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Therefore, Prosoft wanted a more versatile way to manage their learning content and their decision was to shift to XML. The company viewed XML as an open, flexible and “future-proof” format that would help ensure the content reuse that their business goals require.

Prosoft also realized that they would need a flexible architecture to allow them to quickly adapt to market requirements and deliver products in rapid time-to-market. So the level of XML support provided by the required solution was of paramount importance. As a result, Prosoft made the decision to implement an architecture that was 100% XML-based rather than a point solution that offered XML merely as an output option.

## THE SOLUTION

Xyleme Learning Content Management System (LCMS) solution for Prosoft consists of three functional parts:

1. XML Conversion: A migration tool converts Prosoft’s legacy content created in Microsoft

Word to rich granular XML. The tool provides a smart utility that identifies and automatically corrects documents that do not conform to Prosoft’s standardized look-and-feel. This conversion tool is intended to identify any of the 151 unique styles and elements in Prosoft’s instructional design template. After the Word file is converted to XML, the document is ready for a final authoring and publishing process.

2. XML Authoring & Storage: New and existing learning content is created and formatted in an XML editor that provides role-based workflow to create modular learning elements rather than entire documents. These elements are stored in a native XML repository that feeds all of Prosoft’s CustomPREP Web applications.

3. Course Assembly: The application is a self-service Web site that instructors access to create customized courses. Users search, select and assemble learning elements into a custom course via a point-and-click graphical user interface (GUI). As the course is being built, items such as tables of contents, glossaries and index lists are automatically generated and updated. Learning content can be distributed as printed materials or online courses, or they can be accessed via any wireless device capable of reading a PDF.

## THE RESULTS

The initiative exceeded both goals that Prosoft set at the beginning of the project.

In terms of profitability, the course assembly application maintained the CustomPREP revenue source within only a few months of implementation. Prosoft recouped the entire cost of the project within one year, and continues to expand the application to drive further revenue and enhance customer experience. In addition, Prosoft was recently acquired by VCampus, which views this application as a key contributor to its growth and profitability for the future.

In terms of cost, Prosoft managed to significantly lower the expense associated with customizing courses for their customers. The process, which used to take Prosoft several days with the previous solution, is now performed either in-house or ondemand by Prosoft’s customers within minutes or hours depending on the exact customization requirements of the customers. In addition, the ability that XML provides to reuse content has reduced wasteful processes such as re-creating existing content, searching, cutting and pasting. This reduction drives down production costs and also preserves content integrity.

### ABOUT XYLEME, INC.

Xyleme, Inc. is the industry’s leading provider of open and standards-based learning content management solutions that enable single-source publishing of training content. Xyleme is 100% XML-based to create massive efficiencies through modularity and reuse. With Xyleme, training organizations improve collaboration in content development, reduce time-to-market for customized training products, and minimize the cost of supporting a blended learning strategy for print, online and mobile delivery.

With Xyleme LCMS, the entire content lifecycle, from authoring to storage to publishing, is pure open XML. Therefore, content is effortlessly repurposed across print, eBook, online courses and mobile applications and automatically synchronized across these learning products. Xyleme LCMS takes full advantage of user-generated content to support enterprise content development processes and can publish training content to both formal and social learning environments. The industry’s leader in standards support, Xyleme complies with key industry standards including SCORM 2004 and 1.2, Common Cartridge, QTI and ePub.

For more information about Xyleme, Inc., visit [www.xyleme.com](http://www.xyleme.com).