

Rent a LMS!

Inexpensive, simple and tailor-made: SaaS model is becoming more and more attractive for further training

Saarbrücken, 24 August 2010 – CLIX SaaS has arrived in HR departments. For six months now, the software, which is available as a service option of the successful Learning Management System (LMS) of IMC AG, has been used extensively to optimise training. As LMS market leader and SaaS pioneer, IMC AG shows a positive interim result. "Since its introduction we have managed to acquire 25 new CLIX SaaS customers. Amongst those include the employment agency Adecco, but also "Hidden champions" like the packaging specialist Brangs & Heinrich, the British training provider Maven Training and the Australian training provider epsi learning", explains IMC CEO Dr. Wolfgang Kraemer. "The sales discussions run smoothly, we complete the contract quickly and above all – we gain new customers from sectors which up until now have hardly worked with or not worked with learning technologies at all."

Small city runabout or van, saloon or estate, petrol or diesel engine – there is seldom one solution which meets everyone's needs at any time. What car sharing is to the car industry, the SaaS model is to training. Whether an individual package or a comprehensive training package, whether an ad-hoc requirement or long term training - just like a balloon, the scope of utilisation of the LMS can be flexibly expanded or reduced. And all this, within the shortest space of time and with full cost control. Getting started with SaaS is just as easy as with rental cars: The only necessity is Internet access. Implementation of the system into the customer's IT infrastructure is not necessary and in addition, complete hosting is provided by IMC.

Therein, lies one of the successes of SaaS for Kraemer. "If the HR departments can initiate training projects without any assistance from IT, they will not hesitate for long." An additional plus point is of course the rapid availability of the system. "If we have previously put in a request to our hosting service provider for provision of ASP architecture, we had a lead time of at least four weeks. Today, the architecture is in place and ready for use within a few hours", Kraemer adds.

More than three million users worldwide now work with CLIX; and the trend is increasing. From the SaaS version, Kraemer hopes for a further catalyst, above all due to the undisputed cost advantages. "The customer not only saves the need for investment in hardware and software licences but also saves installation and maintenance costs. As we

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charge in a fair and transparent way per invoice booking, the customer only pays for the services which he actually uses. The scenario of already paid for, but unused licences, belongs to the past." Savings of up to 60 percent against the on-premise model are easy to achieve on this basis.

85 percent of the economic output in German is generated by medium-sized companies and CLIX SaaS is the optimal solution for this customer segment because, continues Kraemer, "a company cannot live solely on the back of Dax groups who prefer individually customised on-premise solutions." For medium-sized companies in particular, CLIX SaaS is a manageable investment and suitable introduction into the world of technology-based training. "The high number of new customers who we have gained over the past few months confirms the concepts success", declares Kraemer in conclusion.

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Editor's Note

IMC is an international leader in providing services and technology for advanced learning and content solutions. A considerable number of large, medium and small enterprises currently benefit from the products and services provided by IMC in achieving training and education for HR development in online academies or corporate universities. These include KPMG, E.ON, Daimler, UBS and NOKIA. Professional training providers and institutions of higher education are further clients of IMC.

With CLIX®, IMC's learning management system, LECTURNITY®, IMC's interactive rapid authoring tool, and SLIDESTAR®, an open content platform, IMC is able to provide an integrated and efficient solution framework for learning life cycle management. Using POWERTRAINER®, IMC can set organisations on the path to creating their own eLearning and blended learning solutions. The Start & Learn package® delivers some real eLearning content, an award winning easy-to-use rapid authoring tool and the support and training to create future in-house eLearning content. The success of any ERP, CRM, SCM or software implementation is measured by the effective use of the system, by the end users. With its Electronic Performance Support System (EPSS) LIVECONTEXT® IMC provides pinpoint information to improve quality and increase productivity and speed to competency.

IMC solutions not only cover the operation and design of training and learning processes, the management and distribution of learning content, the management of human capital and the development of skills and competencies, but also the planning and improvement of training resources. All these aspects are complimented by a strong focus on learning management processes, including a full range of management activities, such as design and planning, operation, and analysis and assessment. IMC focuses strongly on business processes and therefore regards learning management as an integral part of today's business needs. IMC clients place great value on IMC's consulting expertise and excellence in building and implementing learning solutions in the fields of technology and content development.

IMC was founded in 1997 by Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer, business expert, university professor and founder of IDS Scheer AG together with Dr. Wolfgang Kraemer, Frank Milius and Dr. Volker Zimmermann. The company's head office is located in Saarbruecken (Germany) and there are further offices in Freiburg, Munich and Berlin (Germany), branch offices in Sydney (Australia) and Amsterdam (The Netherlands), and subsidiary companies in Zurich (Switzerland), Graz (Austria), London (Great Britain) and Sibiu (Romania).