

"Corporate e-Learning Initiatives are being threatened by a pervasive gap in content."

-Elliot Masie, The Masie Center

Frequently Asked Questions

What is Express Content Development (ECD)?

TDX Global's ECD is the process of converting an organization's training assets into interactive web-based e-Learning courses. Most companies have proprietary processes, systems, and technology that require them to create their own learning content. Practically speaking, the majority of company subject-matter experts are "authoring" proprietary content with tools such as Microsoft Word® and PowerPoint®. TDX Global's ECD process enables conversion of these existing training assets to interactive web-based e-Learning courses.

What advantages does an interactive web-based e-Learning course have over a PowerPoint or Word document?

Training materials authored in Word, PowerPoint, and other formats are passive forms of training. As anyone who has ever "watched" a PowerPoint can attest, it is difficult to stay engaged and learn from viewing a PowerPoint presentation.

TDX Global courses are different. With ECD the existing materials are converted to interactive, web-deployable, instructionally-sound, and engaging courses for end users. TDX Global courses result in better content retention and superior learning outcomes. Additionally, TDX Global courses are designed to include assessments to verify and track learner understanding of the subject matter.

What makes TDX Global courses interactive and engaging?

TDX Global courses can include any of the following user interactions:

- *Enhanced navigation controls*, which enables learners to quickly navigate content, take notes, bookmark slides, and access additional resources.
- *Assessment questions/answers* can be inserted (and tracked) in the course. Question types include: True/False, Multiple Choice, Word Quiz (similar to Hangman) and Sequence questions.
- *Reference Materials* links to additional training resources for easy access and enrichment.
- *Rich-media formats*, such as videos and simulations can be included in the course.
- *Web Objects* can include a live Web site or .WAV or .MP3 files to add music, sound effects or professional narration.
- *Unique Slide Titles* to enhance user navigation control.
- *Branding Options*, courses may include company logo, colors and photo/information about the subject-matter expert/course instructor.

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Use Express Content Development for:

- Environmental, Health, and Safety training
- Compliance (FDA, OSHA, Sarbanes-Oxley, HIPAA) training
- Company Policy training
- Company specific equipment, processes and procedure
- Customer training
- Sales & product training
- Custom software systems training

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What type of training should I use TDX Global ECD for?

In general there are two types of e-Learning courses: off-the-shelf (OTS) and custom. OTS content is appropriate for generic training (i.e. "MS Office" or "Electrical Safety Awareness" courses). TDX Global ECD custom content is appropriate for training on just about any proprietary organizational processes, products, procedures or policies.

In a recent whitepaper, industry analyst firm IDC observed "*although general knowledge provides a necessary baseline, proprietary knowledge provides companies with competitive advantage.*" For your organization's learning to drive competitive advantage the content must be specifically tailored to your business processes. With TDX Global ECD your training organization can drive competitive advantage by cost-effectively delivering relevant and engaging learning content.

How is TDX Global ECD different than traditional web-based training content development?

Traditionally, the custom content development process has been characterized by long development cycles, high prices and proprietary development tools.

TDX Global views content development as a systematic conversion process designed to efficiently and cost-effectively meet learning objectives. While traditional content vendors view the process as customized software development - resulting in an overly complex, lengthy and expensive development cycle.

The most important distinction between TDX Global ECD and traditional custom content vendors is that the development cycle and associated costs of TDX Global ECD courses are a magnitude less than that of traditional custom content vendors. Thanks to paradigm-shifting advances in development software and TDX Global's ECD process, training organizations are now in a position to close the pervasive gap in relevant and meaningful e-Learning content.

Unlike many custom content development vendors, TDX Global's ECD courses utilize the standard Flash player (native to 98% of browsers) and do not require any proprietary plug-ins or players. Many traditional custom content development vendors' courses require custom plug-ins or course players, requiring trainers to have to persuade overburdened IT departments to install custom software on end-user workstations.

Additionally, TDX Global offers training organizations the software tools, training and support to make modifications and updates to any TDX Global ECD course. Most traditional custom content developers are reluctant to allow customers to make modifications or updates to their web-based courses. Even if they do permit customers to modify courses, the development tools are often complex and require coding skills unfamiliar to most company subject-matter experts.

What does traditional custom web-based training content development offer that TDX Global ECD does not?

TDX Global ECD is well-positioned for almost all custom content development. The only application TDX Global ECD is not recommended for is the very high-end 'Immersive Interactive" courses - defined as courses that incorporate virtual reality, 3-D simulations, and multi-dimensional branching capabilities.

What are the end-user technical requirements of a TDX Global course?

To play courses end-users will need either Internet Explorer version 5.x+ or Netscape version 4.7+ with Flash 5, 6 or 7 player installed (98% of browsers already have Flash installed). Courses can be deployed locally from CD-ROM or over the web (recommended connection speed of 56.6k connection speed or higher). TDX Global can design courses tailored for deployment in high or low bandwidth environments.

Do I need a Learning Management System (LMS) to run a TDX Global course?

No. TDX Global courses do not require an LMS. TDX Global courses are designed to support AICC and SCORM (courseware design standards) if courses are being used with an LMS.

Will TDX Global courses work with my company LMS?

Yes, as long as the LMS supports AICC or SCORM specifications (most LMSs do).

Can TDX Global provide a Learning Management System?

Yes, TDX Global offers a variety of LMS solutions. Please contact a TDX Global Account executive for further information.

How much does Express Content Cost?

The cost of a TDX Global ECD course varies depending on the length, number of assessments and interactive components, and multimedia elements. To assist in pricing content development TDX Global ECD utilizes the following guidelines:

1. Client describes the course objectives and audience to TDX Global.
2. TDX Global will then assess all current training materials (PowerPoints, documents, etc).
3. TDX Global will provide a course 'storyboard', outline and prototype that includes a description of all interactive and multimedia components.
4. Based on client feedback and course modifications, TDX Global will provide a price quote and proposal for the e-Learning course.
5. TDX Global's Express Content Development process delivers the course on-time and on-budget.

How do I get started?

To get started, contact a TDX Global Account Executive by calling (801) 581-1002 or email sales@tdxglobal.com.

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