

Learning Content Strategies: Learning Content is a Foundational Piece of Learning

Content is core to the programs, technology, and outcomes that compliance and learning organizations expect. However, content is complex, expensive, and managing it keeps you away from higher value work.

No two customers' content challenges are alike, either. When SAP SuccessFactors engages with an organization, we take a customer specific approach, allowing us to supplement an organization's learning content efforts where they need it most. Now, smaller, bite-size pieces of learning content are driven to multiple outputs, such as:

- Mobile devices
- Videos
- Massive Open Online Courses (MOOCs)
- Interactive or on-the-job assessments



Enjoy Content Storage, Security and Delivery Standard

Content is the heart of learning. Without the right content, an organization's learning initiatives are stuck. The best LMS or the best next generation learning technologies can't make up for bad or non-existent content. This is why content storage security and delivery are part of the Learning Management System.

At SAP SuccessFactors, we have delivered content in the cloud to more than 26 million users.

- Centrally host, manage, and update eLearning content
- Securely deliver content to internal and external users via the best-in-class content distribution network AKAMAI
- Reduce IT and content administration overhead and cost

Provide Access to High Quality, Inexpensive, Scaleable External Content Sources

At SAP SuccessFactors, we believe that content should be available from any source and should be easy to consume.

With SAP SuccessFactors Learning "Open Content Network" (OCN), we have partnered with some of the world's leading external content providers and aggregators, including Massive Online Open Course (MOOC) providers, so your employees can easily access high quality content at their desks or on the go. Gone are the days when online content was sourced from large, stale catalogs of page-turner content. OCN providers' content is created by thought leaders and experts around the globe to provide timely, inexpensive and easy-to-scale content, making it a great solution for organizations worldwide.

71%

of executives believe their companies are weak when it comes to using advanced media in learning.

Source: 2015 Corporate Learning Factbook, Bersin by Deloitte

SAP Product Brochure

Turn Every Employee Into a Lifelong Learner and Teacher with Engaging Content Taught By the Industry Experts in Your Field

We are actively adding partners to the Open Content Network (OCN) and as of Summer 2017, we have partnered with:

- lynda.com
- Udacity
- Coursera
- Harvard ManageMentor
- OpenSesame
- edX
- openHPI

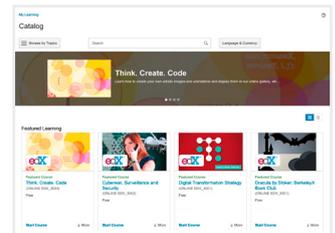
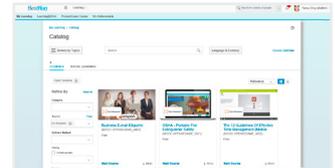
Employees may already be taking these courses on their own, but now this will be formalized into the LMS and made available in catalogs, as part of Curricula, as well as directly assigned to employees by admins or supervisors.

Easily Document Processes to Increase Productivity

SAP Enable Now (formerly SAP Workforce Performance Builder) is a content authoring tool for documentation, training content, and performance support. It allows you to easily create and deploy context-sensitive user help, transaction documentation, training simulations, test scripts, and e-learning materials.

Ensure Your New and Legacy Content is Tested and Validated for Successful Launch, Play, and Reporting in the LMS

With Premium Content Management Service, your custom learning content is protected, tested and validated. This reduces the cost of creating and maintaining a content library, minimizes compliance issues and complexity, increases the effectiveness of your learning content, and frees up your internal resources to focus on what matters. Our dedicated consultants are not just experts in online content but also in your business.



SAP SuccessFactors Can Manage Your Learning Content for You with Confidence

With our Premium Content Management (PCM) service, customers can lean on SAP SuccessFactors to:

- Reduce the costs of creating and maintaining a content library
- Increase effectiveness of that content
- Free up internal resources to focus on what matters

How Does Premium Content Management Service Work?

- Backed by a Service Level Agreement, the PCM
- Consultant tests and validates proprietary and off-the-shelf content in up to three customer preferred browsers
- Courses are tested to ensure proper launch, playback and tracking in customer's LMS environments
- We provide ongoing oversight, item creation, metadata changes, file management, repeated testing and updates throughout the content lifecycle

- We support content through new technology releases and updates
- You will work with experts who are familiar with the SAP SuccessFactors LMS, eLearning standards, and addressing content capabilities by browser

SAP SuccessFactors Learning is unique in how we think about content. We embrace complexity: Content is complicated but it doesn't have to be complicated for you. We have experience: We've been working with content for nearly 20 years. We look to the future: We know that our customers want new sources of content, user generated content, and continued use of existing content. As we develop our content strategy, we keep our customer's needs top of mind.



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