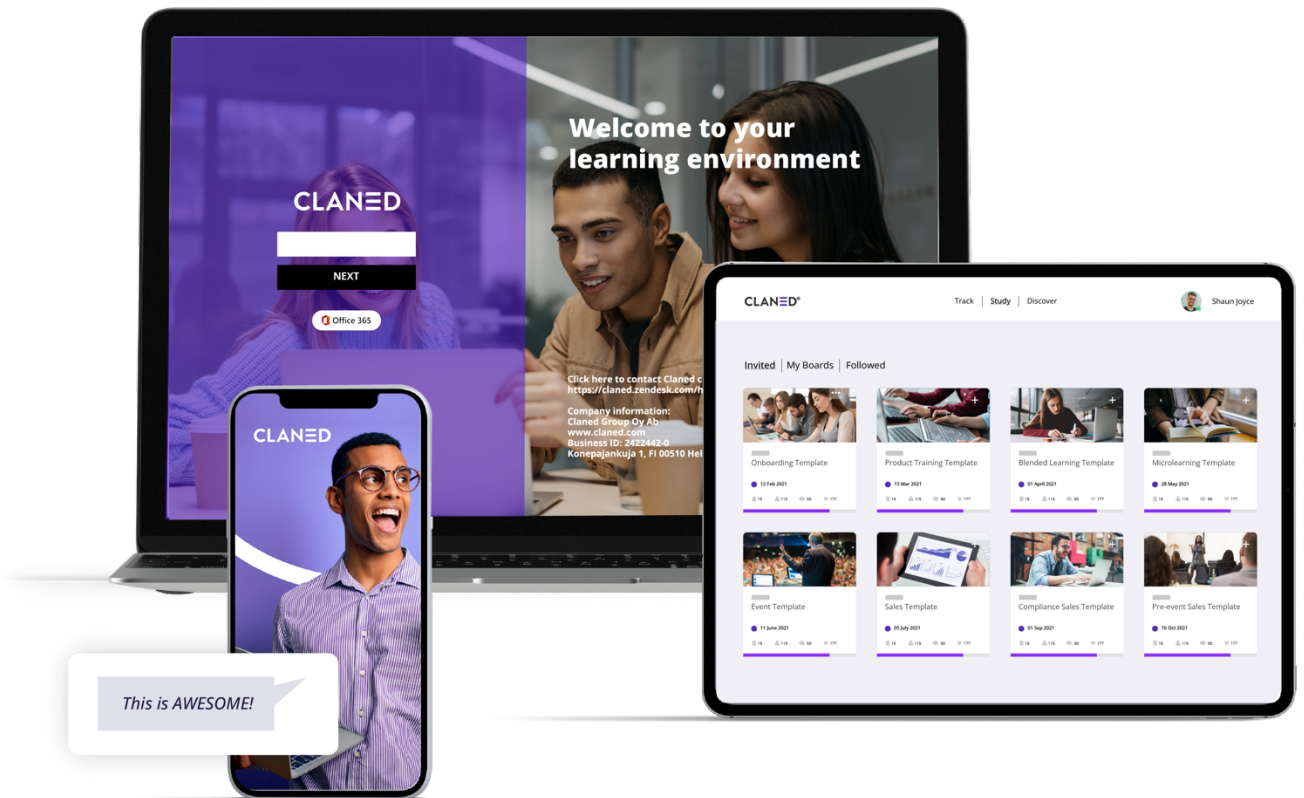


# CLANED®



Skill Them All

## Executive Summary

Claned Group Oy is a Helsinki, Finland based technology company offering one of the most comprehensive and arguably the smartest digital learning solution in the world.

Claned currently has over 350 customers across 46 countries including governments, education institutions, training providers, NGO's and corporations. List of customers includes for example Microsoft, ABB, Novo Nordisk, United Nations, Swiss, Finnish, Saudi and Brazilian governments., University of Helsinki, Banco Santander, Solita, Visma, Framery, iLOQ, KEVA, Kreate, Terrafame, Zeroni, Johnson&Johnson amongst many, many more.

Digital learning has been a poorly served market to date. The focus of existing digital learning tools has been on bringing the classroom setting directly to the digital world, thus neglecting the fundamentals of online pedagogy. Unfortunately, traditional classroom training does not translate well to online learning, and many organizations lack the skills to convert offline content to engaging and motivating digital media.

As a result, over 80% of online training fails to create any measurable impact, and less than 10% of organizations even attempt to measure it. Claned provides a proven solution to these challenges, combining the best Finnish pedagogical know-how with modern technology and data analytics. Claned is an intelligent Digital Learning Platform and the world's first solution to directly measure learning impact on an individual and organizational level, a crucial feature for any organization and country today.

Key differentiators over other platform providers include:

### **Comprehensive digital learning solution with three crucial elements**

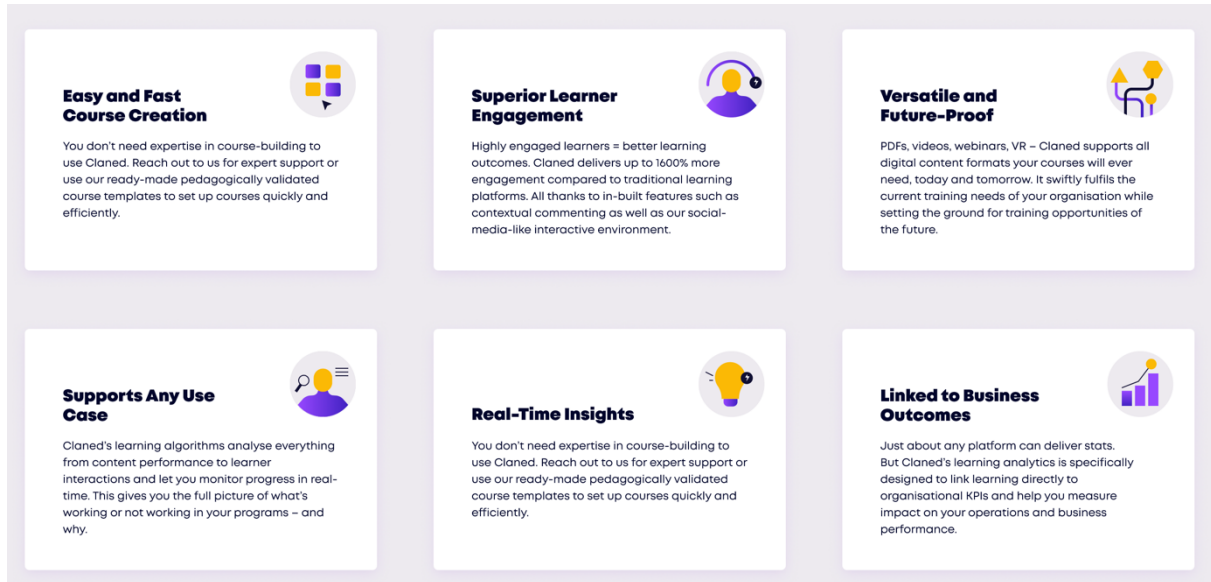
- *Learning design* automation with analytical support which intuitively guides course creators to create highly engaging and effective online learning experiences. Engagement leads to better learning outcomes and is often neglected in digital learning deployments. We start all projects from pedagogical perspective.
- *An intuitive and engaging UX* that lets users interact and collaborate in context on all types of learning materials increasing engagement and efficiency further. No need to learn how to use the platform.
- *Advanced learning analytics* powered by AI for measuring progress and impact of learning on both an individual, organizational, and even nation-wide level. Claned Learning Data can be enriched with other data sources and integrated with HR/CRM suites or Microsoft Power BI for further impact and correlation analysis. Legacy platforms fall behind as their product architecture has not been designed for a scalable data gathering and analysis and they are forced to either re-develop their solutions or gather data manually.

### **Highly versatile and future-proof solution**

- The platform can be used for *any kinds of learning at any scale*. Hybrid, all digital etc.
- The platform is *compatible with any device, software stack and content repository*
- Any digital content can be used as learning material, such as webinars, videos, PDFs, VR/AR, games, 360° images, assessments and much more
- Users can get their courses in 2 short clicks and pick up where they left off at any time
- Fully digital and *very fast deployment* and scaling globally

- Content portfolio available with several partners locally, regionally and globally

The overview of the platform benefits is described further in the picture below. The entire platform can also be branded for the customer.



## High-level description of Claned

Claned is a social media like service where all functionalities, which are not directly supporting learning itself have been stripped off. This ensures that the attention and focus of the learner is always on learning. The intelligence of Claned resides "under the hood" where it's surfaced by the means of learning analytics to learners to support them in their daily learning tasks thus making learning collaborative and self-paced, and keeping the managerial and instructional involvement minimal, if so desired.

Claned is a fully responsive web application, which can be used with any device equipped with a modern browser ranging from smartphones to tablets, laptops, desktops or even TV's. The solution is very light and works also in poor connectivity areas.

Claned is inherently scalable both from technical and use case variation perspective. Claned is a global SaaS product, which is run in the certified and secure Microsoft Azure cloud environment. It scales up to any number of users and our largest customer operates Claned for close to 100,000 users. Claned is 100% GDPR compliant and takes data privacy very seriously.

Claned is a content format agnostic platform. This means in practice that any software, application, tool, and content format from any third party works on Claned. The benefit for our customer is evident: one can always select the best and most suitable format for any use case. We do not develop all of them ourselves, but support for example following tools: webinars (Zoom, Teams, Meet etc.), live streams, VR/AR, games, interactive/immersive formats, discussion forums and collaboration tools (Padlet, Miro, Mural, Flinga etc.), Google Docs/Sheets/Slides, Office365 (also online), Sharepoint, maps, podcasts, SCORM etc. No limits.

We have selected this approach because no single company including giants like Apple or Google can built best of breed solutions for every use case. Claned focuses on developing a learning ecosystem where customers can use their own favorite content creation tools and formats and we ensure the delivery of best learning experiences as well as measure the impact of it with the data and analytics. Claned does not build a functionality itself if the same can be delivered using an existing 3<sup>rd</sup> party tool.

Claned is a very easy and fast solution to deploy. According to software comparison sites such as Capterra and G2, we are the fastest LMS/LXP to take into use globally. User management can be automated in several ways, course creation is super easy and well supported, technical support needs are minimal as the entire solution is intuitive and no-one really needs to learn how to use Claned. The so-called feedback loop, which we know from social media drives users back to the system frequently as notifications are triggered from all interactions with content and peers. Together with contextual commenting and chatting functionalities, we have reached over 1600% more engagement than competition.

The ability to generate and utilize learning related data sets Claned apart from any other learning, competence development or facilitation solutions. Several competitors claim to utilize artificial intelligence, but Claned has proven to be the only solution in several comparisons, which has true capabilities to gather analytics on learning materials, factors impacting learning and learning experience and apply the analytics to increase personal relevance of learning. Claned learning analytics delivers insight on interests of learners, how collaboration works, what is easy, difficult or at right challenge level, how learners experience learning or learning materials and how they work for target audiences on article, module, course, portfolio, or topic level.

Claned learning analytics enables very accurate reporting of learning as well as assessment of factors impacting the learner performance. Claned analytics can be further enriched with other data sources such as SIS, HR, CRM to measure the impact of learning on other operational and business metrics. We use our REST API for data transfers between systems and can feed data in selected intervals or in real time automatically. Claned delivers real-time market research type of data on how the course portfolio is delivering currently and how it should be further developed. Several customers use the analytics we deliver to run correlation analysis to identify the true impact of learning on their operations and business KPI's.

We are your digital learning partner. Let's turn your competence development efforts into a genuine competitive edge together.

