

Learning Album

Digital learning platform for enterprise

December 2017



Verizon offers digital solutions that transform how enterprise customers...

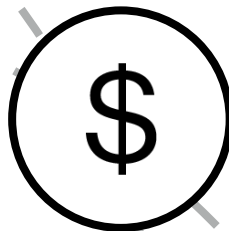
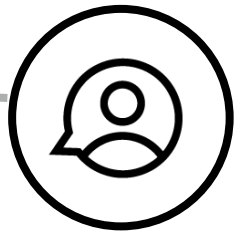
Connect

Communicate

Collaborate

Learn

We built a platform that lets us create and deliver digital content for any learning experience, helping us engage employees, boost security, and control costs.



Now we want to offer customers the same benefits of going all digital.



Our team has over 50 years of collective experience building enterprise learning solutions.



We've worked with off-the-shelf:

- Learning management systems
- Learning content management systems
- Document management systems
- Authoring tools

None of them delivered the promise of a truly digital learning experience.

The problem with paper

Employees entering the workforce today have used digital learning tools since grade school — and now they get this stuff?



The problem with paper

No enterprise that wants to be successful in the 21st century should be printing learning documents that...



Won't be used in the field.

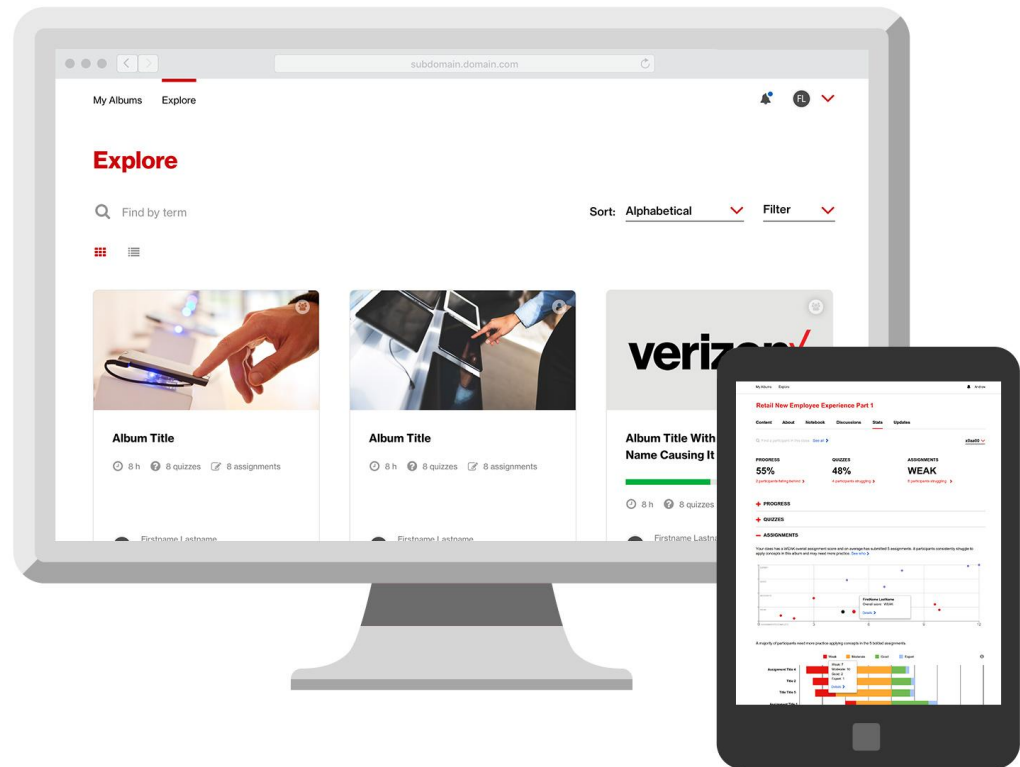
Are unsecure and unprotected.

Waste money and resources.

The digital solution

Replace printed training documents with digital “learning albums.”

Each album is a mini platform that delivers content wrapped with social, class management, and analytics tools in a mobile-friendly experience.



Digital learning on the go

**Employees can take their learning anywhere —
in the classroom, in the field, or any point in between.**



**Read case studies, watch
videos, and submit
assignments**

**Chat with peers in the
same office or around
the world**

**Explore albums for
continuous skill
development**

Save time & money

Learning albums eliminate the costs of printing and distributing training documents to your global workforce.



Rapidly create content with a powerful, easy to use content management system.

Stop printing documents that get tossed as soon as training is over.

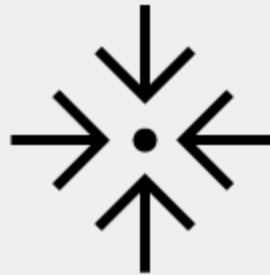
Publish any time and distribute to your global workforce with one click.

Secure and protect proprietary content

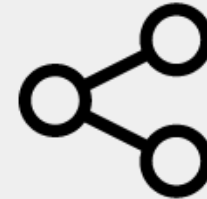
Going digital eliminates the security risks associated with printed learning documents.



Secure all content behind SSO — can't do that w/ paper!



Safely manage all content in one version control system.



Automatically track who uses each album and what they do in it.

Usage of Learning Album across Verizon

Since 2014, nearly 200,000 employees and partners have participated in over 35,000 classes using a learning album.

Albums published

750

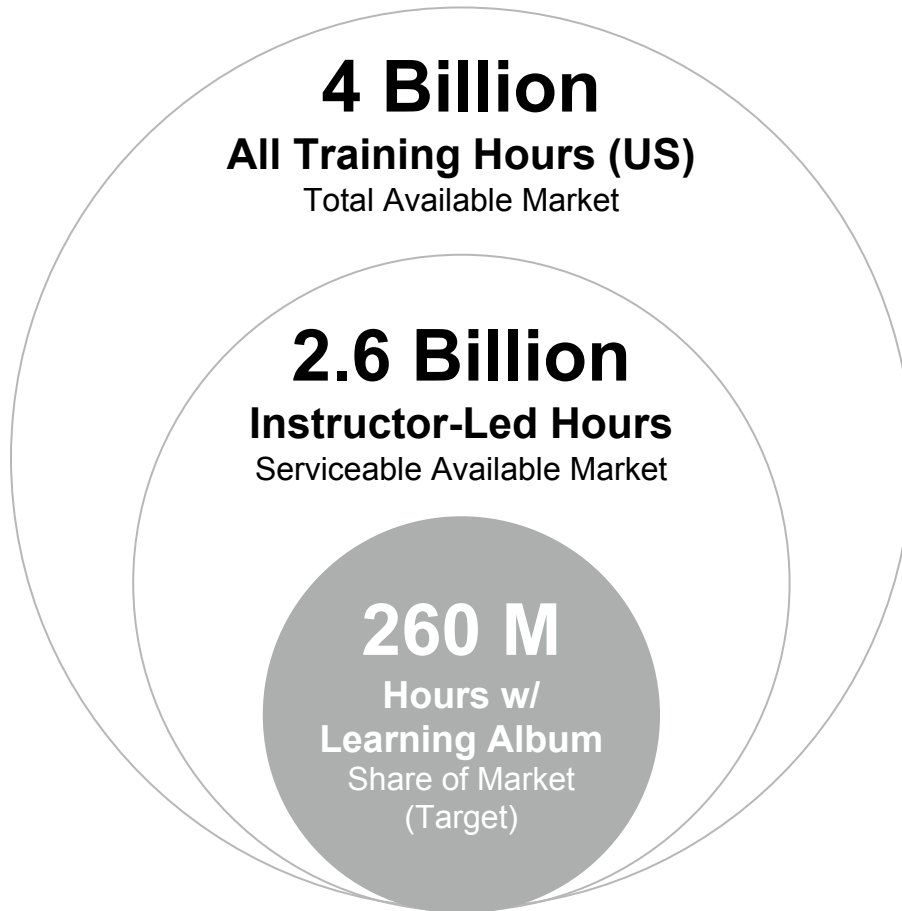
Monthly users

20k

Cost savings

\$4M+

Market opportunity

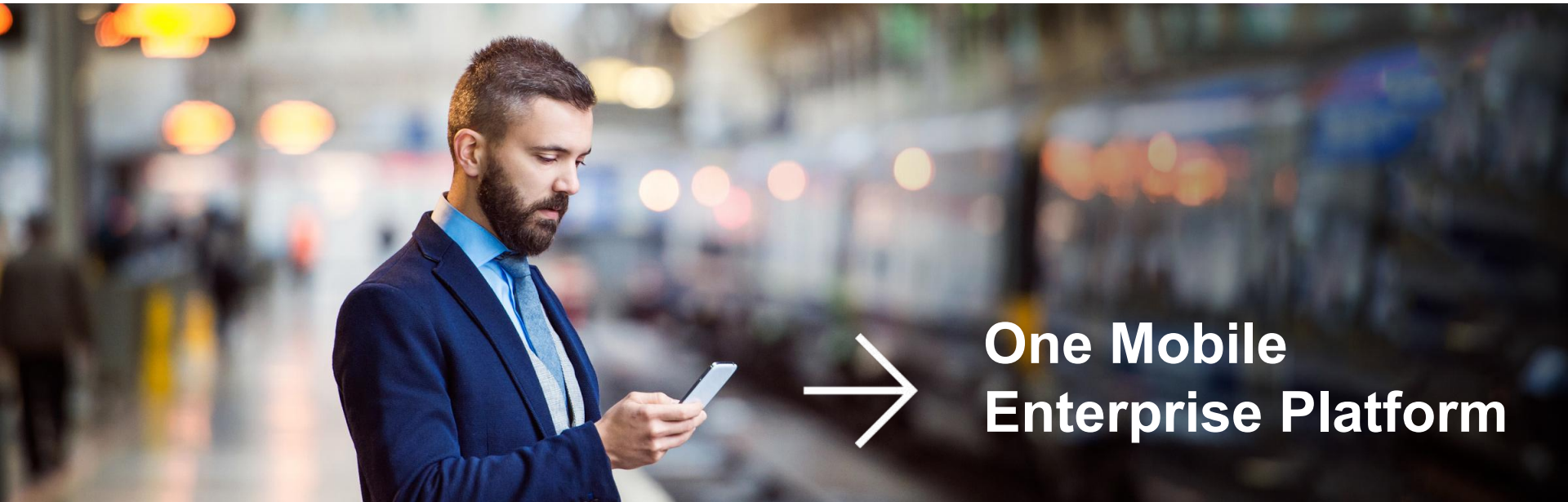


90% of instructor-led hours are still delivered with print-based documents.

Competitive landscape



Our value proposition



**One Mobile
Enterprise Platform**

Content management
system

Mobile-friendly
content

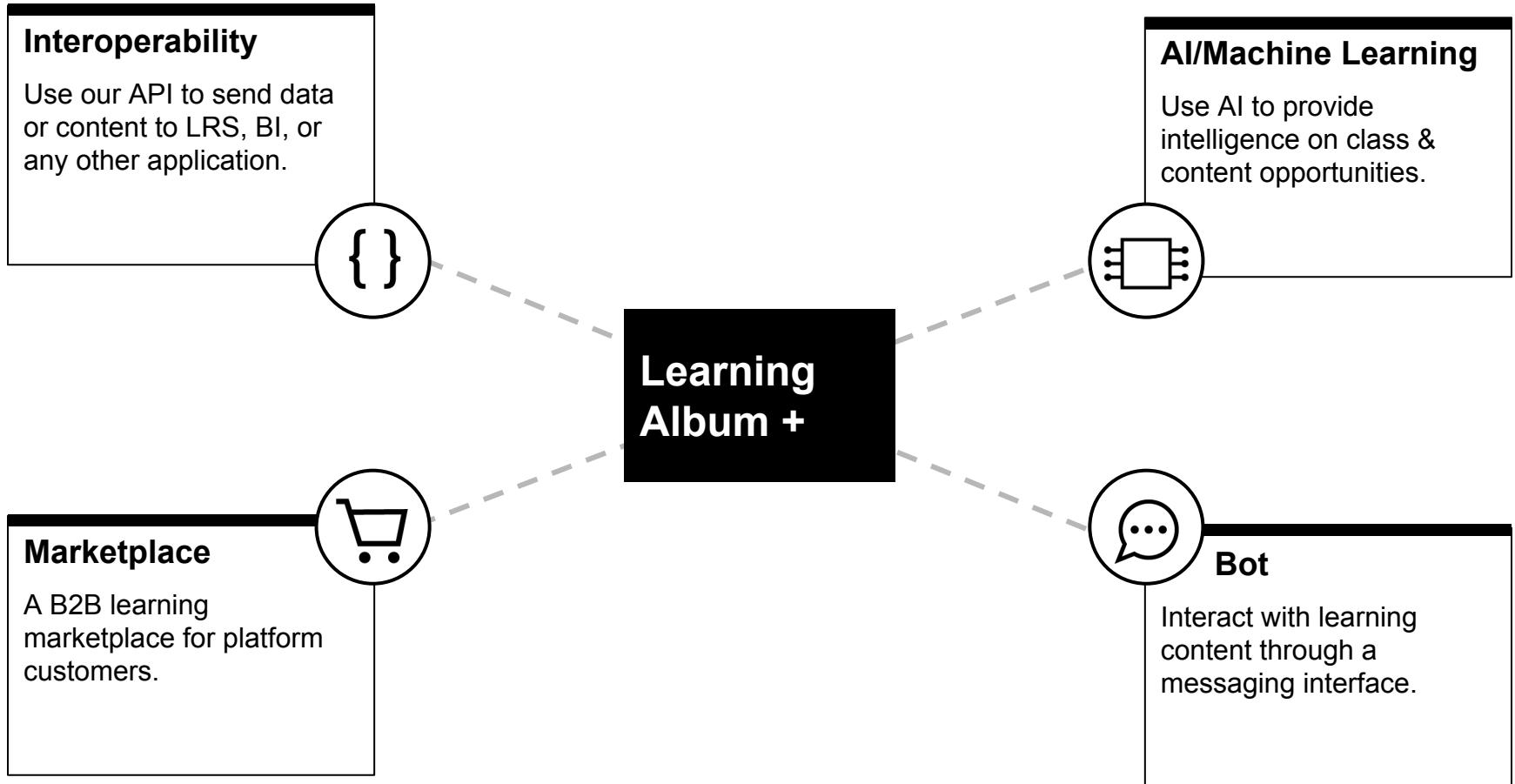
Class management
tools

Social learning
components

Comprehensive
analytics

Developer
API

Future capabilities



What we need to start



Staffing

Hire 3 FTE developers.

Maintain current # of contractors (5).



Business Development

Obtain 8-10 anchor customers.

Access to vertical market teams.



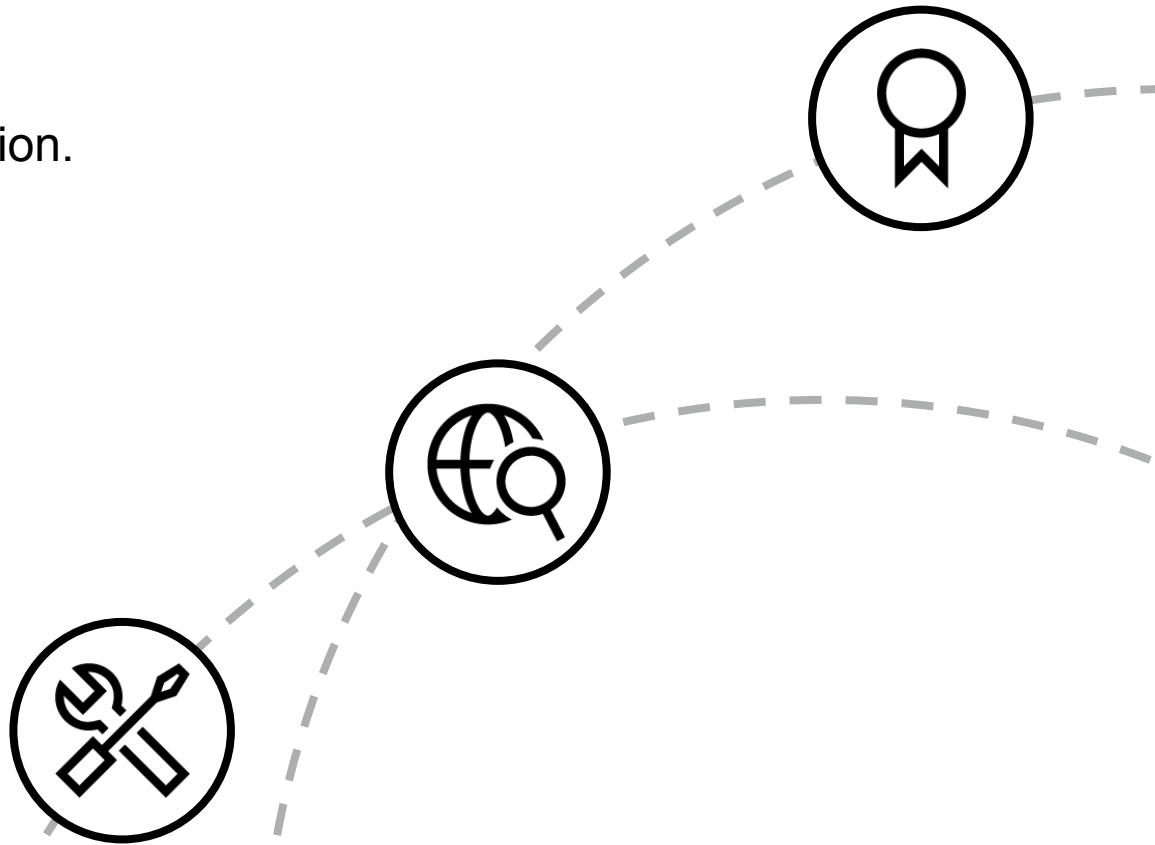
Support

Access to marketing, design, and customer support.

Driving the digital transformation

Learning is critical to the digital transformation of any organization.

- **Upskill the workforce** on digital best practices.
- **Teach the workforce** about new investments in technology, business models, and processes.
- **Equip employees** to thrive in the ever-changing digital economy.



Digital transformation requires digital learning.

Thank you.