loftgroup

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Presented by Gavin Russell

IBM

SOFTLAYER® an IBM Company

Cloudant an IBM® Company

IBM Bluemix™

L'ORÉAL PROFESSIONNEL PARIS

KÉRASTASE PARIS

Government of Western Australia Department of Health

GENETIC SERVICES OF WESTERN AUSTRALIA

CENGAGE Learning®

DEAKIN PRIME CORPORATE EDUCATION Worldly

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Australian company founded 2007

Building innovative and inventive solutions.
Solid design process to deliver quality outcomes.
Domain expertise in target industries.

Solution focus

Improving communications, connectivity and visibility of information in communities.

Strategic capability

Proven technology stack to aid 1st mover advantage rapid development & deployment
of solutions global scale and modular diversification across broader mainstream market.

loftgroup corporate education

Market need - a platform where and individual can

- Engage with valuable content through student driven education models.
- Benefit from professional communities.
- Collaborate through the sharing of their experience with mentors and peers.

The solution.. loft predicate

- Tool to compose and present educational content within a community context.
- Enable students and educators to collaborate and improve understanding, quality and retention.
- Give power to individuals to guide their own learning through new enquiry.
- Collect metrics, show progress and measure performance.

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Client success L'Oréal

L'Oréal Professionnel Digital Education

• Enterprise grade mobile content delivery platform for education,
  training and sales enablement.
• Delivered across a national salon and retail network.
• Rolled out across Australia and New Zealand in 2013.
• For use in L'Oreal and Kérastase academies plus In-Salon Professional Network.
• Used to deliver training to over 12,500 salon professionals annually in AU/NZ.
• Kérastase business intelligence dashboards and key performance indicator reporting.

Future plans

• L'Oréal Paris in discussions for global deployment across the UK,
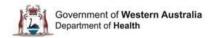 Canada, USA, and Asia Pacific Region.

Client success CDRT

Business Pain

• Conversion of clinical health consultation, notes and observations into meaningful Diagnostics is time consuming.
• Conversion often restricted in scope to reference materials that only an individual clinician knows about.
• Research activity is difficult to track or assign value as part of a larger process.

Clinical Diagnostic Research Tool

• Used by Clinician to collect observations during patient consultations.
• Natural language processing is extracts terms and matches them to high value, peer validated content sources.
• Clinician uses research methodology to identify appropriate references, enhance content and identify collaboration opportunities.
• In process design collects metrics to accelerate review & audit activity.

Government of **Western Australia**
Department of **Health**

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Initially targeted for research in Genetics & Rare Disease

- Large and complex subject matter with massively varied data types.
- Isolated individuals (researchers) with limited collaborative outlook.
- Deep community desire to 'speak the same language' to improve patient outcomes.

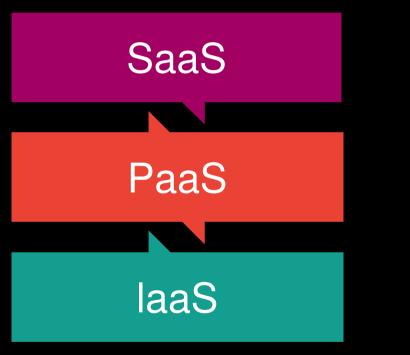## Relies upon the building of a framework

of terms that define the context of the community, the presentation of community selected content, and the engagement of community members in improving the details and understanding of the term and content through iterative process

loftgroup predicate

To deliver this we needed

- Infrastructure that could scale effectively and rapidly.
- A data structure that could be altered and improved upon as new content sources, business rules and processes were defined.
- A development environment that accelerated our ability to deliver releases and experiment quickly and safely.
- Access to expert support from a trusted partner.

IBM BlueMix

- Cloud integrated development environment with access to rapid service deployment and development operations tools.
- Simple tracking, version control and deployment.

Cloudant

- NoSQL document data structure selected for the required flexibility.
- Cloudant selected as NoSQL provider for its dedicated 'DBaaS' model, support plans and work with mobile device synchronisation.

SoftLayer

- Identified as the preferred cloud infrastructure provider due to global presence and performance.

Video – Eric Clementi

Loft is a born on the web company that is transforming their business model onto the cloud, therefore becoming a composable business.
[2]Eric Clementi, Senior Vice President, IBM Global Technology Services.

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