



# Delivering eLearning Via LMS And Re-Selling Of LMS

## Customer Profile

With over 20 years of experience in video and television production, Dillon Productions is the premier supplier of customized video training solutions in the UK and Ireland.

Delivering video programs in a format that caters for a variety of communications needs, Dillon Productions also incorporates videos into online training solutions allowing company's staff to access their training at a click of a mouse, anytime, anyplace and anywhere.

## Business Needs

Dillon Productions was looking at a solution that could help achieve its two-fold business objective of:

- a. Delivering eLearning to its customers using an LMS platform
- b. Offering a mix of eLearning and an LMS platform to its customers as a separate solution or re-selling the LMS platform

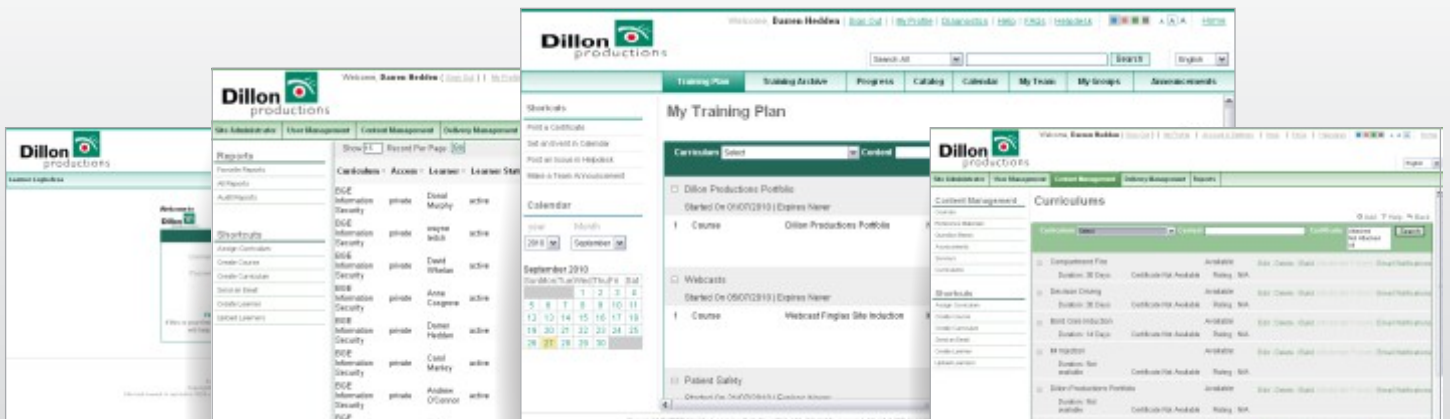
## The Solution

Given Dillon's dual requirements, Upside Learning offered its proprietary, multi award-winning Learning Management System – UpsideLMS – to address these needs. For its first

## Client Speak

“At Dillon Productions our blue-chip clients have always expected and received the highest standards in regard to content development through our bespoke video training solutions. It was imperative for us that we could partner up with an LMS provider that was as innovative in their approach to deliver cutting edge solutions as we are. Our core principles are built on innovation and flexibility and being able to react to our clients needs rapidly. To that end our relationship to date with Upside Learning has been the perfect marriage.”

James Dillon,  
CEO and Founder,  
Dillon Productions.



requirement, UpsideLMS was setup as Dillon Productions Learning platform with a capability to create multiple portals for its customers. While, for the second, an arrangement was created which permitted Dillon Productions to resell UpsideLMS to its customers.

UpsideLMS's 3-tier organization fitted very well to Dillon's first need where an account portal was set-up for each customer with separate branding and rules.

UpsideLMS components activated for Dillon Productions were:

1. Site Manager
2. An account portal for each customer
3. SCORM and AICC compliance, ability to run video courses
4. Online exam and survey module
5. Curriculum structure for unified delivery of learning material
6. Helpdesk and Client Machine Diagnostics module
7. MIS reports with some custom built reports
8. CMS area to manage basic branding elements on customer login pages and dashboards

## Upside Learning Differentiator

Easy-to-use and easy-to-train, UpsideLMS was accepted well by Dillon's customer base.

UpsideLMS was hosted by Upside Learning and this made the support and maintenance of the system almost hands-free for Dillon Productions and also added the benefit of the system being available 24x7 with excellent support services.

Upside Learning's pricing model designed to align with Dillon Productions' own business model, allowed DP to clearly calculate costs and margins for its business through UpsideLMS. It also made the overall billing process - with its customers and with Upside Learning - easier for DP.

## Business Benefits

1. Access to a robust, easy-to-use and effective learning platform to serve customer's needs.

2. Centralization of customer management– With UpsideLMS' 3-tier structure and comprehensive reporting, it was very easy for DP staff to monitor and manage their customers.
3. Robust and quick support - A quick-response Level 2 support from Upside Learning ensured that the DP team could offer an excellent support to its customers.
4. High flexibility – Flexibility at Upside Learning's end to customize UpsideLMS for minor (and major) needs has also proved highly effective to meet customers' varying needs from the same platform.

## Engagement Model

License Subscription + Customization (when required)

1. Dillon Productions has purchased the overall base license and for additional elements it follows the pay-as-you-go model (for more portals and users on those portals).
2. The system is hosted by Upside Learning on a separate server dedicated to Dillon Productions.
3. For customization work:
  - a. 1 Project Manager
  - b. 1 Business Analyst
  - c. 1-2 Programmers
  - d. 1-2 Testers
4. For Support:
  - a. 1 Support Manager
  - b. 1 Support Executive
  - c. 1 Support Team Developer (on need basis)

## Technical Highlights

UpsideLMS runs on Apache Tomcat 6.0 and MS SQL Server 2005 on a single Windows Server 2003 hosted by Upside Learning.

