



Custom eLearning Solutions

'LIQVID' is based on two root words: 'Liquidus' - Latin for 'fluid'/ 'flowing'. Liquid by definition takes the shape of the mould, and 'Vid' - Sanskrit for 'to know'. Our philosophy hinges upon the idea of personalized learning - learning that takes the shape of the learner. With Fortune 500 Clients and top Training Institutions across the world as its Partners, LIQVID is fast becoming a leading integrated eLearning content solutions company from India.

LIQVID is specially known for its learning content development work in domains such as IT, Publishing, and English Language Training (ELT). Based out of Noida, a suburb of New Delhi, India, LIQVID has world class infrastructure that delivers quality learning services that include Custom Content development, Training Design services, Technology Services (Build, Test & Integrate), and Learning Support Services for Corporations, Academic Institutions and Government Bodies across the world.

LIQVID is a venture launched by key members of egurucool.com, which had established itself as India's foremost eLearning brands, created over 8,000 hours of eLearning content and tied-up with over 1,600 schools. Based out of Noida, a suburb of New Delhi, India, LIQVID has world class infrastructure that delivers quality learning services that include Custom Content Design/ Development services; Technology Services (Build, Test & integrate) and Learning Support Services for corporations, academic institutions and governments across the world.

We pride ourselves on having gained reputation of being an eLearning company which matches global benchmarks and delivers rapid eLearning through cost-effective solutions.

LIQVID is a preferred offshore vendor for Hewlett Packard (HP), USA and has executed several prestigious projects for organizations like Motorola, IBM, Hughes, American Express, BBC Active, Harcourt, and Oracle.





Content Services

- Courseware Design and Development
 - Self Paced
 - Blended
- Content Transformation
 - Legacy Content Conversion & Localization
 - Standards Compliance (SCORM, AICC)

Technology Services

- Technical Programming
- e-Learning Simulations Design and Development

Learning Support Services

- Live Virtual Event Management
- Synchronous/Asynchronous (e-Mentoring)

Liquid offers customers end-to-end learning services that include:



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LIQVID's team of 200 instructional designers, graphic artists and developers service the content needs of some of the largest companies in the world. Our team has the collective experience of developing more than 20000+ hours of web-based learning and 10000+ hours of instructor-led training. The content services team offers an extensive range of content development offerings that include:

- ✓ Web Based Training (WBT)
- ✓ Computer Based Training (CBT)
- ✓ Instructor Led Training (ILT)
- ✓ Blended Training
- ✓ JobAids
- ✓ Reference Material
- ✓ Simulations
- ✓ Gaming
- ✓ Content Conversion (From ILT to WBT/CBT and Vice versa)
- ✓ Content Localization
- ✓ Content Compliance (SCORM/AICC/NASBA/508)

The technologies used for development include:

Graphics:

Adobe, Corel, & Macromedia Packages, Paint Shop Pro, Cool 3-D, Fractal Design Painter, GIF Animator, Animation Studio, Photoshop, Animation Pro etc.

Animation:

Macromedia Flash, VRML, 3DS Max, Maya

Audio/Video:

Surround Video, Real Video, Video conferencing

Content Authoring:

MS FrontPage, Macromedia Dream Weaver, Cold Fusion, Tool Book, Articulate

User Interface and Scripting:

HTML, DHTML, XML, WML, JavaScript, VBScript

Collaborative Authoring Tool:

LIQVID's Content Review Tool (CRT) Ebook Creation Tools: Acrobat PDF Writer, Microsoft Ebook Creator, Adobe Ebook Creator

Learning Management Systems:

Click2learn's Aspen, NETg SkillVantage, Saba Learning Enterprise, Docent, WebCT, KnowledgePlanet 2000 and others.

Developer Tools:

MS Visual Studio, Developer2000, VB, VC++, C, C++, Java, EJB, COM/DCOM, XML, WAP, Scripting

Databases:

Oracle, MS SQL, DB2, Sybase

Architecture & Framework:

J2EE, Win DNA framework, CORBA

Application Servers:

Commerce Server 2000, IIS/MTS, BEA WebLogic, IBM WebSphere, iPlanet,

Operating Systems:

Linux, Sun Solaris, Unix, Windows NT, Windows2000

Simulations:

Captivate, ePliance, LIQVIDlite

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The technology services team at Liquid is about 50 people strong and offers:

- Technical Programming Services (Tools, LMS, LCMS development)
- Simulation Design and Development

The team has experience in developing LCMS and LMS including ecommerce-enabled transactions on the **Linux platform** with **MySQL, Oracle** and **PostgreSQL** as the database engines. Carried out at eGurucool.com, the development platform was constituted by Perl, **CGI, PL/SQL, Visual Basic** and **ASP** with **XML** and **XSL** integration. Web services were provided through Apache. The systems ran on a total of 6 servers (3 onsite and 3 dedicated servers hosted on **Verio** and completely managed by our team). Franchisee applications were developed using **Windows 2000 Server, ASP** and **SQL Server 7.0**.

Our Technical Services Team has vast experience in designing, developing, implementing and managing large e-learning solutions. Solutions include deployment of e-learning software tools such as Learning Management Systems, Assessment Management Systems, Content Management Systems, Content Syndication Systems and Webinar Tool (Online Audio-Visual collaborative tool for presentation of learning material). The underlying philosophy of these tools is scalability, ease of use, richness in features/ functionality, configurability and customizability.

- Managed Learning Environment
- Content/Asset Management
- Assessment Management
- Online Collaboration Tools



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Learning Support Services has been a key advantage for customers of Liquid. Our team has managed large learning events for customers through a variety of services that include:

- ▶ Hosted LMS offering
- ▶ Managed Learning Services
- ▶ Live Virtual Event Management
- ▶ E Mentoring / E Tutoring

Our Learning Support Services range from creating solutions for corporate to solutions for educational institutions wanting to diversify or extend blended learning as well as to the government that looks on this service as a means to reach large numbers in a scalable manner.

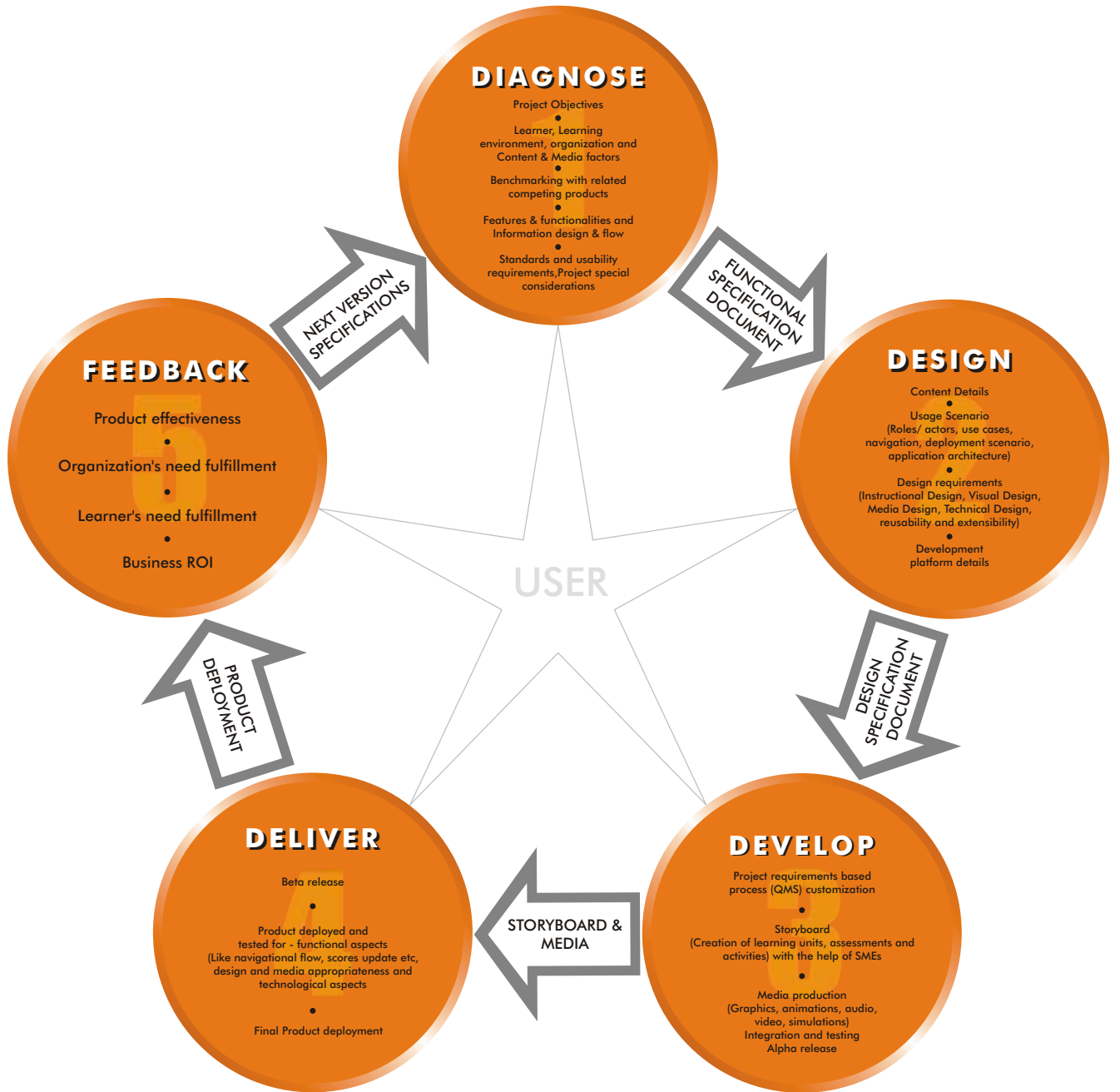
Following are the key services that we offer:

- ▶ Live Instructor Support
- ▶ Transforming Classroom training into Blended Formats
- ▶ Blended Learning Platforms and tools creation and support

Some of the Learner Support Services being done are Satellite based blended learning project (**IIFT and Hughes**); **Training Entrepreneurs in Muscat (Oman)** **BahwanCybertek**, and **BBC** Liquid English language program.



LIQVÍD DEVELOPMENT PROCESS - OVERVIEW



To develop effective learning solutions, a sound development approach based upon instructional design principles is vital. This requires certain capabilities and core competencies: skills in development and delivery technologies, the right people mix, experience of varied customers and content domains, and the best development infrastructure.

LIQVID has the desired competencies to create innovative and effective learning solutions and match your expectations.

Irrespective of the domain of learning **Cognitive** (intellectual skills), **Affective** (behavioral skills) and **Psychomotor** (physical skills), the effectiveness comes from carefully analyzed **learning outcomes**, sound **instructional objectives and strategies** and appropriate **motivational elements**. These elements form the basis for LIQVID's instructional design approach, enabling us to design effective learning solutions.

Learning Outcomes are arrived at through a detailed analysis of performance requirements. These translate into appropriate **Instructional Objectives**. The Bloom's Taxonomy of instructional objectives serves as the basis for classification of objectives from the simplest to complex skills. For example in the Cognitive domain, **recall** and **understand** are simple skills and **apply, analyze, synthesize** and **evaluate** are complex skills. Whatever be the learning domain, our endeavor is to design instruction at higher levels of learning, since we believe that learning is not meaningful if it is not put to use.

The **Instructional Strategy** is the means of engagement of the student in the learning process. The selection of an Instructional Strategy is a carefully considered activity, driven by factors such as, training need, audience profile and content type, and is based upon the Four Architectures of Instruction, developed by Ruth Clarke, a widely acclaimed instructional technologist. This works as a litmus test for ensuring that the material is truly effective in meeting the training goal.

At LIQVID, we use Keller's **ARCS** model for incorporating **Motivational Elements** into our instructional material. This model addresses different learning styles of diverse learners. Using the ARCS framework, Attention, Relevance, Confidence and Satisfaction building elements are incorporated into the instructional material through a combination of games, stories, case studies, tasks and problems, and feedback to the learner.



While sound instructional principles provide the basis for design decisions, a formal development cycle ensures that there is a systematic progression from explicit and implicit customer requirements to a solution. Through rapid prototyping early on in the development life cycle, we ensure that customer expectations on the content look and feel and functionality are clearly defined and documented prior to commencement of large-scale development.

Customers need the assurance that their investment in custom content is protected. We build standards-compliant (IMS, AICC and SCORM) content using a wide range of development tools and authoring templates, both indigenous and commercial. These tools and templates enable defect-free development and low-cost integration into any industry-standard Learning Management System.

For large-scale or multiple location development, we deploy the LIQVID Content Review Tool (CRT), a standards-based collaborative content development environment. Its advantages come from some key features:

- ▶ CRT builds reusable learning objects and enables rapid content updates
- ▶ Through an inbuilt template set, it gives the capability of rapid authoring of large volumes of content, thus offering scalability not seen in traditional authoring methods. Templates can be engineered to meet specific requirements that enable consistent layout, look and feel, even with sophisticated content.
- ▶ Fully accessible from a web browser, it allows global team users to participate in content creation concurrently with varied access control levels to learning objects. Instructional designers, subject matter experts, media developers, test team members, and reviewers can effectively participate in the content creation workflow. Our team can work in tandem with external Subject Matter Experts (SMEs) offering a sizeable reduction in travel expenses. SMEs can also provide inputs based on their convenience.

Technology is an enabler to content development. People skills are the critical ingredient to success. A large in-house development resource pool skilled in a wide variety of content development and delivery technologies enables us to offer solutions on varied platforms.

Our development resource pool represents the complete mix of skills required for content development:

- ▶ **Instructional Technologists and Designers** familiar with learning development methodologies, instructional design principles and tools for content development. A large percentage of these personnel come from a training background.
- ▶ **Technical Writers** with the ability to collaborate with product development teams and experts to understand the product and proactively elicit relevant information, and represent it in a meaningful form.
- ▶ **Visual communication experts**
- ▶ **Graphic artists and Animation experts** skilled in the use of graphic packages and technologies such as VRML technology and 3D Max
- ▶ **Software experts** skilled in web authoring software, ranging from simple template based packages, complex authoring environments, mark up and scripting languages, web designing software, eBook writers
- ▶ **e-learning technologists** with the experience of integration of content in a range of Learning Management Systems, and the know how of industry- standards such as SCORM, AICC and IMS
- ▶ **Language experts** who understand writing styles for different delivery media and are familiar with the most widely used language style manuals
- ▶ **Quality experts** who are formally trained in quality assurance methods and SEI- CMM practices
- ▶ **Project Managers** skilled in formal project management practices and experienced in handling large projects

A network of experienced Subject Matter Experts in various content domains and an extensive pool of in-house experts in Information Technology are part of our development resource pool. For long-term partnerships, we set up dedicated competency centers staffed by people recruited from the concerned industry, to build a high level of domain expertise.

Our large and comprehensive resource pool gives us the scalability and rapid ramp-up capability to match customer needs.



LIQVID has developed content for a host of Fortune 500 companies. We have the experience of developing content for organizations in varied verticals around the world InfoTech, Healthcare, Telecommunication, Publishing, Finance and Insurance, Automotive, Oil and Petroleum, Schools, Universities and Government and semi-government organizations. This experience has made us aware of the functioning of organizations in these verticals, and sensitive to cultural differences across geographies. Through the development experience in these verticals, we are able to offer more industry-specific solutions.

The content domains are as varied as the companies. We have developed Technology based, Paper based and Instructor led content in a wide range of content domains:

- Software technologies - established and emerging
- Varied technical subjects such as wireless technologies, storage systems, graphic and game design, oil and petroleum drilling, economics and physics theory
- Finance and insurance
- Behavioral skills such as customer handling, selling skills,
- Application training
- K-12 subject areas
- Policy and procedural content such as company HR policies, quality assurance processes

...and many others



Our development facilities are equipped with the latest development software and technology platforms, and an in-house audio studio for the recording of high quality digital sound effects and voice-overs.

Dedicated lease lines, ftp servers and collaborative communication technologies enable us to work with our customers efficiently and ensure adequate security. RAID 5 is configured for effective disaster management.

With 200 people, LIQVID offers customers the cost advantages of a development facility based in India. A **flexible execution approach** and **variable development capacity** add to the cost-effectiveness.

➤ Flexible Execution Approach

We execute projects from our global development facilities, and offer many models of work for smooth project execution.

For each project, a core project team of a Project Manager and Lead Designer are identified. At project startup, our Project Manager and Lead Designer visit the client site to set up the standards and project plans.

Complex and voluminous projects often require close work with the customer's team. In such situations we place a Project Coordinator at the customer's facility so that communication and detailed day-to-day schedules can be managed effectively between our development team and the customer's stakeholders. We also offer the option to customers to place the entire development team at their facility.

Irrespective of the execution model, our team works seamlessly as an extended arm of your organization, in close association with your project stakeholders, Subject Matter Experts, and training staff.

➤ Variable Development Capacity

LIQVID has a large in-house resource pool of development experts fully trained in our ID methodologies, and project and quality management processes.

This large pool enables us to add capacity for projects that have variable volume of work, thus offering customers the benefit of optimum resource utilization and reduced overheads. For long duration projects with consistently high volume of work, we set up a dedicated development factory with a stable team and dedicated infrastructure.

An achievement of consistently high levels of customer satisfaction and high volume of repeat orders are proof of our reliability as your custom content partner.



LIQVID follows a meticulous project management system to ensure smooth progression with emphasis on:

- **Deft Client Interaction:** A pre-requisite that enables regular client interaction to enable quick updates, feedback on the work done any other requirements that crop up during the course of the project that can be incorporated. This ensures that the client does not get the feeling of being completely cut-off from the development.
- **Cost Control:** We follow a budget based project plan to ensure that the project proceeds as per the approved budgets. This is done through weekly monitoring of the expenses and any variants are tracked and the reasons for variations are understood and checks are put in place to ensure that it does not recur.
- **Quality Control:** We are working towards a benchmarked development process with detailed guidelines and checklists for each stage of the development. As soon as a new module is initiated, an alert goes to the technical team. This automated system controls the workflow through design, coding, review and testing phases with automated alerts sent from one resource to another on completion of the various stages of work.

After the design phase, these processes, guidelines and checklists are revisited to take care of any possible unique requirements of the project. Only after a formal approval from the SEPG team will these guidelines and checklists be strictly followed in the production stage. We will regularly analyze all NCs (Non Conformances) to take corrective and preventive actions for the project. As an organization we are committed to quality and will have stringent quality standards for the entire project.

- **Schedule Management:** The Project Manager (PM) will be the single point contact for the entire project. The PM will create the project plan and monitor, control and track activities as per this plan using tools like Microsoft Project. S/he will be responsible to maintain the updated version of the plan. The project plan will include the quality plan, configuration management and risk management plan besides general information about roles and responsibilities, hardware, software etc.
- **Resources:** On project initiation, we run a complete training program for the people and vendors involved in the project on the scope of the project, requirements, work flow, designing and content.
- **Risk Mitigation:** Risk Management will form a part of the day-to-day project monitoring activities and is separately tracked (in the form of trigger date, owner, impact on schedule and effort, mitigation plan and expected retire date).
- **Industry Standards Compliance:** We are currently working towards acquiring ISO 9001 and SEI CMM Level 3 certification. We are working towards incorporating several SIX Sigma initiatives in the organization.
- **Project Management Tools and Techniques:** LIQVID uses various tools for effective Project Management e.g. MS Project, Weekly Project Monitor/Reviews, Centralized Content Management Systems.



LIQVID follows a meticulous quality assurance system:

- **Processes:** We have detailed Procedures, guidelines, templates and checklists for each stage of the process. These processes ensure high quality besides making the development more efficient and the team more productive. (Refer to the next section)
- **Reviewer / Functional experts:** Review happens at each milestone and each component gets reviewed by the concerned functional experts / reviewer.
- **Meeting client's expectation / Mapping with the specifications document:** To make sure that the output is as per the client expectations, during review and testing stages mapping with the specifications document like FSD (Functional Specifications Document), DSD (Design Specifications Document) is also done.
- **Work-in-progress visibility to the client:** We have a central area for all client related queries and issues. Client has complete visibility into the work in progress folders. This transparency ensures that there is no expectations mismatch and the quality is taken care during the formative stages itself.
- **Ownership by the individual team members:** Focus is given on unit testing to make sure that trivial errors are not reported in the final testing stages.
- **Thought-through testing processes:** Detailed test plans are made during the design stages and the entire testing is based on these plans. Apart from using standard testing procedures and methodologies we also spend time in evaluating the subjective aspects of the eLearning courses in greater detail- for instance whether the usability aspect is taken care of; whether the relative proportion of graphics is realistic etc.



Summary

In order to come up with a price for a WBT courseware development, LIQVID first determines the scope of the project, estimates the amount of time and effort required, and submits the right price to the client. In case of a specific requirement of any client, we can also work within a specified budget. Once the budget is known, we can include or exclude elements based on priorities within the allocated budget, with the objective of delivering the best possible learning for the learners.

The quality of the learning solution is maintained throughout the development of the courseware. LIQVID achieves this through a stringent process and with the highest level of Instructional design that takes into consideration the learners' goals & the ease with which they can absorb the complete training to ensure its effectiveness.

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