

TCS iON Digital Learning Hub

By Tata Consultancy Services | Category: Implemented Innovations

It is a platform where various content owners can host their paid or free content products, create product bundles using multi modal delivery approach, including physical delivery, through various delivery platforms. It allows organizations to purchase licenses in bulk, or as per their requirement. It allows individual learners to easily navigate and buy the required products, and get a holistic dashboard on their learning, interactions, certifications, performance with a single login.



The Context

The company wanted to create a generic learning marketplace, which can become the missing e-commerce giant in the learning sector. In the current scenario, both in India (huge young population, but not job ready), and abroad (youngsters losing STEM focus), skilling is a major social focus - and for good reasons. Existing learning platforms (Coursera et al.) do not allow:

- Simplified onboarding of a content partner including contracting and collection channel configurations.
- Distribution of an existing course (for example a university can offer to general students at a subsidised rate), offering it to people, in bulk, via activation codes.



The Innovation

As a publisher, even if the individual has content in a third party LMS like Moodle that can be published as a product on iON Learning Hub (the company supports integration with various content providers via third party framework).

As a learner, having all content across various platforms, for example social forums (communities), online courses (from iON, Moodle, EdX, etc.), certificates, sample question papers, etc., all in one login.

Social features like chat, video calling, blogs are made available via communities as products. Basically, the company envisages creating an online ecosystem where learners, teachers, publishers can connect with each other (communities), and learn from available free and paid products. It gives the learner choice and freedom to learn from where they want, and publishers an access to an open learning market.



Impact of the Innovation

revenue impact

\$70 mn



Overcoming Challenges

Understanding of user preferences, market needs. This was solved through focused group discussions, brainstorming sessions, and meeting existing customers and prospects.