WEB RATIO®

DIGITAL TRAINING PLATFORM "INSEGNARE DOMANI DIGITALE"
FOR EDIZIONI CENTRO STUDI ERICKSON

"Erickson wanted to seize an opportunity for digital business, releasing very quickly a solution that can give the opportunity for aspiring tenure-track teachers to prepare online for the competitive exam. Along with Eupragma, we offered all the elements to achieve this ambitious goal. The result has allowed Edizioni Centro Studi Erickson to provide a complete training system in just four weeks and generate new revenues."

– Stefano Butti, CEO of WebRatio

Digital solution for management and usage of educational multimedia content provided by the publisher of Trento in support of the participants in the open competitive exam held by the Italian Ministry of Education

THE SUCCESS STORY

The announcement of the Teachers' Open Competition, published in late February 2016, provided for the appointment with tenure of more than 63,000 teachers for kindergarten, primary and secondary schools.

Edizioni Centro Studi Erickson, a leader in advanced teaching and teacher training, knows the value that new digital technologies can offer in the learning process, by simplifying access to content, improving usability and increasing the number of users served. Edizioni Centro Studi Erickson had the insight to create a **scalable and customizable digital platform** that would encourage aspiring teachers to use training materials with the ability to have self-assessment using online tests. The time factor was critical: the platform had to be published in **just four weeks** to give the teachers enough time to prepare for the contest.

WebRatio and its partner Eupragma accepted the challenge, creating the **"Insegnare Domani Digitale" platform** within the given deadline that would allow teachers to prepare for the contest. Inside the platform, users can buy all the necessary materials and tests designed according to a specific methodological model by the publisher of Trento. The solution has a public front-end system with an **online payment system** and an advanced back-end for **digital contents' management and presentation**.

At the launch, the platform hosted 300 forms of media, more than 100 mental maps, and 60 video summaries with 15 guided tours; this educational base is periodically expanded through an editorial plan that includes weekly publications of new contents from different educational studies. In the first month since online deployment, **over 15,000 self-assessment tests were taken** and over 40,000 pages viewed every day.

https://concorsoscuola2016.erickson.it

THE DIGITAL PLATFORM AT A GLANCE

- Usage of the materials according to educational guided tours
- Training programs designed according to a specific methodological model
- Personal profile management
- Integration with social networks
- Online payment system
- Management of various digital content: videos, pictures, texts
- Self-assessment tests

CREATED IN 4 WEEKS FROM THE FIRST MEETING TO THE ONLINE RELEASE

6,000 REGISTERED USERS IN THE FIRST MONTH AFTER LAUNCH

15,000 SELF-ASSESSMENT TESTS IN THE FIRST MONTH AFTER LAUNCH

1.3 MILLION PAGE VIEWS IN THE FIRST MONTH AFTER LAUNCH

20,000 VIDEO VIEWS IN THE FIRST MONTH AFTER LAUNCH

40,000 PAGE VIEWS PER DAY IN THE FIRST MONTH AFTER LAUNCH

THE CREATION
OF A SUCCESSFUL DIGITAL BUSINESS

THE ELEMENTS

■ **Development speed** is critical for the well-timed publication of the solution

■ **Scalability** allows from the very beginning a business model based on large numbers to be adopted

■ **Flexibility** allows one to adapt to a rapidly changing business environment

THE PROJECT UNIQUENESS

The key factor of the project was to create an educational platform for Erickson in accordance with the time-to-market required by national legislation and able to **respond perfectly to the customer's needs of scalability and flexibility**. Thanks to the speed of development, which guaranteed the online publication of the solution, Edizioni Centro Studi Erickson was able to take this important opportunity to engage in digital business.

THE SECRET TO A SUCCESSFUL PROJECT

Giving shape to the ideas of the customer through **frequent cycles of "Test & Learn"** is crucial to quickly creating a customized solution and to be the main actor in the digital business era.

Edizioni Centro Studi Erickson was founded in 1984 in Trento. Its principal activities include teaching, education, psychology, social work and welfare through the production of books, magazines, educational software and online services. They are well-known and popular publications, placed side by side with the scientifically rigorous presentation of theories and innovative methodologies with operational suggestions and best practices. Erickson is not only a publishing house, it is also a research center that carries out national training activities for teachers, school administrators, health and social workers, and other professional educators. Every year it organizes in-service training, seminars, online courses and international conferences.

www.erickson.it

"We chose WebRatio and Eupragma for the extreme rapidity of implementation required by the project, the degree of customization required for the development of the online training platform to a high level, and the level of performance and reliability that we consider essential for the open competitive exam."

- Edizioni Centro Studi Erickson

OUR PARTNER

Eupragma deals with management consultancy for strategic, organizational and human resources development. The projects started from understanding the context so as to highlight the strengths and areas of improvement in order to achieve development paths that can improve performances. It accompanies organizations in reviewing business models and strategies, optimizing processes, implementing new management tools, and in integrating, developing and disseminating knowledge, skills and behaviors that involve empowering and motivating people.

www.eupragma.com

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WEBRATIO

Since 2001, WebRatio has designed and built digital solutions in distribution & retail, energy & utilities, travel & transportation and industrial manufacturing industries together with our customers. WebRatio studies target markets in depth to offer customized solutions that enable companies to enter the digital business domain as main players. WebRatio offers "Internet of things" technology as a key ingredient to make the difference at a competitive level.

Gartner 2013 CoolVendor

OMG WE SET THE STANDARD

you can rely on