

# E-Learning

Innovative. Comprehensive. Didactically and Technically Competent.



## Products

Interactive Learning Programmes

Authoring Tools

Learning Platform

## Services

Consulting

Development

Authoring of Content

## Knowledge over the net: How we learn today.

Businesses as well as government departments have a huge demand for staff training. Multimedia learning programmes complement internal and external staff training and provide individual support to learners.

CREALOGIX E-Learning boasts years of experience in the design and production of learning programmes that are tailored to the specific needs of our customers. For best learning outcomes, we focus on two central aspects: effective didactic conceptualisation as well as visualisation using appropriate multimedia technologies.

### YOUR PROJECT

You would like to benefit from e-learning in your organisation. You require learning programmes that not only cater for learners with vastly different levels of knowledge, but also meet different learning objectives. Learners should be able to learn anywhere and anytime as well as continuously assess their progress. Your experts need to be able to pass on their knowledge easily. Finally, you want to keep track of all training measures.

### OUR OFFER

CREALOGIX E-Learning combines the knowledge of adult education experts, multimedia specialists and software developers. Our experts accompany you all the way from the planning to the implementation phases of your own learning programmes. We provide proven learning modules and easy-to-use authoring tools. You can integrate your own learning programmes on our learning platform and track the progress of the learners.

# E-Learning

## Our tools make it easier to produce, publish and administrate interactive learning programmes.

### PRODUCTS AND SERVICES

CREALOGIX E-Learning plans and produces computer-based and web-based learning programmes (CBT and WBT) according to the specific needs of our customers. When producing learning programmes, we follow a proven method: together with our customers, we first define the target groups and learning objectives. Then we develop the content structure, determine the learning steps and select the appropriate me-

dia. We then provide the customers with an interactive prototype of a representative part of the learning programme, indicating its look, structure and functions. As soon as usability tests have been completed, we write a detailed storyboard. Once the storyboard has been approved by the customer, we produce the media and program the modules using the appropriate technology. Finally, we conduct comprehensive tests.

#### Multimedia learning programmes: E.g. BankingToday 2.0

This learning programme for the Swiss banking sector has been completely revised and is used by over 40 financial institutes in Switzerland. Banking Today 2.0 has been produced according to the latest didactic findings and teaches banking knowledge by combining the advantages of face-to-face teaching, individual study and e-learning.

Further learning programmes:

- Compliance
- Internal Control System (ICS)
- Anti-trust law
- Information security
- Unified communications

#### Easy-to-use authoring tool: CLX.WBT-Framework

How can you produce e-learning modules quickly, at low cost and in a standardised way? We developed a tool that enables specialist authors and trainers without programming expertise to participate in the production, administration and further development of attractive, interactive e-learning modules.

Further application:

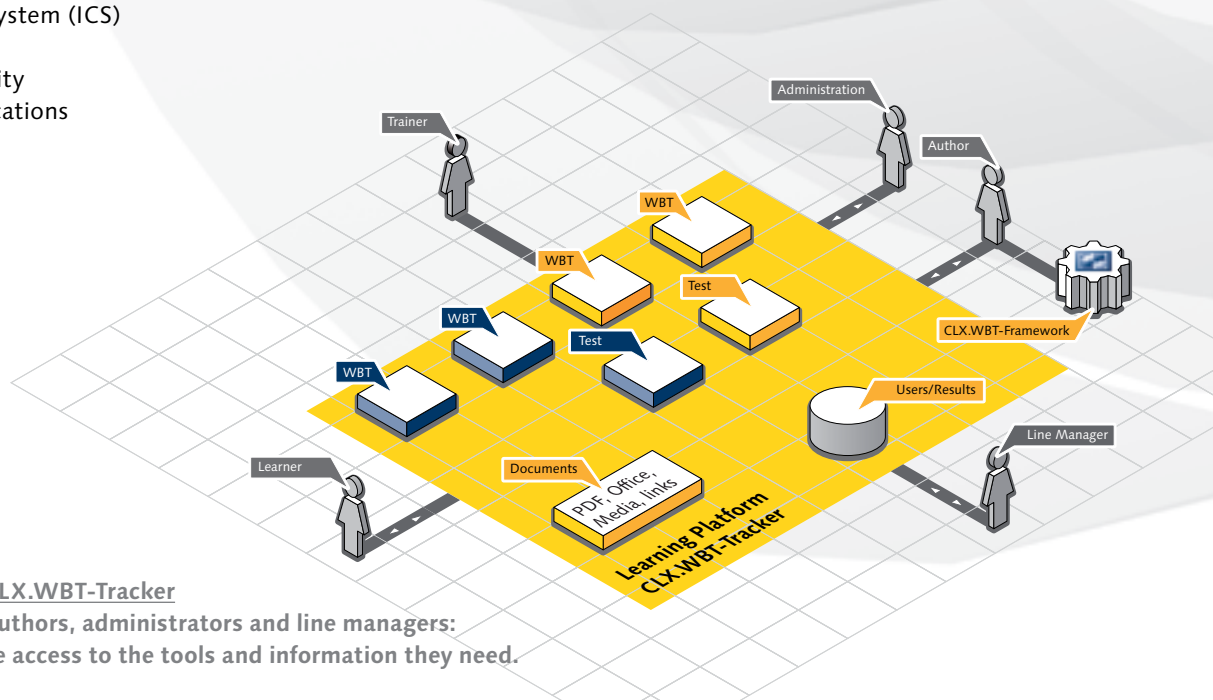
- Mobile learning

#### Cost-saving learning platform: CLX.WBT-Tracker

Training programmes that are electronically supported only make sense, if you can evaluate and document their success. The CLX.WBT-Tracker allows you to record and evaluate a range of user data, e.g. completion status, processing time, test results.

Further administration tools:

- CLX.Blend
- time2learn



#### Learning Platform CLX.WBT-Tracker

Learners, trainers, authors, administrators and line managers:  
All participants have access to the tools and information they need.

## Satisfied customers – Our strongest argument.

### REFERENCES

Well-known companies from various sectors (e.g. finance, insurance, industry, commerce and transport) as well as public administrations and publishing companies are amongst the customers of CREALOGIX E-Learning. For many of them, CREALOGIX is the preferred e-learning partner. Our good reputation is the result of our continuous efforts to improve and perfect our services and products.

#### Education

- AO Foundation
- Klett & Balmer Publishing
- Publishing companies for teaching material:
  - Canton of Grisons,
  - Canton of St. Gallen,
  - Canton of Zurich,
  - Publisher of Canton of Zurich
- Junior High Schools (ZKM)
- University of St. Gallen

#### Finance

- AWD
- Bank Coop
- Bank Sarasin
- BDO Visura
- Berner Kantonalbank
- Credit Suisse
- Center for Young Professionals in Banking (CYP)
- Luzerner Kantonalbank
- Migrosbank
- Raiffeisenbank
- RBS Coutts
- SIX Group
- St. Galler Kantonalbank
- Thurgauer Kantonalbank
- UBS
- Zürcher Kantonalbank

#### Commerce and Transport

- Die Schweizerische Post
- Kuoni Reisen
- Migros
- Swissport

#### Industry

- Fujitsu Technology Solutions
- Hilti
- Holcim
- Nestlé
- Roche
- Sika
- Talaris

#### Public Administration

- Federal Authorities of Switzerland (Armasuisse, Eidg. Personalamt, Department of Defence, Civil Protection and Sports (VBS))
- Canton of Zurich
- City of Zurich
- Road Traffic Authority, Canton of Thurgau

#### Associations

- Angestellte Schweiz
- ASTAG
- Gastrosuisse
- H+
- Santésuisse
- Schweiz. Bankiervereinigung
- Schweiz. Reisebüroverband
- Schweiz. Treuhandverband
- Swissmem

#### Insurance

- Basler
- Berufsbildungsverband der Versicherungswirtschaft VBV
- Schweizerische Mobiliar
- Suva
- Swiss Life
- Swiss Re



### PROJECTS

See our web site to find out more about numerous projects and learning programmes we have developed with our customers:  
[www.crealogix.com/e-learning](http://www.crealogix.com/e-learning)

# E-Learning

**Your one-stop shop for all of your e-learning needs – CREALOGIX is the leading Swiss e-learning provider.**



## OUR BUSINESS

Our name sums it up: CREALOGIX combines creativity, rational solutions and the latest technology.

With CREALOGIX E-Learning, your e-learning project can be produced quickly, so your organisation can benefit from successful learning outcomes within a short time. This is made possible by a large team of highly qualified adult education experts, multimedia specialists and software developers offering a range of skills and experiences for the benefit of your project. The learning programmes of CREALOGIX E-Learning are available in over 30 languages and are used worldwide.

CREALOGIX E-Learning is part of the CREALOGIX Group that focuses on e-business and comprehensive ERP solutions. Being embedded in this group that boasts a strong international focus and a very healthy financial position has definite advantages for our customers: it guarantees continuity and provides security.

The shares of CREALOGIX Holding AG (CLXN) are listed on the SIX Swiss Exchange. CREALOGIX is the largest independent Swiss software provider with just under 300 employees and an annual turnover of over CHF 60m (approx. Euro 40m).



**swiss made  
software**

## TECHNOLOGIES

CREALOGIX E-Learning works with the established software of Adobe and Microsoft as well as with international standards such as XML, AICC and SCORM. Our focus on standardisation means our customers are not dependent on specific providers.

The learning programmes of CREALOGIX E-Learning and the authoring tool CLX.WBT-Framework are based on Flash and XML.

The developers at CREALOGIX E-Learning are proficient in a wide range of tools and programming languages such as Flash, Director, HTML, XML, JavaScript, PHP, MySQL and many others.

## CERTIFICATION

CREALOGIX is certified according to ISO-9001. This means that all projects are produced according to predetermined processes and standards.

## MORE INFORMATION

[www.crealogix.com/en/products-services/e-learning.html](http://www.crealogix.com/en/products-services/e-learning.html)  
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