Case Study: Arch Digital

skillset

Delivering an ePortal and online business support elearning

The Client

Arch Digital is part of Arch Corporate, the Northumberland Development Company with a county-wide remit to attract investment, deliver development and implement regeneration. SkillSet was commissioned by Arch Digital to design, develop and deliver the iNorthumberland Business Support ePortal (http://www.inorthumberlandbusiness.co.uk). This first-of-a kind-portal is delivering a programme of business support to enable ambitious businesses in Northumberland to harness the opportunities of superfast broadband and associated technologies in order to effectively manage and grow a business online.

Delivered by
Arch Digital

iNorthumberland Business Support
Creating a future online

The Challenge

To design, develop and deliver a range of on-line business support training for small to medium sized enterprises (SMEs) to help them fully understand and exploit the commercial benefits and opportunities of connecting to superfast broadband.

The online training programme was to consist of a series of modules delivering 12 hours of online business support

The ePortal and the learning content needed to be attractive, friendly and easy to use to encourage the on-line experience and provide a personalised learning journey for each user. Both the ePortal and content also had to work on a wide range of desktops, laptops, tablets and mobile devices. Arch provided SkillSet with raw content, which had to be enhanced to create engaging online training courses in topics such as Social Media, Search Engine Optimisation, Digital Marketing, Cloud Technologies and E-Commerce.

Integral to the ePortal is the ability to create robust and accurate reporting on user registration and individual usage to ensure that the European Regional Development Fund (ERDF) funding requirements were met.

The ePortal had to sit within a fully managed and supported, hosted server environment scaled to enable 350 simultaneous sessions without degradation of service.

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We were looking for an organization to partner with us on the ePortal and one on the Instructional Design. We were very fortunate that, following an open tendering process, SkillSet was selected for both workstreams. We have benefitted from working with one supplier that is committed to partnering with us and going the extra mile to deliver our requirements. "

Lucy Cansfield,
Digital Business Support Manager, Arch Digital
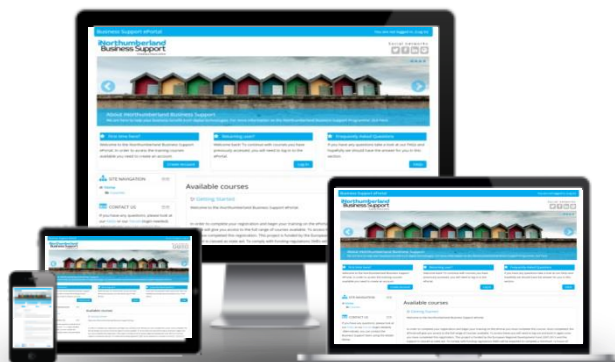
The Approach

SkillSet used a combination of a customisable open source LMS (Moodle) for the eportal and a best-of-breed authoring tool in Articulate Storyline This would allow users to access the online support from multiple device types, while providing the required reporting, as well as allowing for personalisation of content provided to users. SkillSet worked closely with Arch to identify any initial issues, determine what reporting was required and deliver solutions in an effective and timely manner.

To meet the ePortal availability requirements, SkillSet used an Amazon-based cloud server to host Moodle, with built in system redundancy and the capability to cope with increased load from further content and additional users. Once live, the server was monitored to check performance stayed within acceptable parameters with additional resources being added to meet peak load, if required.

To ensure that the learning modules met Arch's requirements and provided a rich, enaging and coherent training programme, SkillSet worked closely with Arch subject matter experts to identify and understand the needs of the learners and how best to convey the range of subjects.

Throughout the project, SkillSet and Arch established an honest and open stream of communication to ensure effective review of project deliverables.

Results

Launched in September 2014, the iNothumberland business support portal is a pioneering online learning system. Northumberland is the first local authority to provide online business support to local SMEs and has garnered interest from other local authorities across the country keen to emulate iNorthumberland. The portal's many features include online business support and nine online courses, comprising 78 training sessions – accessible from anywhere via an eLearning portal – with subjects ranging from Social Media, Cyber Security to SEO, Measuring Online Success and Cloud Technologies.

Currently the site has over 250 registered users from Northumberland as well as other parts of the UK. The training modules have gained positive reviews for the excellent quality of content and the engaging presentation. SkillSet's experience and knowledge of 'how a learner learns' helped to create a range of learning tools including real world examples and practical demonstrations.

> " All of the courses available on the e-learning portal have given me valuable knowledge and helpful tips to improve the way I market my business online, and have both enhanced and reinforced my current understanding of areas I was already familiar with. "

www.AnitaNicholsonPhotography.com

A Quick Word About SkillSet

We've been designing, developing and delivering training programmes since 1991 so it's fair to say that we know a thing or two about training!

We provide a full range of training services, including training needs analysis, design and delivery of blended training programmes, and post 'go-live' support. We also work with several software vendors to help them improve end-user adoption within their client bases. Working in partnership with our friends at TTS and NetDimensions as well as with open source solutions such as Moodle, we provide software and solutions to enable our customers to rapidly create documentation, eLearning and support materials.

Contact us   SkillSet Ltd learning simplified

Tel +44 (0)1252 810 061 Email info@skillset.co.uk Web www.skillset.co.uk