

# **DON'T WAIT FOR STANDARDS: FINDING VALUE IN YOUR EXISTING E-LEARNING INFRASTRUCTURE**

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AICC. SCORM. IMS. Lately, it seems as if there are nearly as many separate governing standards for the e-Learning industry as there are different solutions providers.

In 2003, many e-Learning players began promoting the use of industry standards to solve everything from the integration of content and LMS to the integration of e-Learning systems within other enterprise applications. Each platform vendor began to emerge with its own set of 'standards' and technology began moving away from 'proprietary' to 'open source.' Web services has been hailed as the tool that will bridge the gap between applications, process and information across the enterprise.

While these are excellent goals for the future, what is the solution for the organizations that are struggling to increase efficiencies and find new cost benefits in their existing e-Learning infrastructure? Though today's e-Learning standards are supposed to solve some of the existing problems, the truth is that standards often confuse the situation. As companies strive to keep a competitive edge in today's economy, educating customers, employees and partners on their offerings can become a costly and time-consuming proposition, particularly when the e-Learning infrastructure is not able to provide optimal value.

In this presentation, Kimberly Woodward, vice president of marketing and product strategy at Trifus, will demonstrate how companies need a way to create integration now – and standards, while very important in the evolution of every industry, are not the answer in the short-term.

Today there are a growing number of organizations that are creating value with their existing technologies through content integration initiatives. Content integration solutions empower companies to integrate both new and legacy training components to allow seamless content access, regardless of vendor, location or industry standard.

As the world of e-Learning expands to include applications that span across an enterprise – such as regulatory compliance training or rolling out new products and services – content integration is the quickest way to significantly enhance the worth of existing investments. Standards will increase in value as the industry matures; for now, integration is key.