



WITH CONTENT MANAGEMENT SOLUTIONS FOR LEARNING:

Content Management Solutions for Learning

Liberate Your Learning Content

Successful organizations know upgrading their employees' skills is not a yearly or monthly task, but a continuous and critical effort.

Learning and development professionals can maximize the value of learning materials by organizing and optimizing them for multiple channels and outputs. But when content is siloed, and new demands arise, finding, enhancing and editing these assets becomes difficult. Manual, inefficient workflows make cross-platform discoverability and content repurposing nearly impossible.

Copyright Clearance Center, and its subsidiary Ixxus, offer technology and guidance to facilitate the discovery, reuse, review and analysis of learning content. These solutions allow organizations to easily create and manage flexible, multi-purpose, agile learning content that can be delivered from a centralized source across multiple channels.

OUR CAPABILITIES INCLUDE:

Content Storage & Management: Create a "single source of truth," while also catering to different learning styles, standards and requirements. All learning objects and files (such as HTML, PDF, PPT, SCORM and rich media) are stored in one place, helping you to repurpose learning content, speed up course production and get the most from content investments.

- Remove silos and make content discoverable
- Drive quality, accuracy and compliance of course content
- Enrich, link, chunk and reuse content
- Streamline authoring, revision and review workflows throughout the content creation process
- Distribute content in multiple formats across your preferred channels in one click

Search & Navigation: Semantic enrichment allows for easy search across all assets, with context-based discovery, suggestions, and filters. Subject-based tagging and metadata can be added to courses and objects, so relevant materials can be quickly discovered. By linking courses, content, metadata, standards and rights permissions at a granular level, users can see relationships between materials — making it possible to repackage existing content to meet new learning needs.

Content Auditing: Before publishing courses or materials, perform a content health check based on standards, formats or file metadata you set. If content is flagged, click straight through to the associated object to take corrective action, driving quality and compliance across materials.

Rich Media Support: Manage rich media assets including audio, video and HTML interactions to make learning materials more interactive and immersive.

Workflow Management: Author and edit content collaboratively with instructional designers, editors and the rest of your team. Then, streamline revision and approval workflows to keep content compliant and up-to-date. For deeper insight into every project, Content Kanban, a workflow visualization tool, tracks and manages tasks from start to finish, helping you to keep projects on track and to meet deadlines.

Multiple Channel Delivery: After assembling a course or other learning project, distribute content in multiple formats to various web, app, print or LMS channels. Manually updating or correcting the same assets across multiple courses or channels becomes a thing of the past.

Multimedia Enhancements: Enhance courses and make learning assets more engaging with movie scenes and music, through CCC's Motion Picture License and RightFind Music.

HOW WE DELIVER

We work alongside you to define and prioritize your journey, developing roadmaps across people, process and technology that will equip you to navigate the changing learning and development landscape.



Content

Defining a new content architecture is foundational for the future of your learning content. Technology, process, and people support the creation, enrichment, management, and delivery of it.

Content includes assets, enrichment within assets, metadata, associations between assets, the content model, and the content architecture.



Technology

Technology enables new processes and the content architecture.



Process

Processes must be re-engineered to edit in granular, product-agnostic chunks, as well as to support new enrichment tasks.



People

Employees require change management and training to orient to new processes and tools.



Copyright Clearance Center (CCC) builds unique solutions that connect content and rights in contextually relevant ways through software and professional services. CCC helps people navigate vast amounts of data to discover actionable insights, enabling people to innovate and make informed decisions. CCC, with its subsidiaries RightsDirect and Ixxus, collaborates with customers to advance how data and information is integrated, accessed, and shared while setting the standard for effective copyright solutions that accelerate knowledge and power innovation. CCC is headquartered in Danvers, Massachusetts, with offices across North America, Europe and Asia.



Ixxus is a leading global provider of information solutions that reinvent the way organizations derive value from data and content to drive growth. With roots in publishing, Ixxus delivers award-winning solutions that accelerate the digital transformation journey. The company's unique expertise in storage, search, content modeling, editorial, and distribution is applicable to any customer focused on maximizing the value of data. Ixxus is a subsidiary of Copyright Clearance Center (CCC), a global leader in content management, licensing, discovery, and delivery solutions.



MAXIMIZE THE VALUE OF YOUR LEARNING ASSETS

Get in touch today to learn more:

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