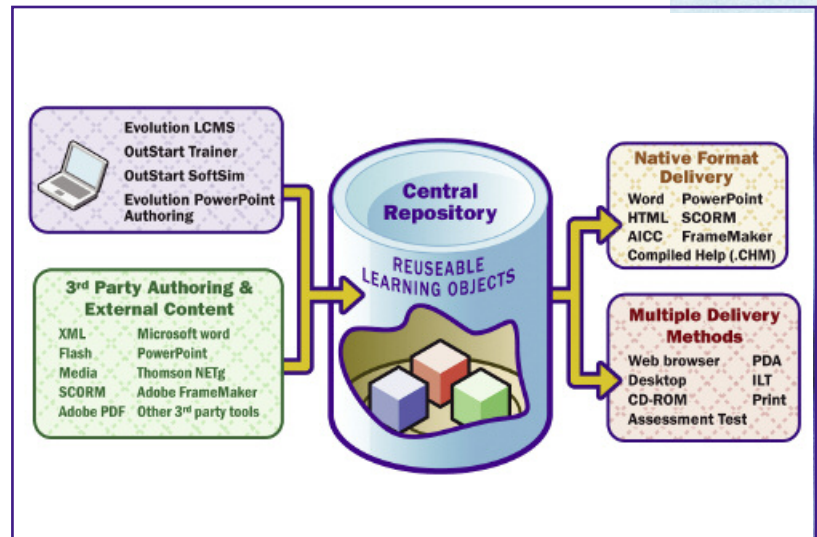
With Evolution LCMS your training organization can increase productivity significantly because authors create content only once for delivery in many native formats over multiple channels. Imagine the cost savings when you can develop author content just once and deliver it as ILT, e-learning, documentation and online help. For example, you can deliver content developed in Microsoft PowerPoint as an interactive HTML course or as a native Adobe FrameMaker® document downloaded to a PDA.

## High User Adoption

Unlike many LCMS applications, Evolution LCMS minimizes process re-engineering with a suite of easy-to-use configuration tools that let you mirror familiar processes while benefiting from automated workflows for content review, assembly and delivery. In fact, with one-day installation and just a few days of training, Evolution LCMS users are typically developing and delivering personalized learning in less than 4 weeks. Designed for ease-of-use, flexibility and growth, Evolution LCMS is the right choice to maximize the productivity and effectiveness of your training operations for a truly transformational learning environment.

## The OutStart Evolution LCMS Advantage

- **Optimize author productivity with multiple content creation options.** No other LCMS offers the level of content-creation flexibility down to the smallest content asset as Evolution LCMS. Authors can create materials using OutStart authoring solutions and a host of 3rd party development tools and media.
- **Reduce development time and costs with reusable content.** Authors can add external content to the repository with the click of a button and then assemble customized courseware using content from multiple sources. Maintenance costs are significantly lower because authors update content only once and have those changes automatically propagated to all learning modules that use it.
- **Increase learning effectiveness with personalized, dynamic content.** Evolution LCMS dynamically assembles and delivers exactly what the learner needs based on the learner's profile, proficiency assessment tests and the selections that that learner makes while taking training.



- **Understand the effectiveness of your people with robust assessments.** Extensive assessment capabilities let learners' knowledge drive their learning experience. Using performance-based assessments and testing before, during and after training, Evolution LCMS dynamically assembles and delivers exactly what the learner needs. Authors can incorporate these prescriptive learning capabilities without any complex rules.
- **Minimize change management with easy-to-use configuration tools.** Maintain familiar processes for authors and learners with configuration tools that make it easy to mirror existing roles, workflow processes, access privileges, terminology and the look and feel of the delivery.
- **Meet corporate requirements with support for multiple standards.** Evolution LCMS is at the forefront of industry standards to ensure your organization can always import, manage and publish in 3rd party formats. Evolution LCMS standards support not only allows content to be delivered in multiple formats, but also includes the ability to import and reuse any standards-based content at a granular level.

## Verizon Wireless Achieves Significant Savings with OutStart Evolution LCMS

**Challenge:** Many of Verizon's online courses did not exist in a standard format, which required them to be force fitted into the corporate LMS (Learning Management System). An average of 80 hours was required to integrate every newly created or modified course. With more than 40 courses in development at any given time, Verizon needed a single, standards-based format and an efficient method for modifying, integrating and managing their training content.

**Solution:** Using Evolution LCMS, the content development group has standardized their e-learning development

processes and now exports all courses as SCORM-compliant learning materials that can be easily deployed to the LMS. Author productivity has dramatically improved as the Evolution LCMS asset repository makes it easy for authors to find, reuse and share content when updates are needed.

### Results

- 1,000% savings on conversion of non-compliant courses to SCORM.
- Projected savings of \$10,000 per course through object reuse.
- Verizon can now respond more quickly to changes in business needs and market competition.
- Verizon has taken advantage of the SCORM packaging specification to leverage various systems and technologies while protecting their investment.



## OutStart Evolution LCMS Highlights

### Quickly and easily author compelling content

- Rapidly develop content without programming using the built-in OutStart LCMS template-driven authoring.
- Add OutStart Trainer® and OutStart SoftSim™ to your authoring environment so that instructional designers, course developers and SMEs can take advantage of advanced authoring and simulation capabilities delivered in easy-to-use WYSIWYG interfaces.
- Use Microsoft Word and PowerPoint, FLASH, NETg and other media to create content that becomes reusable learning objects.
- Import existing content in any form, including SCORM, AICC and Adobe PDF, with full enterprise learning content integration.

### Streamline the content creation, assembly and delivery process

- Author content once and deliver natively in multiple formats and delivery methods including Microsoft Word, PowerPoint, Adobe FrameMaker, SCORM, AICC, HTML, PDA and ILT.
- Conduct fine-grained searches by text, object type or metadata to locate content in the repository, such as a course module, a single instructional element, a graphic or media item.
- Enable collaborative content creation and editing among distributed authors with object check-in and check out, complete versioning and roll-back, automatic task generation and email notification.
- Minimize maintenance with any change to content automatically propagated to every place it is used.

### Increase user adoption with intuitive configuration tools

- Maintain control of delivery with template-driven configuration including theme, presentation, navigation, delivery method and language.

- Simplify use by configuring Evolution LCMS privileges by user role, such as specifying the functions to be used by media developers.
- Control access and activities within the repository by assigning users and data to secure partitions.
- Easily configure content metadata tags to support any combination of industry and corporate standards. Utilize the most configurable and flexible metadata engine for all assets and assemblies of assets.

### Optimize learning with personalized content and delivery

- Target the learning experience by dynamically assembling content based on the learner's profile, performance-based assessments and testing before, during and after training and the selections that the learner makes during training.
- Increase learning mobility with delivery over multiple channels including the Web, offline on the desktop, ILT presentations, CD-ROMS, PDAs and printed documents with tables of content, chapter breaks and appendices.
- Encourage learner self-service with keyword, job roles or subject matter search options that make it easy to find the right topic (SCO) and paragraph in extensive course content.

### Reduce TCO with support for learning and platform standards

- The most extensive SCORM support in the industry including SCORM 1.2, SCORM 2004 content and seamless conversion from SCORM 1.2 to 2004.
- ADA Section 508 Compliance level 1.
- FDA 21 CFR Part 11.
- AICC
- Microsoft Windows, UNIX® and Linux® platform support

The OutStart product portfolio connects knowledge workers and customers with the training, information and know-how they need to perform their roles more efficiently and effectively. Each OutStart product is designed to meet your needs today, while offering a clear growth path to a comprehensive, fully integrated learning environment that protects your investments in learning technology. For more information, please visit [www.OutStart.com](http://www.OutStart.com).

- **OutStart SellingEdge.com** Helps sales execs sell more, sell faster by facilitating ever-expanding set of knowledge, expertise and collaboration.
- **OutStart TrainingEdge.com** The only all-in-one, on-demand solution to address your full range of training needs.
- **OutStart Evolution® LCMS** The industry's most complete Learning Content Management System.
- **OutStart Evolution® LMS** Proven cost-effective Learning Management System for training administration.
- **OutStart Participate®** A comprehensive self-help, expertise and community management platform.
- **OutStart Studio™** Collaborative authoring and content management.
- **OutStart SoftSim™** Quick, easy development of interactive, browser-based simulations, tutorials and documentation.
- **OutStart Trainer®** The recognized leader in easy, fast authoring for e-learning.