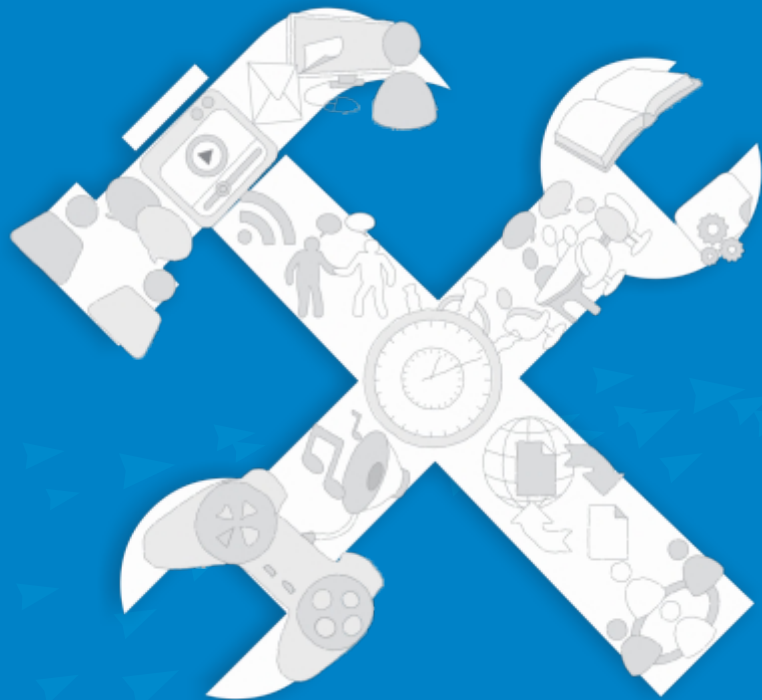


Tailor-made solutions

to meet your unique performance needs



Delivering Compelling Learning Experiences

At the core of any learning or training requirement is a business problem or performance gap; gaps that are unique to an organization. We recognize the uniqueness of your learning needs, and work with you every step of the way to create the right solution that fills in these gaps by improving performance.

Our custom eLearning solutions are based on sound instructional design, visual communication, and digital interaction and reflect a thorough understanding of the context of training, audience profiles, performance goals, and business objectives.

Steeped in both Cognitivism and Constructivism, our learning designers craft solutions to not just suit your business requirements and learning objectives, but also truly help transform behaviors and improve performance.

Over the past seven years, we have helped organizations stay ahead of the race by ensuring their workforce remains well-informed and proficient, always. Today, over 100 organizations across the world trust Upside Learning to create exceptional and compelling learning experiences.



A team that is a mix of left and right brains

Our Custom eLearning team of 110 eLearning professionals boasts of a collective experience of over 350 person-years and has expertise in Instructional Design, Multimedia Development, & eLearning Project Management.



A Wide Range of Solutions

Our custom eLearning offerings contain a wide range of solutions poised to serve every need.



eLearning Courses

We develop custom content that is carefully designed to meet instructional outcomes in the short-term and performance outcomes in the long term. We also undertake enhancement of existing training programs. The learning content we develop has a sound basis in learning design principles and focuses on memorable, meaningful interaction and resultant behavior change.

Types of services:

- Learning Strategy & Design
- Interaction Design & Development
- Design and Development of Assessments
- Graphics & Animation
- Repurpose ILTs into CBTs/WBTs
- Creating Game-based interactions
- Audio/Video Integration
- Development of e-books



Game-based Learning

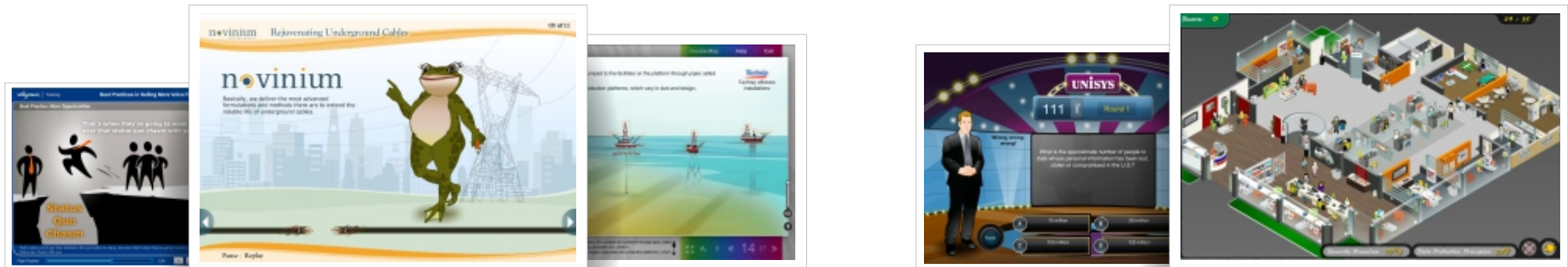
Games are not just fun, they can promote effective learning as well. We develop games that allow learners to explore situations, evaluate options, take decisions & actions and learn while playing. They can be classified as under:

Casual Games

Used for recall of Knowledge – facts, concepts, procedures, Casual Games are simple, easy to play, short and designed for repeated play. They can be distinguished by their simple rules and they do not require long-term time commitment or special skills to play.

Simulation Games

Used for problem solving – using procedures, applying principles, analytical skills, Simulation Games are simulations that contain multiple game-like elements but retain some environmental fidelity.





Rapid Authoring

Rapid authoring is the answer to situations where you need an eLearning solution for your training but don't have the time for elaborate development. Our rapid authoring service makes developing courses quick and easy, without sacrificing learning efficacy.

We use the following rapid authoring tools to develop eLearning courses:

- Articulate's Presenter, Engage, and Quizmaker
- Adobe's Captivate
- Trivantis' Lectora
- Rapid Intake's ProForm

We give you the freedom to decide your tool of preference, or, depending on the nature of the project, we recommend a tool to create a standards-compliant eLearning course.



Translation & Localization

We can help you quickly translate an existing eLearning solution into different languages or localize courseware content for international audiences. Our approach hinges on an understanding of the content, target audience and cultural context. We strive to produce translations that are accurate and quick.

We offer the following services:

- Short-listing VO artists
- Preparation of audio scripts in base language
- Preparation of translated audio scripts
- Management of audio recording
- QA of recorded audio
- Integration of audio files into translated version & re-synching as required
- Replacement of transcript and onscreen text
- QA of translated version





Simulations & Scenarios

We create experiential digital learning experiences by recreating complex environments that can mirror actual conditions or systems. Learners can practice and apply their newly acquired knowledge to solve problems in a risk-free environment.

We offer several types of simulations with varying degrees of fidelity:

Software Emulation

The most pervasive form of learning simulation used by organizations, Software Emulation is simulated software that functions in a manner similar to the software being emulated.

Operation and Process Simulations

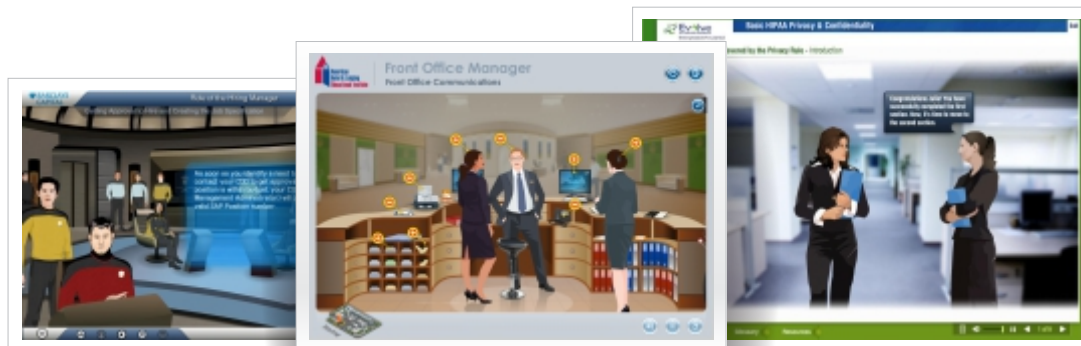
Used for teaching procedural knowledge involving organizational process and objects/tools, Operational and Process Simulations are designed to simulate common operational procedures and processes used within an organization.

Principle-based Simulations

Used to teach guidelines & principles, soft skills and people skills, Principle-based Simulations are designed to put learners in an environment with which they must interact.

Problem-based Simulations

Used to teach Problem-solving skills in a specific context and environment, problem-based Simulations are designed to present learners with a new problem and they must solve.



Organizations using our Custom eLearning solutions are:

3PS Media	A4E
Accenture	American Hotels
APIC	Bank of Queensland
Barclays	Bell, Canada
Capita	Dell
Energy Future	ENSCO
HDFC	Highfield
ING	Kraft, Asia
L'Oreal	L&T
L&T Infotech	Novinium
People in Progress	Saint Gobain
Tooling U	Tyco
UHC	Unisys
Walport	

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<http://bit.ly/Custom-eLearning-Demo>

Sound Approach

Learning Design Philosophy

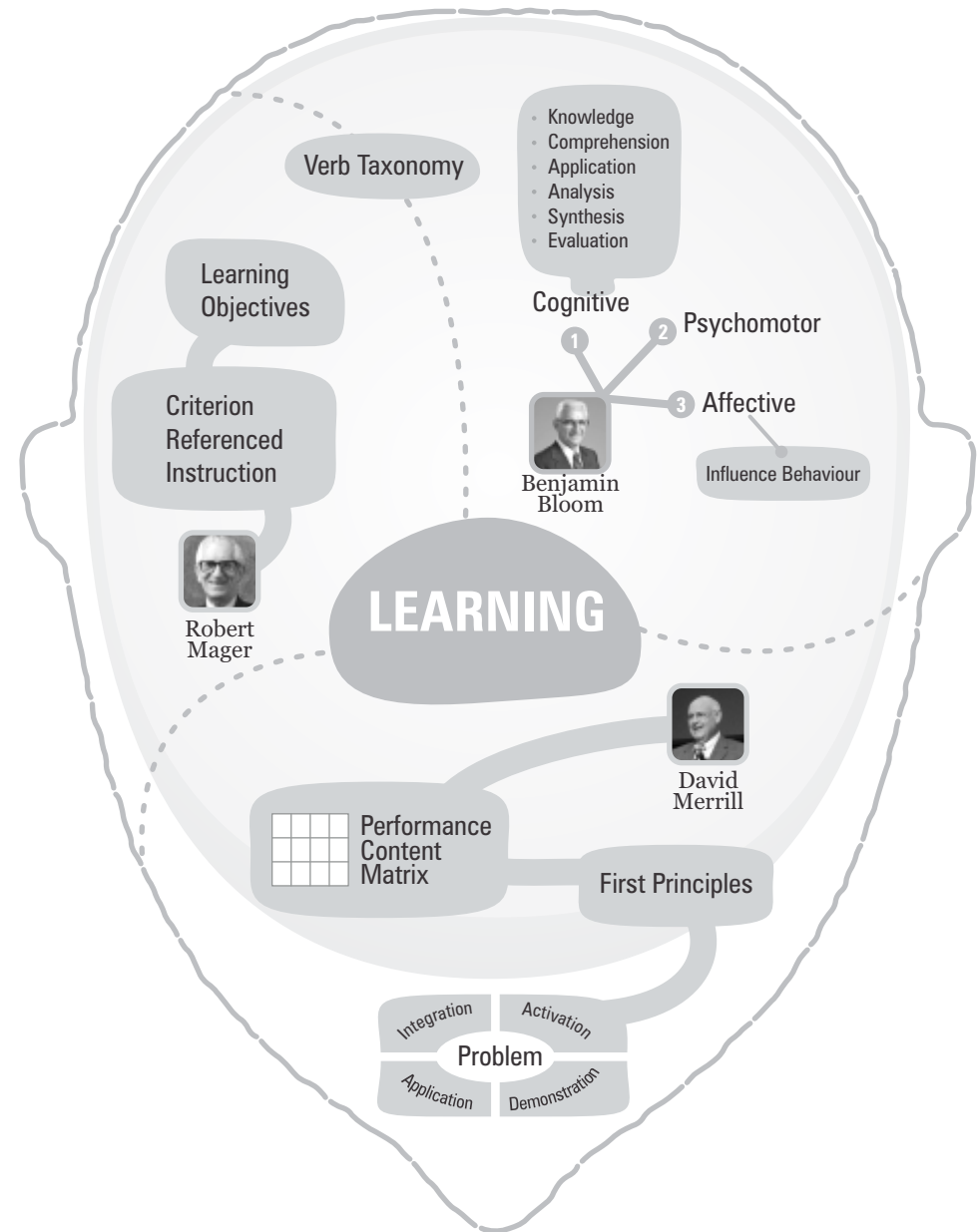
Our learning design philosophy straddles both cognitivism and constructivism and all our design thought derives from there. Our instructional designers are skilled craftsmen with their own unique ideas, beliefs, and values aligned to those philosophies. Every solution we provide relies on this understanding of philosophy and the values of craftsmanship.

Our Instructional philosophy is heavily influenced by three instructional design theoreticians. While other research and findings do influence our philosophy our methodology directly translates the work of these three: Benjamin Bloom, David Merrill, and Robert Mager.

Bloom is the father of the learning verb taxonomy, defined at six levels of learning. He also defined the domains of learning. Our work mostly focuses on the Cognitive and Affective domains.

The component display theory dominates the influence David Merrill has on our learning design. The CDT classifies learning along two axes, as content and performance. The CDT also allows us to individualize training to a large extent, letting learners make learning choices based on their preferences and learning styles.

Robert Mager's Criterion Referenced Instruction model influences our design, especially in the way we write learning objectives. There is a subtle influence on goal/task analysis as well; performance objectives are typically a resultant from this process.



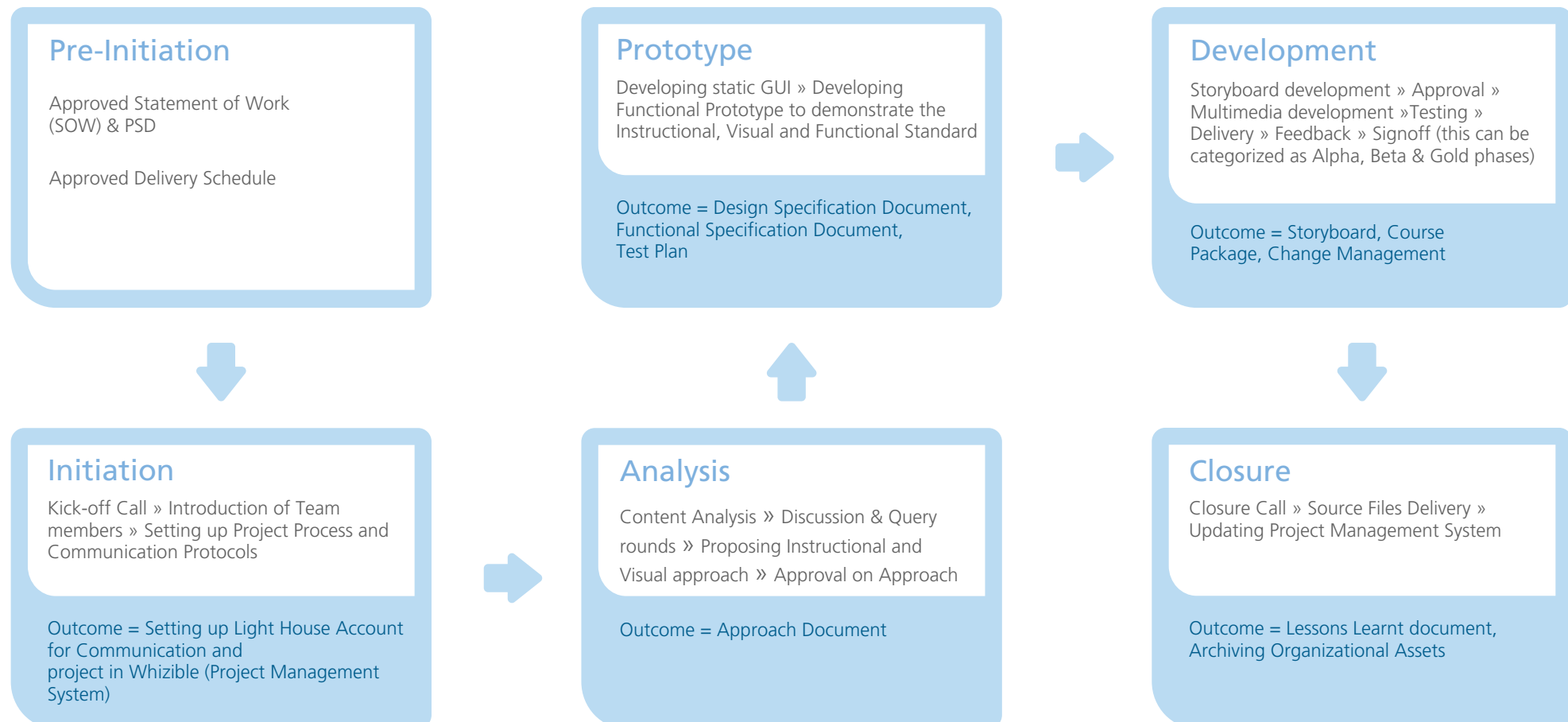
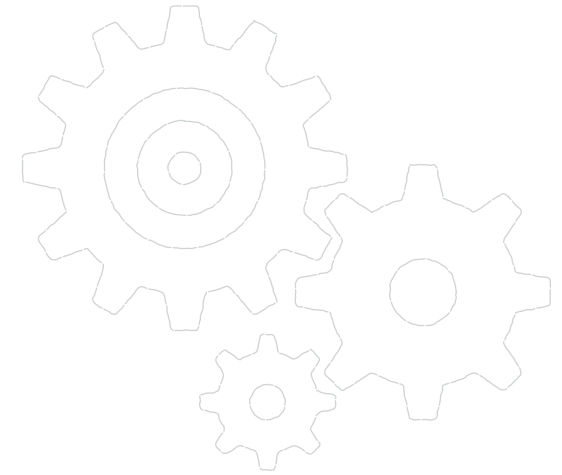
Well-Defined Process

Our development process is fundamental to how we work. We have laid well-defined processes and guidelines to make the development process smoother and simpler while ensuring we add value to the learning solution.

Project Management Process

We understand well that custom eLearning development is an iterative process. At Upside Learning, we have adopted a process that makes the best use of SME knowledge and our development capability.

In line with our Learning and Visual Design Approach, we employ combination of Agile and ADDIE in our project development process. Iterative design & iterative development process helps us deliver great quality output consistently, within budgetary and timeline constraints.



Know How We Helped Our Clients



eLearning program for internal training

Bell Canada, a leading provider of wire line and wireless communications services, wanted to train its employees on its project requirement management tool – ReqPro - with an online training program.

Upside Learning designed a 60 minute module which provided an overview of IBM's Rational RequisitePro (RRP) Tool and covered specific details about ReqWeb (RRW), the tool's web server component. All the underlying concepts of requirements management and requirements traceability, along with the features, benefits, and functional flows of the RRP tool were presented through a judicious mix of animated, static and interactive components. The course was created in English and Canadian French.



Client Speak

"We've been working with Upside Learning for more than 2 years. With each new project we've been impressed with their creative efforts. We also rely on their professional project management. Overall, Upside provides Tyco with a good product at a good value. We are happy to be working with them."

Mike Miller
Director, Learning Programs,
Tyco Learning Technologies, USA



Scenario-based learning

Tooling U, a leading online-training provider, required an interactive scenario-based output that not just reflected the real life problems and situations but also enabled the learner to test his knowledge in a risk-free environment.

Upside Learning adopted a guided discovery approach to design a series of scenarios to supplement Tooling U's online courses, which were predominantly static in nature. This allowed the learners to be presented with real-life situations and demanded them to take suitable decisions to achieve specific objectives or resolve given problems. Appropriate practice questions were interspersed throughout the labs as decision making points.



Client Speak

"We wanted to implement a new approach to our traditional story-based learning by pushing our stories to the desktop via e-mail in a quick and engaging format. We contacted Upside with this requirement and the partnership yielded a couple of sharp demos. We are now moving into production with several projects."

Michael Shermis
VP, Client Services/Senior Producer,
WisdomTools, USA

About Upside Learning

Established in 2004, we are a globally recognized leader in training outsourcing, LMS solutions, custom eLearning development & mobile learning solutions. With a collective experience of 600+ person-years, we have successfully completed more than 300 corporate and academic projects for over 150 clients worldwide.

Our solutions & services portfolio ranges from Custom eLearning solutions to Catalog Courses, mLearning solutions to Learning Management System and technical support services, tailor-made to an organization be it an Enterprise, a SMB or a Training Company.

Our Awards And Recognitions



Excellence in LMS Award

Winner of a Silver award in CLO's 'Learning In Practice Awards 2011'



Winner of 2 Gold, 2 Silver and 1 Bronze Brandon Hall Excellence in Learning Technology Awards (2010)



Featured in the 'Top 20 Learning Portal Companies List' by TrainingIndustry.com ('10)



Listed as one of the 'Five Emerging LMSs to Watch' in CLO Magazine ('10)



Winner of 3 Brandon Hall Excellence in Learning Technology Awards in 2009



Winner of Deloitte Fast 500 Asia Pacific 2008 & 2009 Program



Winner of Apex Award for Publication Excellence ('07, '08, '09 & '11)



Winner of the Red Herring 100 Asia 2008 Award

Our Other Solutions

Learning Management System



- ▶ UpsideLMS
- ▶ Custom Learning Portals
- ▶ Professional Services
- ▶ Training Services
- ▶ Support Services

Upside2Go - Revolutionary Mobile Learning Solution



- ▶ Knowledge Collaboration
- ▶ Learning Media
- ▶ Asynchronous Mode
- ▶ Assessments
- ▶ MIS & Reports
- ▶ Backend
- ▶ Learner Support Tools

Mobile Learning Solutions



- ▶ Mobile Courses
- ▶ Mobile Games
- ▶ Mobile Videos
- ▶ mBooks
- ▶ Mobile Apps
- ▶ Augmented Reality

Catalog Courses



- ▶ IT Skills
- ▶ Banking & Finance
- ▶ Health & Safety
- ▶ Soft/ Business Skills
- ▶ Other Languages
- ▶ Certification Courses



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