
CASE STUDY

Outsourced Product Development for Learning & Development Provider

Customer

Headquartered in Sydney, the Company is Australia's leading provider of learning programs for professional development of employees at all levels of an enterprise. The Company has recently expanded to UK and Europe.

Background

The Company's flagship learning and development program helps mid-sized and large enterprises across various industries to develop and shape the careers of their fresh graduates. It does this by infusing job-related skills and core elements of company culture during an extended journey that comprises face-to-face interactions interspersed with on-the-job stints and digital learning interventions. Apart from imparting knowledge, the Company's "blended learning" program drives favorable on-the-job actions, surfaces supplementary learning needs and devises midcourse corrective measures for its participants.

As it added larger enterprises to its roster of clients, the Company's manual methods could not cope up with the rising volumes and mounting complexities of its programs. Increasingly, the Company found it difficult to track progress of graduates, shore up their enthusiasm, conduct personalized assessments, and report progress to training sponsors. These challenges were threatening to put a brake on the Company's expansion plans and, over time, it realized the need to stop relying on post-it notes and spreadsheets to manage its large and distributed training programs. The Company briefly toyed with the idea of distributing its training materials via CD but abandoned that approach very quickly when it came across the latest generation of web and mobile technologies and saw their potential to disrupt L&D consumption methods and engagement techniques.

Enter ReWise.

Scope

After being referred to ReWise by a mutual contact, the Company contracted ReWise to develop a customized software to meet its specific needs. ReWise developed rudimentary functionality to host digital content that could be consumed by L&D program participants from the comfort of their workplace desktops. This fulfilled the Company's immediate need to supplement classroom training with on-the-job learning.

Along the way, the Company and ReWise spotted a big market for this software outside of the Company's own training operations. Accordingly, the Company entered into a partnership with ReWise to transform the software into a SAAS solution that would meet the needs of the broader L&D provider and corporate training department markets. ReWise could easily make the switch to support the Company's grander vision since it had anyway begun development of the platform on an enterprise-grade architecture from Day One and had constantly explored ways to generalize its functionality so that it could address the needs of a wider audience.

Subsequently, ReWise created gamification and adaptive assessment modules to boost the solution's core functionality, developed a mobile app to support 24/7 availability and added support for more immersive types of content to boost retention.

Approach & Outcome

We use agile methodology to develop the platform.

The Company provides specifications to ReWise, whose offshore team comprising a delivery manager, six developers, one tester and one UI specialist carry out the design, coding, testing and deployment. The solution is hosted on a virtual server managed by a leading American hosting service provider.

The platform now supports a rich feature set to host self-created and third-party audio and video content, set up new programs, enroll participants, gamify the learning experience, track progress, reward performance, identify supplementary training needs and report progress to training sponsors.

Available on the web and as a native mobile app, the platform enables L&D sponsors to extract maximum bang for their training buck.

Technology

- Microsoft .NET 4.0
- Microsoft SQL Server 2014
- Microsoft IIS Web Server 7.5
- Xamarin Studio
- Bugzilla 5.0
- Assembla

Challenges & Accomplishments

Challenges	Accomplishment
Sagging enthusiasm of participants during the extended gaps between face-to-face interactions	We added support for assessment and audio-visual content that could be consumed by participants remotely
High attrition rates in Indian IT industry undermined project's intrinsic demands for continuity of core team	By employing an innovative combination of hiring policies, training inputs and reward-and-recognition programs, we keep attrition well under industry averages
Sophisticated product features calling for rare skills	Well-established industry networks of our promoters helped us gain access to new sources of talent
New engagements accompanied by requirements of new functionality with very short time-to-market	After taking the initiative of talking to globally-dispersed stakeholders directly to flesh out requirements, we rapidly prototyped screens to freeze functionality and harnessed the complete power of the underlying development environment in order to deliver adhoc functionality in a fraction of regular delivery periods

Future Plans

- New functionality e.g. Badges for rewarding participants
- Ramp up of the team
- Go to market to target the software at the L&D provider and consumer markets.

Benefits

- Boost competitive advantage of the core L&D offering by undergirding it with cutting-edge technology
- Win contracts from FORTUNE 500 corporations by showcasing the power of the underlying platform to run large and globally distributed training programs covering thousands of participants spread across different countries
- Boost customer delight and success by leveraging the solution's sophisticated messaging and gamification features
- Expand into mature markets on the strength of the advanced functionality provided by the software.