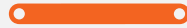# LIONBRIDGE

A GUIDE TO LIONBRIDGE'S END-TO-END eLEARNING CREATION AND TRANSLATION SERVICES

Why Lionbridge is the perfect partner to complement your eLearning programs

eLearning has become an essential practice as global companies shift to working from home. Businesses need comprehensive eLearning offerings that span across languages and cultures to train employees and customers on their offerings. While many organizations rely on an eLearning provider to develop content and a separate language service provider to translate or localize that content, a single provider can create a seamless process with greater efficiency and faster turnaround times.

Lionbridge has provided eLearning services to global companies for 15 years. We've been included in the Training Industry Top 20™ list of training outsourcing companies for 13 consecutive years, becoming the only language services provider to receive this distinction. For end-to-end eLearning instructional design, creation, translation and localization, use Lionbridge.

COLLABORATING WITH A SINGLE eLEARNING PARTNER ON GLOBAL TRAINING AND eLEARNING PROGRAMS

If you want to maximize the benefits of eLearning outsourcing, engage with a single provider to develop and translate your programs. Lionbridge has the unique advantage of being a language service provider (LSP) as well as an eLearning and content services provider and can offer you a true end-to-end solution. When you work with a single provider, you'll get greater speed, efficiency and simplicity, and the ease of working with a single point of contact across the whole content life cycle.

Lionbridge's involvement throughout the eLearning lifecycle is nothing new. Our breadth of capabilities includes instructional design, curriculum development, multimedia creation, audio/video asset creation and integration of the final online training programs. We can also support Flash to HTML conversion for training programs as Flash is phased out of use.

We are platform agnostic and can work across learning management systems (LMS's) and rapid development tools. Lionbridge has deep experience in creating eLearning programs across subject matter including health and safety, business skills, sales training, legal compliance and technical content types.

Lionbridge develops highly complex compliance training content at scale for a major multinational corporate training company that offers 7,000 courses on its cloud-based platform.

Read on to learn how Lionbridge enhances the eLearning development process to enable our partners to achieve maximum potential in their eLearning initiatives.

GLOBAL TEAMS WITH SPECIALIZED SKILLS

Content Creation
Technical authoring and illustration, instructional design, curriculum development, visual and informational design and virtual/augmented reality applications

Content Enhancement
Voiceovers, subtitling, captioning, animation, gamification, standard compliance, new feature modules and version and platform development

Content Conversion
Flash to HTML5, ILT to Virtual and all formats to simulation-based learning

Content Translation
Support for more than 100 languages and dialects; expertise in XML, reusable learning objects, self-paced certification programs and learning management systems

Content Hosting
Customized learning platform managed by Lionbridge for hosting training courses, maintenance and user support and regular user activity reports

THE TOP 7 BENEFITS OF COMPLEMENTING IN-HOUSE GLOBAL TRAINING AND eLEARNING PROGRAMS WITH LIONBRIDGE EXPERTISE

1

Scalability and Flexibility

These two benefits go together. Supplementing in-house eLearning with a partner means a company can quickly scale when experiencing greater demand. Moreover, they can expand their offerings without having to hire additional employees. This staffing flexibility is especially important when requirements vary throughout the year. Working with Lionbridge enables companies to meet all their training needs and easily adjust their resources accordingly.

Lionbridge helps clients rapidly scale by connecting with a global network of eLearning professionals and pulling in necessary resources as needed.

2

Expertise

Developing eLearning content is complex. Instructional design is paramount, and involves determining learning strategies for optimal outcome. Additionally, it requires an authoring environment and instructional expertise, which is what you will get with an experienced eLearning partner.

Lionbridge provides clients with end-to-end instructional development services, from ideation through storyboarding, development, implementation, hosting and maintenance. We are experts in working with complex material and making it easy to understand. Through well-designed, interactive multimedia executed by a full staff of experienced animators and multimedia talent working with industry leading tools, Lionbridge has helped customers enable their target audience to easily visualize, understand and retain information.

Lionbridge also stands out because of our technical expertise. By working with a variety of systems and tools, we are equipped to deal with back-end technical problems, should challenges arise.
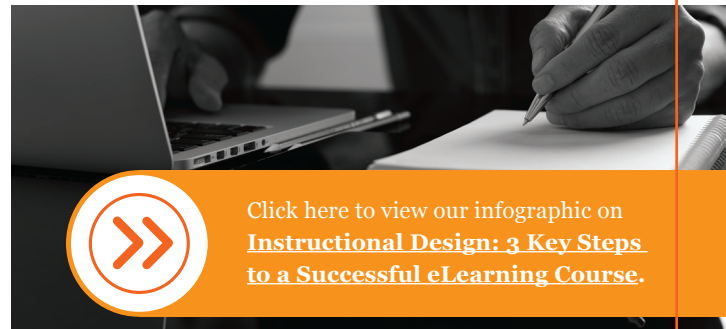
3

Keeping Up with Industry Trends and Access to the Best Resources

As talented as your internal teams are, they may not have time to study all the industry trends. Similarly, you may not always be able to acquire the latest and greatest tools. Access the newest eLearning resources and benefit from the most up-to-date trends by working with us. We can refresh an existing eLearning program to make the training more engaging or help you explore and employ new modalities, such as gamification, augmented reality or virtual reality.

We execute a variety of cutting-edge offerings that adhere to training industry best practices in adult learning design. Based on your needs, we can provide instructional infographics, interactive PDFs, simulations, virtual and augmented reality and CAD/3D, and gamification. We are a member of numerous industry groups, such as the Association for Talent Development (ATD) and The Learning Guild.

In addition, we work with the world's leading companies, including a major global software, hardware and network system developer, a global mobile device company, a leading delivery services company, a major global technology hardware manufacturer and a leading consumer electronics company. Our experience working with multiple clients means your training offerings will be on par with what others provide.

Click here to view our infographic on **Instructional Design: 3 Key Steps to a Successful eLearning Course.**

4 Efficiency

When we're enlisted to provide end-to-end eLearning services, we take care of all the necessary steps, including content creation and globalization. This is a more efficient and effective process because we create content in a way that makes it easier to be localized. Content is designed so it's more easily adapted to other languages. Not only is the eLearning being prepped from a language perspective, graphics and other assets are optimized for localization. We call this our Globalization@Source℠ Methodology. This methodology is built into the training design and development process to strategically design content for global audiences.

5 Speed and Agility

When you collaborate with us for end-to-end services, you don't have to execute content creation and globalization in a piecemeal fashion. The streamlined process will result in an overall faster turnaround time and require less management by your employees. Plus, with a network of teams dispersed across the globe, we can sustain service virtually 24 hours a day, seven days a week. And when we develop your eLearning program, we're nimble because we're intimately familiar with the curriculum. When necessary, we can refine content quickly and seamlessly.

6 More Effective Training, Cost-Effectiveness and Return on Investment

The better your resources and the more variety you can offer, the more likely your training will be effective. The better your training outcomes are, the better your ROI will be.

We can help you identify the right strategies to best meet your overall training goals, leverage global locations to support in-country development centers and achieve savings through low cost production. Through a variety of eLearning solutions, we enhance the appeal of training for learners and support learning retention and 'stickiness' through engaging instructional and visual design.

7 Simplicity from a Single Vendor Relationship

A single vendor relationship with us will simplify the delivery of your eLearning programs. You will benefit from a seamless process, greater efficiencies, faster turnaround times and cost-effective solutions because of our ability to handle both content creation and translation. When working with our expert team, there will be fewer demands on your employees, and you will end up with the exceptional eLearning programs you set out to achieve.

Gamification

The Lionbridge eLearning team leveraged creativity and expertise to develop eLearning games for a global mobile device company to teach the customer's retail associates about its new devices. The games included single user applications for smartphones, as well as group games in which teams competed to win the most points. As per our client's request, we designed the games to be short but entertaining so that the associates would be able to complete the trainings during work time.
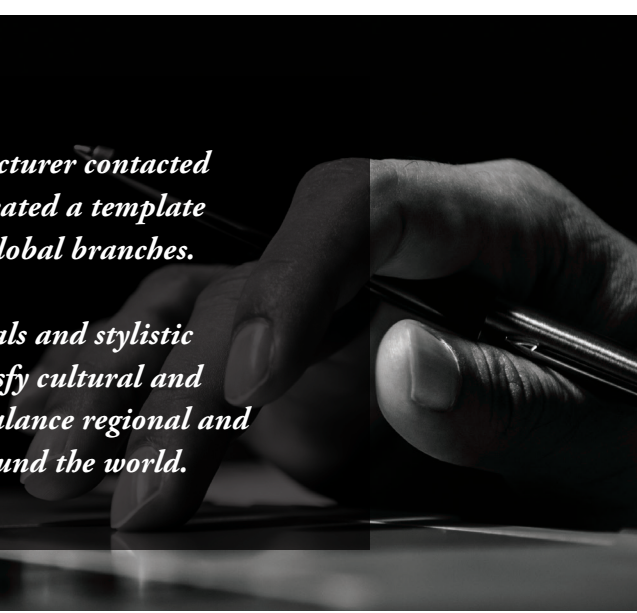
Remote Work Solutions

For a leading consumer electronics company, Lionbridge designed an augmented reality application that harnessed eLearning technology to simplify instructions for replacing parts and restocking materials related to their devices. Breaking the barrier of what is possible in reality, users can actually see and interact with the internal structures of the devices. They hold their smartphone up to the device and the eLearning application prompts them with a step-by-step instructional tutorial.

Global Reach

When a major global technology hardware manufacturer came to us to globalize their training procedures, we developed a template from which we could transcreate training material for each region and language. Country by country, we consulted with the regional teams to align cultural focus and regional priorities while maintaining overall company training themes and goals. Ultimately our client was able to give a voice to regional teams in the creation of local goals—encouraging their interest in participating and succeeding.

End-to-End Services

Knowing the extent of our value chain, a major global communications manufacturer and 10-year partner comes to us to create, host and localize eLearning content across their different projects and departments. As a vast multinational company already juggling an array of projects and partnerships, they knew they wanted a simple solution and could count on Lionbridge for all of their eLearning needs.

When a leading global technology hardware manufacturer contacted us to localize a series of training videos, our team created a template custom-built to be easily localized for their various global branches.

While maintaining the client's universal training goals and stylistic preferences, we consulted with the local teams to satisfy cultural and linguistic needs. Ultimately, our client was able to balance regional and global goals and give voice to their diverse teams around the world.

LIONBRIDGE IS THE PERFECT PROVIDER OF GLOBAL TRAINING AND eLEARNING SOLUTIONS

Lionbridge has provided eLearning services for top global companies for 15 years.

For 13 consecutive years, we've been included in the Training Industry Top 20™ list of Training Outsourcing companies. Lionbridge is the only language service provider to achieve this distinction. Our repeated inclusion points to our excellence in designing and implementing engaging novel, multilingual training programs.

We have developed scores of courses and training experiences, as well as hundreds of hours of content. We have the experience of working with accomplished in-house teams, and we understand the development process. Our exposure to many clients enables us to stay at the forefront of top industry trends and ensures that we deliver cutting-edge training.

Should there be any technical issues, we're ready to troubleshoot. We are experienced in all major learning management systems, authoring systems and platforms (SCORM, xAPI, etc.), and development best practices. Our technical experience means companies can have confidence that our learning modules will work in whatever system they choose to use.

Finally, we're able to scale up or down to meet the precise training needs of our clients so they can make the most of their training budget. Whether a company needs services from A to Z or requires training modules to be localized, we're ready to help.

Learn more about Lionbridge eLearning Translation and Content Creation capabilities by visiting lionbridge.com.

About Lionbridge

Lionbridge partners with brands to break barriers and build bridges all over the world. For more than 20 years, we have helped companies connect with global customers and employees by delivering localization and training data services in 350+ languages. Through our world-class platform, we orchestrate a network of one million passionate experts in 5000+ cities, who partner with brands to create culturally rich experiences. Relentless in our love of linguistics, we use the best of human and machine intelligence to forge understanding that resonates with our customers' customers. Based in Waltham, Massachusetts, Lionbridge maintains solution centers in 26 countries.

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