



# **E-LEARNING HOW TO START**

**Best practices, benefits and case history in set up  
an e-learning project with Docebo**

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# WHITE PAPER – How to start

After more than 100 projects delivered to corporate, university and government customers and with more than 100,000 hours of e-learning programs delivered, we have formalized a set process that some would consider the most common elements involved in it.

Through our extensive experience we found that **e-learning** is not only a matter of technology, but is a sum of best practices, pre-planning activity in methodology and learning objectives.

4 main elements of on-line course delivery are:

- LMS (e-learning platform)
- Learning Objects
- Human Factors (Trainers, Tutors, Supervisor)
- Internal Sales

## TOPICS

- ✓ 4 elements involved
- ✓ Budget Placement
- ✓ Task Management
- ✓ Learning Objects
- ✓ Case history: AON Insurance
- ✓ Case history: Leroy Merlin
- ✓ Case history: University of Milano - Bicocca



## 4 ELEMENTS IN DETAIL

**LMS (e-learning platform):** An “in the box” metaphor for the e-learning platform. This manages the following tasks: User Management, Course catalogue, User Course policies, Learning Object Delivery and Reporting.

**Learning Objects:** This is one of the most critical activities. The Learning Objects are the core of the e-learning platform. They must be well done, interactive and not bore the student. Learning Objects can contain: Text, Audio, Video, Interactive files, Games, downloadable files for “off line study” or any mix of this elements.

**Human Factor:** This factor can be divided into two different areas:

1. The HR office (or training, office) measures results they need to obtain in terms of learning performance with activity reports.
2. Is the activity that the tutor, the content expert and the other offices manage during the launch and in daily production activity.

**Internal Sales:** It is difficult that an e-learning project can follow an approach like “go and click” (means that the user is self-motivated to periodically check the training catalogue) the training office must promote every activity, talk to every course attendee and push them to complete the courses. The promotion activities can be made through different tools such as newsletters or physical meetings.

# WHITE PAPER – Training models

A lot of companies have spent several months auditing the LMS Platform without thinking that the most important activity is to create a model for learning objectives. In a simplified model you can consider two kinds of cost:

**LMS:** Platform, Server, Customization

**Learning Objects:** Content edit, multimedia production, on-line testing and reporting

Based on a didactic model (collaborative or self learning), an adopted budget allocation can have minor changes.

## WHERE CAN I USE IT?

- ✓ Pre-Classroom training
- ✓ Sales and new business development training
- ✓ Staff training
- ✓ Training on new laws and rules
- ✓ Procedure and process training
- ✓ Software training



# WHITE PAPER – Elements

Before starting an e-learning project you have to answer several questions that can be grouped into three micro-topics.

•**Technology:** is it related to the platform?

•**Learning Objects:** Are they related to the multimedia and learning content?

•**Human Factor:** Are they related to the learning policies of management and internal acceptance?

## MICRO ARGUMENTS

- ✓ 3 elements involved
- ✓ Budget Placement
- ✓ Manageable Tasks
- ✓ Learning Objects
- ✓ Case history: AON Insurance
- ✓ Case history: Leroy Merlin
- ✓ Case history: University of Milano - Bicocca



## BUILD A SUCCESSFULLY PLANNED ACTIVITY

### Technology

- **Layout/Graphical template:** Generally the layout will fit the corporate identity using the website colours and images.
- **Login/Authentication:** Decide if the user can create their own password. If passwords are already assigned do you need to use a “single authentication” method.
- **Server:** The server can be installed at your facility, at your ISP' facility or can be completely outsourced to Docebo at our state of the art facility.

### Learning Objects

- **Types of Learning Objects:** Learning Objects can be “text pages”, multimedia with audio, visually animated slide shows and more. They also can contain learning games, simulators or other type of interaction. Learning Objects can be made “in house”, or outsourced or purchased from a “Learning Object Catalogue”.
- **Measuring Results:** Every Learning Object can generate several kinds of output, for example; you can track time elapsed inside the Learning Object, score of interaction, student name, page views and more.

### Human Factor

- **Competency:** From an E-Learning activity you can plan what competency you need to improve and set up the best Learning Object, career plan or training method for it.
- **Reporting:** The LMS and Learning Objects track all of the students activity. You can choose the styles of report and business intelligence statistics. It is also important to measure the “learning gain” (“delta” between concepts known before the course and after it) and “learning benefits” (Example: reducing logistic activity, fast course delivery for more accurate tracking).
- **Internal sales:** You have to plan what strategies to use for promoting the e-learning activity (meetings, intranet articles, tutoring, newsletters, in house articles) and what to do to motivate your students to complete the courses in time.

# WHITE PAPER – Learning Object



This is a Learning Object sample with audio, slides and exercises. On the left you can see chapter navigation.

To complete a Learning Object, click a “complete” button at the end of every chapter.

## WHAT ABOUT BANDWIDTH?

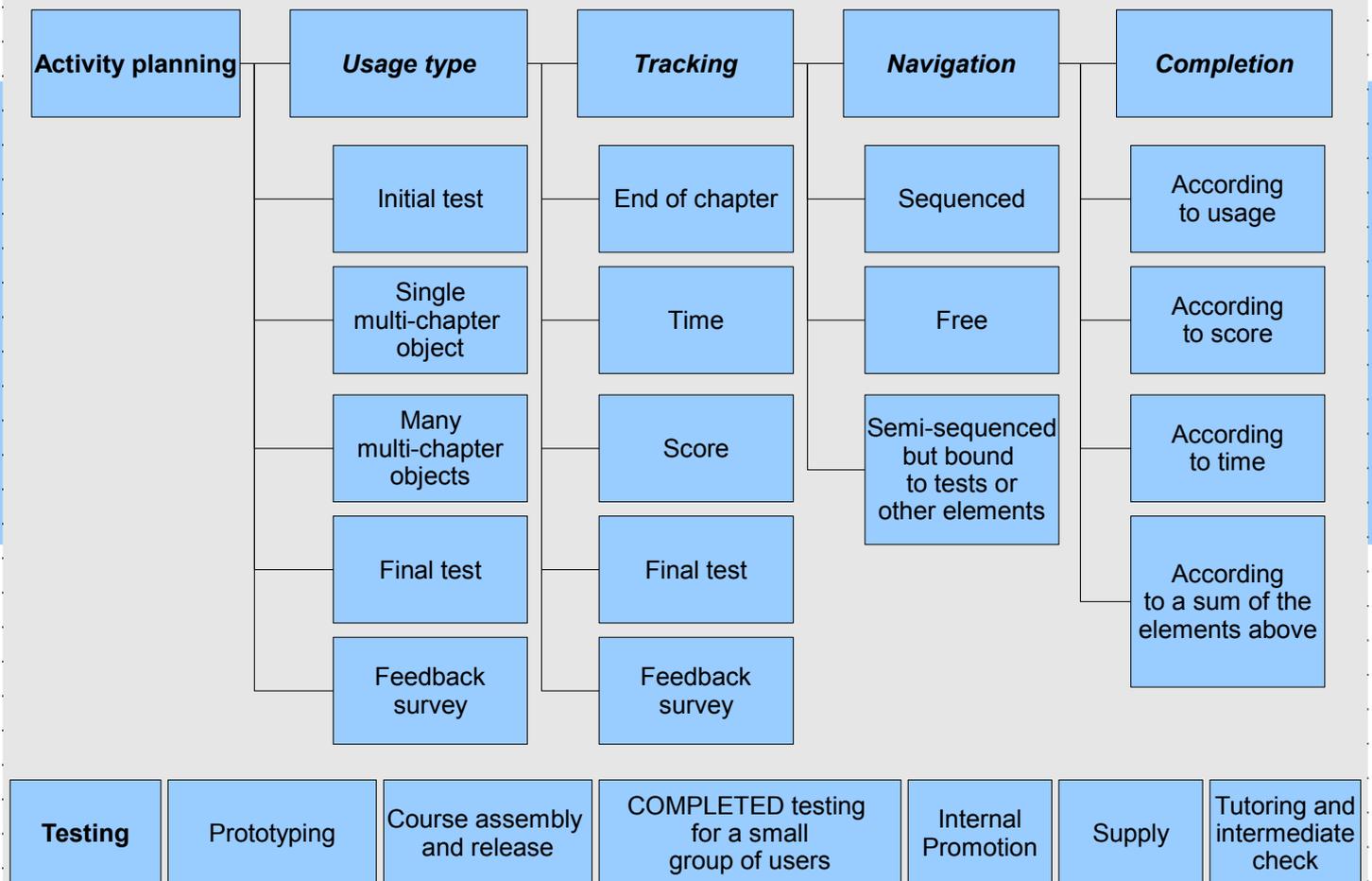
We have found that to enjoy multimedia content, an ADSL connection is typically required.

Example: for 20 minutes of training we would need amount of bandwidth:

- HTML Object (Text + Images) – Between 8 and 14 Mb
- Flash Audio Object (No video) - Between 20 and 30 Mb
- Flash Object (Audio + Video) – Between 100 and 200 Mb

As you can see, the bandwidth required is affordable and the content usage by the users can be optimized for performance. For instance, allowing them to access the contents at different times or asking them to complete their assignments before the official deadline, will not cause a “last-minute” congestion that could overload the system.

## COURSE PREPARATION FLOWCHART



# WHITE PAPER – Case history

## MILANO UNIVERSITY

**Customer:** University of Milano - Bicocca

**Users involved:** 27.000

**Market:** University/School

**Project description:** Software customization and new LMS functions development

This installation is the biggest one managed by Docebo and the database is roughly 2.5 Gigabytes and simultaneous server calls are around 100 per second.

Features developed are the E-Portfolio system, LDAP integration, two LMS databases and other activities

## DOCEBO MARKET EXPERIENCE

- ✓ Corporate market
- ✓ Finance – Insurance - Bank
- ✓ Big Government
- ✓ Military
- ✓ Industry
- ✓ School, University
- ✓ Software



## AON

**Customer:** AON Risk Management

**Users involved:** Approximately 5.000

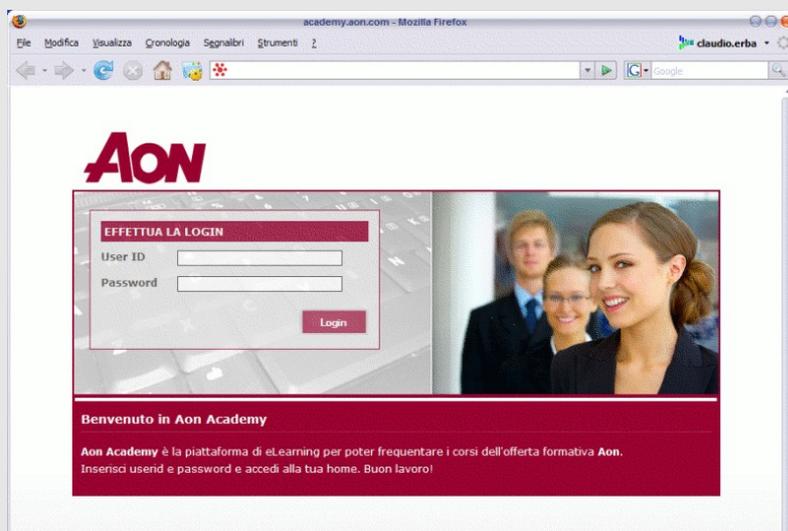
**Market:** Insurance

**Project description:** The E-Learning system is an aggregate of a financial and procedural Learning Object delivered to AON customers and internal staff.

Every sub administrator can see their own division statistics and manage their training activities (course subscriptions and other).

When the students have finished courses they can also print a certificate in PDF format.

**Software customization:** Delay analysis tools (check students delay causes and e-mail notification to the student)



# WHITE PAPER – Case history

## LERROY MERLIN

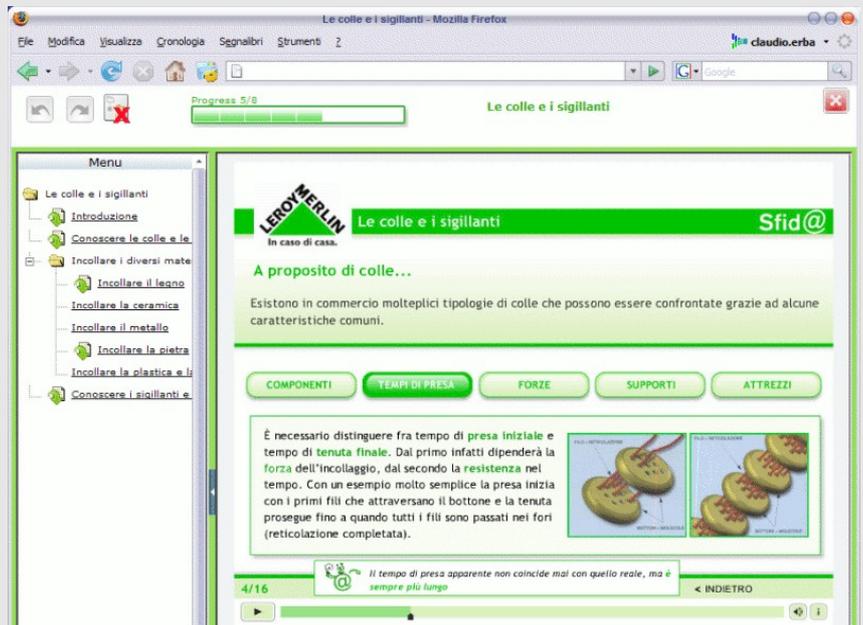
**Customer:** Leroy Merlin (Auchan group)

**Users involved:** 1500

**Market:** Sales

**Project description:** Employees train on al Leroy Merlin products and procedures. All the sales office personnel (more than 30 in Italy with 1500 people involved total) attend multimedia courses (also made by Docebo) and take exams divided by “topic”.

**Software customization:** Test report divided by topic, analyses of % of answers made, % of correct divided also by category and export also by Excel and CSV.



## COMPANY PROFILE

Docebo is a company focused on open-source software that integrates services for all enterprises (Corporate Open Source) small and large.

Those companies who wish to utilize the Docebo e-Learning platform can choose whether to install and autonomously manage the software or outsource these activities directly to Docebo. Outsourcing to Docebo enhances the added value of having the software producer as a technological partner.

The Docebo e-Learning platform is indeed the open-source solution for personnel training within most companies or other organizations. Produced, designed and developed by Docebo, it is distributed without any license costs, and is one of the most internationally adopted open-source platforms of its kind thanks to its reliability and ease of use.

The added value of the Corporate Open Source is the opportunity of profiting from services, know-how and support offered by the company that developed the software.

The major purpose behind Open Source software is to zero out the license and rental fees. Once installed, the software is the client's property. Forever.

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