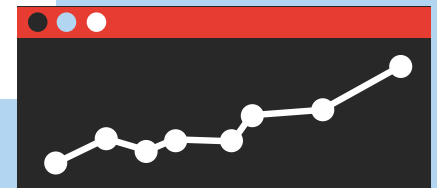
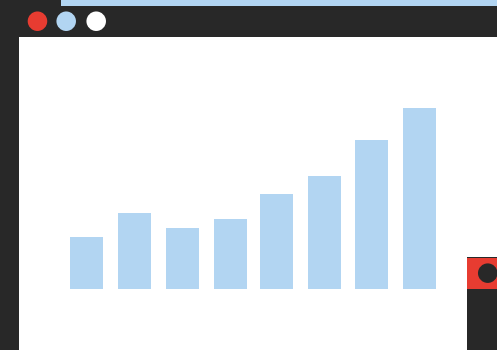


Real impact with data analysis

Learning Analytics with the imc Learning Suite



Real business impact with smart analytics

More than 65% of all L&D organisers use parameters such as participant or certificate numbers as indicators for the value added by digital professional development. However, these figures say little about the actual economic value for the company. Meanwhile, a properly optimised professional development strategy has a tangible effect on corporate success: Training programmes can increase revenue per employee. We all know that learning analytics methods are useful for justifying the expenditure for your learning projects or running skills analyses. But they can do more: They can be leveraged to help achieve corporate goals through targeted learning activities. Companies like imc are working towards capabilities for the import of financial business data into the LMS to link learning and business data via role-based dashboards. This directly reveals interrelationships and dependencies, allowing you to analyse the effect of investments in learning activities on the company's commercial success in a targeted manner and take action accordingly.

Benefits

- Enables alignment of educational processes with corporate objectives
- Facilitates control, e.g. of costs or certification-related processes
- Condenses information to key aspects, promoting better and faster decisions about learning investments: big learning data becomes smart learning data
- Illustrates relationships between learning success and corporate success
- Helps to gear the learning and development strategy towards business goals



“Improving employee performance and achieving better financial results is the primary objective of learning in the digital era. Learning analysis technologies link learning data and financial data to support employee performance and help achieve the defined business objectives.”

Dr. Wolfram Jost, Member of the Executive Board, imc AG

Supporting features of the imc Learning Suite



01

What data is shown in the analyses?

Almost all items and activities in the system can be integrated into reports. This includes:

- Users and user metadata
- Organisational structure and user roles
- Learning objects including programmes, catalogues, individual learning objects and training courses in the workplace
- Learning activities, such as registrations, requests and course completion
- Performance and assessment data including test results, conformity status and feedback summaries.



02

Reporting Dashboards

The imc Learning Suite provides the option to define an unlimited number of role-specific dashboards in the system. These dashboards are regularly used as a landing page for administrative users after they log into the LMS.

They can be fully redesigned, supporting the following options:

- imc Learning Suite Report Designer
- imc Learning Suite Report Server
- Microsoft Reporting Services
- Report adaptations

03

Learning Analytics Dashboard

In addition to the reporting dashboards, the imc Learning Suite also offers a central learning analytics dashboard where users have direct access to reports according to their privileges. Users can tailor the learning analytics dashboard to their specific requirements, while a search bar makes it easy to find information.

04

Preparation and integration of RDL reports

With the imc Learning Suite Report Server, reports created in Report Definition Language (RDL) can be integrated into the imc Learning Suite. Any RDL report creation tool including Microsoft Report Builder can be used to prepare these reports.

05

Interfaces to analytics tools

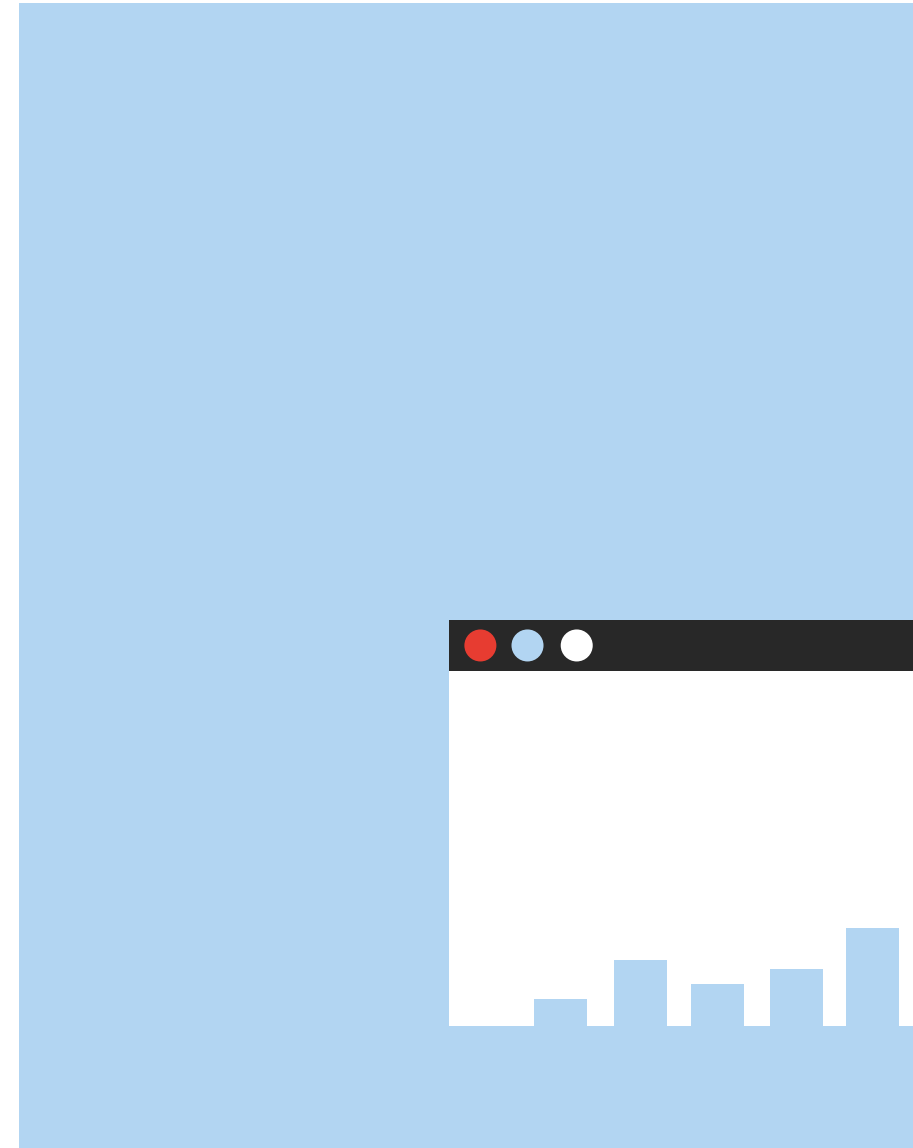
Data from the imc Learning Suite can easily be transferred to external analytics tools via interfaces. This allows companies to use their preferred tools to analyse all internal data.



06

Decision-making support

Based on the learning data, the imc Learning Suite also supports the decision-making processes of learners and L&D organisers directly. Information is gathered from the data collected about previous learners who were successful. For example, when a learner answers a question incorrectly, they are offered real-time support, and relevant learning content is shown to help close the knowledge gap. Notifications, allocation of groups, resources and training courses, as well as bookings and other processes can be triggered automatically when pre-defined parameters are reached or an analysis shows certain results. This includes automated allocation of supporting courses if a learner's progress rate is low. Particularly popular and successful tutors, social media contributions or training courses with outstanding reviews are automatically assigned to the relevant target groups.



From big learning data to smart learning data in three steps

01

Description

Making the information overload from big learning data useful for organisations is a key objective of learning management systems. To this end, an LMS facilitates data preparation, visualisation, management and interpretation. In addition to role-specific standard reports, learning management systems also allow the definition of customised reports. Pie, bar and line charts visualise information to aid quicker understanding, and can be tailored at the click of a button.

02

Analysis

The analysis goes beyond plain information retrieval. It systematically examines correlations, relationships and interdependencies. The learning management system provides various analysis methods that support L&D organisers and learners. Relevant topics for the analyses might include the quality of the learning and development measures and training activities, or their impact on corporate objectives.

03


Prediction

Insights gained from analyses only add value if they trigger the right actions. A comparison of different datasets or insights from past professional development initiatives can reveal valuable tips for future strategies.

Our tips

- **Less is more**
Select data that is truly relevant, and use it as a basis for simple dashboards that provide a clear overview.
- **Data is King**
Reliable analysis requires high data quality and regular reports.
- **Trends count**
One-off figures are not enough. Relationships and developments are identified by observing trends.
- **Business analytics reveal impact**
Include your business figures in your analysis to determine the value your professional development programmes create for your company.

Rewrite the way we learn



About imc

imc has 25 years of experience, 350 employees spread out across 12 international locations, and over 1,300 customers worldwide ranging from small and medium enterprises (SMEs) to state and national government departments, to multinational groups.

We're a leading full-service provider for digital training, and we make learning better - by rewriting the way we learn.

Experts in technology, e-learning content and strategy work hand in hand to provide holistic and customised e-learning solutions.

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