



Press Release

## Great expectations of growth for MindOnSite over the next three years

To outperform its competitors and win over new international markets, MindOnSite, with over 10 years of experience in LMS projects, relies on the strengths of its offering which encompasses the key challenges in professional education, e.g. e-Learning, blended learning and skills management.

Paris, 14 February 2012 - Positioned in the LMS market<sup>1</sup> with an annual growth of 25%<sup>2</sup>, the French-Swiss publisher MindOnSite asserts its ambition to become one of the top ten European leaders in LMS within the next three years.

To accomplish this, it intends to seize opportunities in Europe today by relying on the functional and technological advantages of its learning management platform, *MOS Chorus*. MindOnSite has, in particular, focused on the building of a partner network and has developed its teams in view of its expansion into new markets in Great Britain, Germany and Spain, besides France and Switzerland where it is already firmly established.

*"Learning management systems are thriving right now because they meet the two major requirements of HR teams, namely to align employee skills with corporate businesses and markets while optimising training costs", explained Olivier Ferhat, CEO of MindOnSite. "Moreover, the LMS market is one where market concentration is high. This creates genuine growth opportunities for a pure play company like MindOnSite and we intend to seize them."*

### **Experience, skills and investment capacity, three assets for accelerated expansion**

To tackle this challenge, MindOnSite can count on its **10 years of experience in e-Learning** and the use of new technologies in training. Created in 2001 by training professionals, MindOnSite has developed through **organic growth** by responding to the needs and expectations of its customers to turn *MOS Chorus* into one of the most powerful and user-friendly platforms in today's market. Its focus on active listening to customers can be seen notably with the creation of **MOS Club**, a user club recognised for its high level of activity.

Its learning platform is deployed in **over 100 companies** today from SMEs to multinational corporations, and used by **more than one million employees** who have expressed their satisfaction and strong support for *MOS Chorus*.

Since 2008, MindOnSite has been able to rely on its new shareholder, Demos Group which is one of the key players in the global training industry to **invest in R&D**, support its international expansion and, consequently, maintain its position among European leaders in LMS, thus confirming the sustainability of the company.

### **Building a partner network**

To accelerate its development, MindOnSite is consolidating a partner network composed of consultancy firms, integrators, IT services companies, content providers, in order to mutually present a comprehensive offering to its customers. In this regard, it will be able to use the 1,500 references available in the Demos Group catalogue (e-Learning modules, off-the-shelf training courses).

### **An offering that meets the three challenges in professional education today**

From the very start, MindOnSite has anticipated its customers' needs by designing a solution that can integrate **Blended Learning** methodology. MindOnSite's solution also supports **learning by doing** and **social learning** namely through its social network, blog and wiki functionalities.

The second challenge involves **implementing a dedicated assessment system**. *MOS Chorus* provides the functionalities required for assessing the skills acquired by employees at the end of their training, in particular for certification in regulated sectors such as the chemicals or pharmaceuticals industries, public works or industrial catering. The platform also generates indicators that measure the overall effectiveness of training programs in relation to the budgets allocated to professional education.

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<sup>1</sup> LMS: Learning Management Systems

<sup>2</sup> Study carried out by the Féfaur cabinet in 2011: <http://www.fefaur.com/fr/etudes.html>



This last point brings us to another corporate requirement, seamless integration with the company's IT system. Companies who have installed the MindOnSite platform **can connect easily using their HRMS, ERP or corporate directory service** such as Active Directory or LDAP. Over 200 Web services are proposed in order to ensure the interoperability of the environments, systems and applications.

### ***LMS technology that anticipates new uses***

At a very early stage, MindOnSite took a risk in choosing a **portal interface** with customised access:

- Users can access a wide range of functionalities and resources (learning, documentaries and multimedia) for their training.
- Course designers and trainers have a specific space for creating learning content, designing the training framework and training path, or presenting Blended Learning activities.
- Supervisors and training managers can view indicators and activity reports in order to evaluate the effectiveness of the measures deployed.

This choice which was made over 10 years ago has been endorsed by the market, as most platform providers today have also opted for this type of interface.

The publisher has also made it possible to use the functionalities of its platform **off-line** so as to ensure maximum flexibility and productivity.

Apart from **respecting the industry's norms and standards** (SCORM, QTI, LETSI), MindOnSite has focused using on new technologies, an initiative which establishes it as a **pioneer in e-Learning and mobile learning**. *MOS Chorus* is an application in full web mode developed using .Net, without ActiveX or Applet Java, which makes it readable by all web browsers. The choice of producing HTML content as opposed to Flash ensures its compatibility with smartphones and tablets, even though *MOS Chorus* is perfectly able to broadcast Flash content.

**Lastly, MindOnSite's platform is available either in SaaS or as an on-premise licensed installation** to ensure that deployment never becomes an obstacle to using its LMS, - a fundamental criterion in a market where the demand for on-demand solutions has been steadily progressing for the past three years.

*"We are convinced that we have the potential to strengthen our position in a flourishing market. The combination of our 10 years of experience, our investment capacity, our proven aptitude to anticipate business needs and uses, and our innovative state-of-the-art technology will help us achieve our ambitions. The next step will be to verticalize our offering so that we can propose ready-to-use solutions in MOS Chorus that meet business or functional requirements"*, concluded Olivier Ferhat.

### **About MindOnSite - <http://www.mindonsite.com>**

Created in Switzerland in 2001 and established in France from the very start, MindOnSite is a knowledge-sharing and e-Learning software publisher and is a subsidiary wholly owned by [Demos Group](#). Its solutions, available in SaaS or as an on-premise licensed installation, meet all of the challenges in multimodal training and contribute to the success of e-Learning projects in over 100 well-known companies, from SMEs to multinational corporations.

Its key factors for success are:

- three co-founders who were pioneers in e-Learning with experience in training
- a team of professionals who are passionate about their job and committed to customer satisfaction
- value-added solutions to train, assess and certify hundreds of thousands of employees, customers and partners all over the world
- the complementarity and support of an international group that serves as a point of reference in professional education

Its flagship product, MOS Chorus, consists of a natively integrated learning content editing process and training platform (LCMS) that optimizes collaboration between different stakeholders in the training cycle.

For mobile authors and trainers, MindOnSite proposes MOS Solo while mobile learners can use MOS Player to follow training modules locally or off-line on their PC or tablets.

MindOnSite was recently selected as one of the Top 20 Learning Portal Companies by American training website TrainingIndustry.com, in recognition of its functional diversity and easy implementation.



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