

IMC teams up with Australian content provider Beyondedge to push expansion in Asia-Pacific

Sydney, 28 October 2009 – German company IMC signed a partnership deal with Beyondedge as it expands into South East Asia, Australia and New Zealand. The Gold Coast-based Beyondedge will now be IMC's partner and provider of e-learning content development in the South East Asia-Pacific region.

IMC, which was recently rated by technology researcher Gartner as among the world's best in its field, is a full service provider for advanced learning solutions. The company covers the entire process from initial consultations through to implementation and ongoing maintenance.

Beyondedge Executive Producer, Duy Huynh said representatives of the two companies had first met at an international trade fair in 2006 and had maintained a strong relationship since. Mr Huynh said that IMC, as part of its plan to expand into Asia Pacific, has launched its regional office in Australia earlier this year and has decided to engage Beyondedge as its production arm instead of setting up its own local content development team.

"The two companies fit very well together in a partnership because our value propositions are complementary," said Mr Huynh. "IMC provides software and services for the deployment and management of e-learning systems for both SME and large companies while Beyondedge can provide the required content services," said Mr Huynh.

"In the South East Asia-Pacific region, IMC has determined that it will make greater gains by leveraging local expertise when it comes to content development rather than establish new production capability," says Stefanie Klein, IMC Regional Director. "This is different to our approach in other parts of the world where we have set-up our own content development teams as part of our full service approach. However, when we saw the quality of work coming from Beyondedge, we decided to work with them instead."

"We are extremely impressed with the quality of their productions. What impressed us most is that in all their productions they create a fusion of powerful online technologies with compelling film components and an engaging interactive instructional design."

IMC now has more than 500 businesses, governments and educational institutions as clients in 25 countries throughout the world. More than three million people are using IMC's online learning products.

Beyondedge specialises in creating online training materials which clients have found cost less money than running ongoing face-to-face programs, allow for greater retention of

knowledge by staff, remove the need to scheduled training sessions and provide on-demand information.

The company focuses its efforts on helping the training needs of large organisations including the likes of Coca Cola, Westpac and Queensland Government. The company has recently expanded into larger office and studio facilities at Helensvale, between Brisbane the Gold Coast, as it prepared for the start of its partnership with IMC.

Further information:

www.beyondedge.com

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Editor's Note

IMC is an international leader in providing services and technology for advanced learning and content solutions. A considerable number of large, medium and small enterprises currently benefit from the products and services provided by IMC in achieving training and education for HR development in online academies or corporate universities. These include KPMG, E.ON, Daimler, UBS and NOKIA. Professional training providers and institutions of higher education are further clients of IMC.

With CLIX®, IMC's learning management system, LECTURNITY®, IMC's interactive recording tool, and SLIDESTAR®, an open content platform, IMC is able to provide an integrated and efficient solution framework for learning life cycle management. Using POWERTRAINER®, IMC can set organisations on the path to creating their own eLearning and blended learning solutions. The Start & Learn package® delivers some real eLearning content, an award winning easy-to-use rapid authoring tool and the support and training to create future in-house eLearning content. The success of any ERP, CRM, SCM or software implementation is measured by the effective use of the system, by the end users. With its Electronic Performance Support System (EPSS) LIVECONTEXT® IMC provides pinpoint information to improve quality and increase productivity and speed to competency. IMC solutions not only cover the operation and design of training and learning processes, the management and distribution of learning content, the management of human capital and the development of skills and competencies, but also the planning and improvement of training resources. All these aspects are complimented by a strong focus on learning management processes, including a full range of management activities, such as design and planning, operation, and analysis and assessment. IMC focuses strongly on business processes and therefore regards learning management as an integral part of today's business needs. IMC clients place great value on IMC's consulting expertise and excellence in building and implementing learning solutions in the fields of technology and content development.

IMC was founded in 1997 by Dr. Wolfgang Kraemer, Frank Milius and Dr. Volker Zimmermann, together with Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer, business expert, university professor and founder and chairman of the supervisory board at IDS Scheer AG. The company's head office is located in Saarbrücken (Germany) and there are further offices in Freiburg, Munich and Berlin (Germany), a branch office in Sydney (Australia), and subsidiary companies in Zurich (Switzerland), Graz (Austria), London (Great Britain) and Sibiu (Romania).