IBM Business Analytics web-based training Customization and Translation Toolkits

Enhance your students' learning experience and reach a broader audience

Highlights

Streamline in-house customization of your web-based training or learning library with our WBT Customization and Translation Toolkits. Developed by IBM Business Analytics experts, these toolkits provide everything you need to customize or translate your courseware quickly and easily – so you can spend more time focusing on strategic initiatives.

You know your business, and we know our products. So, if you need to customize or translate IBM Business Analytics web-based courseware for your global operation, it makes sense to get the help of expertly developed toolkits created by our product and training professionals.

In direct response to client requests, IBM Business Analytics Education has developed Customization and Translation Toolkits that provide a better way to perform in-house translation and/or customization of enterprise web-based training (WBT) and consumer learning libraries.

The value of customized training

Customized courses enhance your students' learning experience through tailored examples and data that is specific to how they use IBM Business Analytics software. By translating your customized materials into local languages, you can reach a much broader learning audience.

With high-quality, customized training, your organization can realize the full potential of your IBM Business Analytics applications. Best-in-class training promotes faster user adoption, increases motivation and reduces internal support costs.

WBT Customization and Translation Toolkits

Reduce costs with the WBT Customization and Translation Toolkits by using your in-house expertise to customize web-based courseware or learning libraries. Because these toolkits streamline the process, customizing standard IBM Business Analytics courseware costs much less than building custom courseware from scratch. Translation of course material is also cost-effective, as you can use your own translation resources, then use the Translation Toolkit to quickly apply the translation to your web-based course(s).

Both Toolkits are out-of-the-box solutions that provide you with the necessary tools and resources for customizing WBT or learning libraries, and they work with current and future e-learning courses developed using Adobe® Captivate 5. For information on supported courses, contact batrain@us.ibm.com.

How it works

The WBT Toolkits each provide the high-quality e-learning course and enablement tools that your team needs to quickly and easily customize or translate WBT or Learning Libraries for your internal audience.

With a one-time purchase, you receive fully deployable standard WBT or learning library along with all the source files for course titles you have purchased, and the Customization and/or Translation Toolkit(s). To jumpstart your training initiative, deploy the standard training materials while you work on tailoring the offering to fit your business. Once your courseware is customized, use the WBT Translation Toolkit to offer your customized courses in local languages throughout your organization. You can also use the translation toolkit to translate standard WBT, without prior customization.

Both the WBT Customization and WBT Translation Toolkits provide you with the necessary tools to perform your own customization or translation, including:
- A multimedia package that includes short videos, tutorials, diagrams and step lists
- Technical requirements documentation
- Indexed, cross-referenced and searchable content, explaining everything you need to know to maximize relevancy to your audience and support adoption of your investment

The WBT Customization Toolkit provides these modules:
1. Introduction to eLearning
2. Typical modifications
3. Modify the course map
4. General module modifications
5. Content pages
6. Demonstrations
7. Learning activities
8. Modify a module assessment
9. Publish Adobe Captivate files
10. Miscellaneous WBT modifications

The WBT Translation Toolkit provides these modules:
1. Introduction to eLearning
2. Plan your translation
3. Modify the main menu
4. Modify modules
5. Modify content pages
6. Modify demonstrations
7. Modify learning activities
8. Modify assessments
9. Modify additional content
10. Add new translated items
11. Publish Adobe Captivate files

You will need in-house resources to customize or translate, along with a license for Adobe Captivate 5 and simple text editing and screen capturing tools.

Benefits of customizing and translating courseware

With IBM WBT Customization and Translation Toolkits, you receive customized courseware for unlimited use throughout your organization for much less than the cost of building courseware from scratch or engaging consultants to perform the customization or translation for you.

The IBM WBT Customization Toolkit enables you to:

- **Meet specific learning needs.** Your content, demos and workshops are tailored to ensure the best possible understanding of the training material, which often leads to improved training results.
- **Build unified teams.** While each learner brings different experiences and skills to your workplace, all team members benefit from learning the same key concepts and applications.
- **Understand practical applications.** By incorporating examples that are pertinent to your organization's environment and business processes, each student can understand better how the theory is applied in his or her daily work.
- **Reduce costs.** For a one-time cost, you receive all the tools you need to perform your customization on a range of supported titles.
- **Offer flexible course delivery.** You can customize your courses to account for a number of factors unique to your situation, including time, content, budget, audience, examples, workshops, demos and more.
- **Make the training your own.** You can add entire content modules that apply to your organization and your deployment process. In some cases these additional modules may reflect standards, procedures, policies, internal resources or other unique aspects of your business. In other cases, you may choose to remove some content if it is not applicable to your environment.

With the WBT Translation Toolkit, you can:

- **Meet global training needs.** When you license web-based training – and have your courses translated into the local languages of your learners – you are making the right choice for training a large audience.
- **Improve user adoption.** Training more users results in improved user uptake of new software or new software features. When you translate your training materials for a wider user audience, you also increase user adoption.
- **Communicate what matters most.** You know your business and your learning audience. The WBT Translation Toolkit makes it easy for you to translate, using examples and business processes that are relevant to your local audience.
- **Offer training where it's needed.** Translate for the learning audiences in regions most in need of training. This helps improve the return on your software and training investment.

A green training alternative

By using the IBM WBT Customization and Translation Toolkits, you also reduce your carbon footprint and contribute to your corporate environmental responsibility programs. With these training options, students can train without paper, and without the need for travel. And when you customize or translate your courseware, the scope and quality of that in-house training is improved.

About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

With IBM software, companies can spot trends, patterns and anomalies, compare "what if" scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these deep analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

For more information

For further information or to reach a representative please visit **ibm.com/analytics**.

Request a call

To request a call or to ask a question, go to **ibm.com/business-analytics/contactus**. An IBM representative will respond to your inquiry within two business days.

Business Analytics software

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