

# Introducing: EduM Mobile Learning Environment

## Deliver Content that is Mobile-Device Ready to Your Sales and Support Teams:

- Deliver Actionable, Customized Training Content in a Graphic-Rich, Interactive Format
- Courses optimized for the mobile device experience (touch screen, sliders, etc.)
- Delivered via the browser-based Kaplan EduNeering Platform for 24/7 availability
- Available for Apple iOS and Android operating systems

### Maximize Your Investment in Mobile Devices

As life science companies continue to purchase mobile devices for sales and support teams, they can now deliver training and compliance materials to these users through Kaplan EduNeering's EduM Mobile Learning Environment.

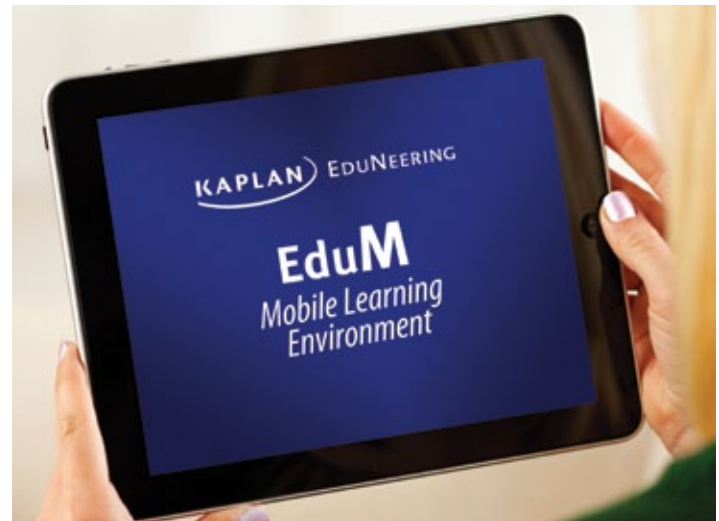
EduM is newly available on the ComplianceWire LMS, with the ability to deliver mobile device-ready content. Learners access the Kaplan EduNeering Platform via a browser-based connection, then take training assignments delivered using custom courses, as well as training items delivered through Kaplan EduNeering's CICS, QuizCreator and Forms tools.

### The Perfect Devices for Sales Teams... Now Perfect for Training

Mobile devices offer two valuable advantages for sales and support teams:

1. They conveniently deliver more visually engaging product and technical presentations; and
2. They don't need to be plugged into an outside organization's network connection, making it ideal for sales teams visiting a healthcare industry representative or other client.

EduM delivers our visually engaging custom content conveniently to the mobile workforce.



### Benefits of EduM

EduM includes custom course development from Kaplan EduNeering Learning Services to focus on these business goals:

- **Improves Sales Productivity:** Courses leverage advanced-functionality found in tablets such as Apple's iPad;
- **Reduces Burden on Corporate IT:** EduM operates on the browser-based Kaplan EduNeering Platform;
- **Delivers Visibility into Training Activity:** Sales managers can track performance of sales training and proficiency in product, client and industry knowledge, as well as performance development and leadership opportunities.

### Custom Course Development

EduM includes engaging custom course development from Kaplan EduNeering Learning Services. Course topics can focus on product usage, internal policy and procedures, or compliance topics, such as guidelines for interacting with HCPs.

Our experienced instructional and graphic designers have produced various types of training content, including:

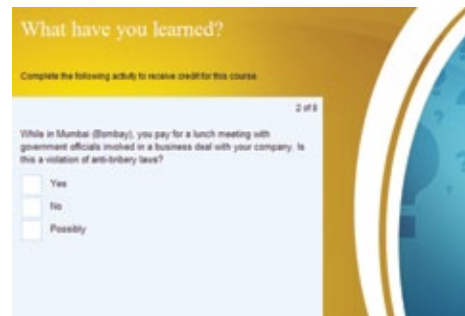
- Multimedia self-study courses
- Video product demonstrations
- Visually interactive exams
- Interactive case studies



**Develop Mobile-Ready Content for Your Own LMS.**

Your custom courses can be hosted through EduM. Alternatively, any mobile-ready course developed by Kaplan EduNeering can also be packaged as a SCORM-compliant course and delivered to you for hosting on your LMS.

A SCORM-compliant course can communicate bookmarking, completions, scores, etc. to SCORM-compliant Learning Management Systems.



Courses are developed using a Mastery Learning approach, which requires learners to interact with the content and demonstrate proficiency before they can advance through the course.

**Optimizing the Mobile Device Experience**

With EduM, you can deliver a learning environment to your workforce that takes full advantage of the mobile devices in their hands:

**Multi-Touch features**, in which the learner can simply tap, swipe, pinch or zoom in on objects on the screen;

**Automatic Screen Rotation** to display in either portrait or landscape, based on the how the learner is holding the device;

**Video mirroring** in which the learner can turn the device into a projector to share a training course into a presentation for a larger audience;

**“E-documents”** functionality so learners can read internal documents and publications, with the added value of “electronically signing” to indicate completion of the learning activity.



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**ABOUT KAPLAN EDUNEERING**

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Please contact a Kaplan EduNeering representative at 877-EDU-NEER (877-338-6337) or visit us at www.kaplaneduneering.com