

## LIVECONTEXT for reliable company decisions

### New release with integrated LECTURNITY authoring tool

*Saarbruecken, 19th April 2010 – Even the most impressive key business figures for company management are of little use if the data they are based on is inaccurate or incomplete. "Data quality is an important parameter for a company's success", explains IMC director Dr. Wolfgang Kraemer. "The Electronic Performance Support System LIVECONTEXT maximises the efficiency of data entry through its context-sensitive support, thereby creating decisive competitive advantages for users." The new release, which is now available, has an additional impressive SAP connection and offers the integration of IMC's authoring software LECTURNITY.*

Company data must be complete, precise and reliable. However, according to research carried out by the "Business Application Research Center" (BARC) in Würzburg, this data is often in disorder. According to a survey of 111 SAP users in German-speaking countries, 47 percent considered their data quality to be just "average", while almost a quarter stated that they had missed sales targets due to these shortcomings. In release 2 of LIVECONTEXT, the platform support for SAP users in particular has been further improved so that companies can make full use of the potential of consistent data.

#### More impact through product integration

LIVECONTEXT, awarded the "IT Innovation Prize" just several weeks ago, is based in the principle of context-sensitive support. This means that the software completely scans the respective application with all of its windows, fields and entry masks in order to provide the user with support at critical points when it is actually required. This support may take the form of simple text documentation, or also short videos, animations, podcasts or interactive learning units. But how is this content created? In new LIVECONTEXT, this is dealt with by LECTURNITY, the successful IMC AG authoring tool. Almost undiscernibly and without the user needing to put effort into becoming acquainted with LECTURNITY, they can create the required learning sequences from the LIVECONTEXT mode and administrate them in the media library, another new feature.

#### LIVECONTEXT "understands" the software

Business processes and software systems are constantly subject to adjustments. Software support based on the simple "filming" of screen masks therefore requires a complete revision of the produced learning material if there is no more than a minor adjustment to the application software. In contrast, LIVECONTEXT works with field-specific information.

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In the event of upgrades or release changes, the required support for the changed areas can be precisely and quickly amended at a low cost. Complete reviews are no longer required and the context-sensitive support is always up to date.

"With the new LIVECONTEXT, inaccurate data and the resulting loss of turnover, increased costs and uncertain, frustrated employees are a thing of the past", assures Kraemer.

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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 rapid authoring 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 complemented 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 Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer, business expert, university professor and founder of IDS Scheer AG together with Dr. Wolfgang Kraemer, Frank Milius and Dr. Volker Zimmermann. The company's head office is located in Saarbruecken (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).