

## Case Study - Portal Educação

### Portal Educação

QuickLessons begins this series of case studies with the aim of sharing with the whole e-Learning and Knowledge Management community our efforts in supporting our clients in achieving their strategic goals.

As the first in this series of case studies, we present the success story of the Portal Educação (Educational Portal), pioneer in the use of QuickLessons and winner of many great awards in Distance Learning in Brazil.

Soon, you will come across more success stories in which clients have achieved surprising results with the use of QuickLessons, making this platform the most complete choice for online production and content management.

**Alfredo Leone, QuickLessons' Executive Director.**

### A portal for learning

Having been involved in the Distance Learning market since 2001, Portal Educação has already trained over 65,000 professionals in 56 countries throughout the world with its courses on the internet. With the aim of offering online courses for specialization in many areas, the company has over 200,000 registered professionals and students in their database, and has been involved in many projects for public and private companies.

***“QuickLessons reduces production costs by up to 60%, with a much higher final quality.”***

**André Akagi, CIO.**

### The creation process behind QuickLessons.

Before the arrival of QuickLessons to the market, courses were developed with the use of an HTML editor, creating HTML pages with text and images. The major disadvantage of using these tools is that normally, content developed in HTML is bland and static, becoming tiresome and unwieldy for the final user, with long and uniform texts without any interactivity.

***With the demand on rise, there was a need for a solution that would reinforce productivity at the same time as increasing the visual appeal.***

Portal Educação searched for a platform that would increase the development process of its courses at the same time as the market was demanding more interactive content.

For André Akagi, IT Director, the main reason for adopting QuickLessons was the quantity of Flash templates for the content and exercises, which allowed the courses to gain a much higher visual quality. The fact of QuickLessons being a service and not a software made updates of the versions much easier, allowing rapid incorporation of suggested improvements.

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### ***Speed and interactivity. Greater productivity.***

The challenge of producing more interactive courses was immediately overcome with the implementation of QuickLessons. This platform brought the interaction that Portal Educação wasn't getting from HTML courses. It gave shape to the content through the personalization of the interface and made it easier for the standardization of courses in SCORM.

Adopting QuickLessons also brought structural changes to Portal Educação. Subject Matter Experts (SME), who were the original creators of the courses in HTML, were trained and qualified as Instructional Designers, which resulted in the creation of a new department, closely linked to the department of creation/multimedia and audiovisual production. "The instructional designer became the most important part in the construction of the plot, narration and teaching resources, with QuickLessons soon becoming one of the most popular working tool in the company", says Akagi.

### ***Less time, more courses. Quality guaranteed.***

Since QuickLessons was first used in August 2007, Portal Educação has already developed over 100 new courses with this platform. Certainly, the largest impact can be seen in the reduction of both delivery deadlines and production costs.

***"The time-to-market of new courses has accelerated considerably thanks to our new production standards, which are 40% higher with QuickLessons."***

***André Akagi, CIO.***



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