

## Web 2.0 e-Portal

(Client confidential)

A large multinational seeking to implement a universal pricing policy across all staff, regions and countries recently benefited from an integrated e-learning and Web 2.0 approach, as designed by Epic.

The solution is a portal with e-learning inside it. The e-learning employs all that is good about formal learning, such as curriculum and structure, with design grounded in sound multimedia theory. Text, graphics, animations, audio and video combine to underline the key learning messages.

Now for the Web 2.0! There is a discussion forum to enable questioning and the opportunity to upload pricing strategy plans to share best practice.

So where is the integration? Well, any piece of content, be it part of the e-learning, discussion, or an uploaded document can be tagged, bookmarked and commented on. This allows for every piece of portal content to be linked intelligently to every other piece of content, and every learner to follow a personal route and share it with others.

And notice the map. This offers a window on the portal learning of colleagues around the world, so that at any time, when working on a particular aspect of pricing, a learner can see who is working on something similar, and so who would be most beneficial to collaborate with.

### What the client thinks of the portal

*"I would like to take the opportunity to let you all know that the feedback from the in-use test of the e-Portal went extremely well. Everybody found that the navigation was very intuitive and found the information they were seeking very quickly. They also liked the look & feel of the portal very much.*

*They all were also very positive about the Introductory Course and felt that it gave them a great start into the capability with the right level of information depth. Here are some quotes:*

- *Looks great. I like it a lot."*
- *"The look & feel is inviting. More eye catching, intriguing than the other stuff we see."*
- *"I like the way it is set up. It looks very professional. The layout is easy to navigate."*
- *"I'm flabbergasted. This is a great resource. Very comprehensive."*
- *"Very helpful. Makes the complex process easy to look at without making it superficial. Good mixture of text and graphical elements."*
- *"I'm thrilled!"*

*You have all done a great job and can be very proud of your work!!!"*

