

## Executive Overview

LoginAndLearn.com is an online university platform that provides course media and exams with continuing education credits for architects. Powered by Leadix's learning management system, the university provides a new business channel to complement the related trade magazines (Building Design+Construction, Housing Zone and Construction Equipment) and reinforce their traffic and revenues. Leadix allows for easy and quick updating of the site's courses and advertiser-sponsored content, maximizing publisher revenues and opportunities.

## The Challenge

In 2008, Reed Business Information, a global publisher of various trade magazines, approached Ceonex to ask for an online learning platform to meet the needs of its architect audience and building industry sponsors. They were looking for a solution with quick time-to-market to maximize their opportunity, and one that required minimal effort for upkeep.

## The Solution

Using Leadix's suite of learning management and CMS tools, Ceonex was able to quickly roll out a full-featured online university. Building Design+Construction and sister publications offers AIA accredited courses (including an instant, personalized and printable certificate for those who pass the courses) with a minimum of administration with the Leadix platform. See the list of main site features on the following page.

## Results

The resulting site has been a success for all stakeholders: users, sponsors, publisher and administrator. In 2010, Reed Business Information divested itself of the publications related to LoginAndLearn.com (Building Design+Construction, Housing Zone and Construction Equipment) and the university site was also put up for bid. When SGC Horizon bought out the properties, they found the university to be valuable enough to invest into further. Site administration has been seamless, with very minimal training needed for new staff.

## Future Enhancement

Plans are in the works for various enhancements to the LoginAndLearn.com system. Upgrades include branching out the university into separately branded sites (while maintaining a single and simple administration process), RSS feeds, dynamic content matching and more. Other potential enhancements under consideration include ecommerce for premium courses, the addition of user profiles, connections and private messaging (social media, as well as the improvement of user interaction points such as polls, surveys and expanded course ratings).

## LoginAndLearn.com Features

- Use of taxonomy allows easy assignment of courses to various campuses, topics, media categories and more.
- “Similar courses” module.
- “Hot” courses instantly features course on main page/top of list.
- Course material such as PDF, video, audio and more embedded on course page.
- Built-in exam system allows for easy deployment of simple or advanced (multi-page, conditional) test formats.
- Automated and instant scoring, and delivery of personalized printable certificate upon successful exam completion.
- Account history with ability to access certificates from previously completed courses.
- User-to-user discussion boards.
- Course rating.
- FAQ, contact form, search.
- Robust reporting modules including pass/fail data, course and media popularity, lead information and much more.
- Reporting data filterable by sponsor.
- User permissions – key content viewable only by logged-in users.
- Content management system for sponsor links and materials.
- Easily create, launch and expire courses and campuses.

### Sample Screens, Demonstration, References

Home page, sample course screen and sample certificate shown below. Please contact Ceonex to arrange for a demonstration of LoginAndLearn. Or visit the site at [www.loginandlearn.com](http://www.loginandlearn.com). References furnished on request.

